

English for Business Level 6

الإنجليزية للأعمال
المستوى السادس





Leadership Idioms

تعبيرات القيادة الاصطلاحية

التعبيرات الاصطلاحية للقيادة Idioms for Leadership

(The) Man السلطة بشكل عام

- Meaning: The boss; authority in general.
- Example: Did you know that John is working for Apple? I wonder how he likes working for The Man.

(To Be at Someone's) Beck and Call أن تجبر على الوفاء بأوامر أو نزوات شخص ما

- Meaning: To be under someone's total command, to be forced to fulfill someone's orders or whims.
- Example: I spent three years at the boss's beck and call. At least he paid me well.

التعبيرات الاصطلاحية للقيادة Idioms for Leadership

(To) Cross All Your T's And Dot All Your I's الاهتمام بكافة التفاصيل

- Meaning: To take care of every detail, including the minor ones
- Example: Make sure your presentation is ready to go tomorrow.
I want you to cross all your T's and dot all your I's.

A Little from Column A, a Little from Column B الاعتماد على العديد من الأفكار

- Meaning: A course of action drawing on several different ideas or possibilities.
- Example: You don't need to choose a single management philosophy.
Some of the best managers take a little from column A, a little from column B.

التعبيرات الاصطلاحية للقيادة Idioms for Leadership

Ahead of the Curve تقديم أفكار مبدعة

- Meaning: Offering ideas not yet in general circulation; highly creative.
- Example: Indonesia has a group of young, creative mayors who are ahead of the curve in terms of urban management.

Big Picture الصورة الكلية

- Meaning: A wide perspective; a broad view of something.
- Example: Don't get bogged down in the details. Keep the big picture in mind.

التعبيرات الاصطلاحية للقيادة Idioms for Leadership

Call the Shots اتخاذ القرارات الهامة

- Meaning: Make the important decisions in an organization
- Example: There are all kinds of meetings where policy is discussed, but it's really Bob who calls the shots around here.

Changing of the Guard تغيير في القيادة

- Meaning: A change in leadership at an organization
- Example: There's been a changing of the guard at Volkswagen since the company was hurt by a scandal over the measurement of emissions.

التعبيرات الاصطلاحية للقيادة Idioms for Leadership

Cut Someone some Slack تجنب معاملة شخص بشكل صارم أو شديد

- Meaning: Avoid treating someone strictly or severely.
- Example: Reynaldo has been on the job for only two weeks. It's natural that he would make mistakes. Cut him some slack.

Cut to the Chase ادخل في الموضوع مباشرة

- Meaning: Get to the point; explain the most important part of something quickly; skip the preliminaries
- Example: I have three meetings later this afternoon. I can listen to your proposal, but you need to cut to the chase.

التعبيرات الاصطلاحية للقيادة Idioms for Leadership

Da Man (Slang) شخص بارع

- Meaning: An accomplished or skillful person. Generally used in the compliment – “You da man!”
- Example: I made 20 straight car sales in one day. “Who da man?” – “You da man!”

Light a Fire under Someone إلهام شخص للعمل بجد

- Meaning: Inspire someone to work very hard.
- Example: When the CEO threatened to expel me because of my bad failures, that lit a fire under me, and I started to work harder.

التعابير الاصطلاحية للقيادة Idioms for Leadership

Movers and Shakers الأشخاص المؤثرون

- Meaning: Influential people, especially in a particular field.
- Example: If you're looking for a tech job, you should go to CES in Las Vegas. All the movers and shakers in consumer electronics will be there.

On Point / On the Ball رائع

- Meaning: Good, well done, effective.
- Example: Jennifer's presentation was on point – concise, relevant, and accurate.

التعبيرات الاصطلاحية للقيادة Idioms for Leadership

Put Someone on the Spot الإجابة على سؤال أو اتخاذ قرار على الفور

- Meaning: Force someone to answer a question or make a decision immediately
- Example: The boss put me on the spot today and asked me to summarize next year's budget.
I wasn't really prepared.

Rake Someone over the Coals تأنيب بشدة

- Meaning: Scold severely.
- Example: My boss really raked me over the coals today about being late to work.
I need to buy an alarm clock.

التعبيرات الاصطلاحية للقيادة Idioms for Leadership

The Powers that Be الأشخاص المسؤولين

- Meaning: People in charge, often used when the speaker does not want to identify them.
- Example: You want to schedule your vacation for next month? I'll check with the powers that be.

Too Many Chiefs and not Enough Indians الكل يريد أن يكون قائد

- Meaning: Everyone wants to be a leader, and no one wants to do the actual work.
- Example: Everyone wanted credit for the project and tried to take on a supervisory role.
So the project never got done. It was too many chiefs and not enough Indians.

التعبيرات الاصطلاحية للتشغيل والتخطيط

Idioms for Schedules & Planning

#	Idiom	Meaning	#	Idiom	Meaning
1	(The) Man	• السلطة بشكل عام	7	Call the Shots	• اتخاذ القرارات الهامة
2	(To Be at Someone's) Beck and Call	• أن تجبر على الوفاء بأوامر أو نزوات شخص ما	8	Changing of the Guard	• تغيير في القيادة
3	(To) Cross All Your T's and Dot All Your I's	• الاهتمام بكافة التفاصيل	9	Cut Someone some Slack	• تجنب معاملة شخص بشكل صارم أو شديد
4	A Little from Column A, a Little from Column B	• الاعتماد على العديد من الأفكار	10	Cut to the Chase	• ادخل في الموضوع مباشرة
5	Ahead of the Curve	• تقديم أفكار مبدعة	11	Da Man (Slang)	• شخص بارع
6	Big Picture	• الصورة الكلية	12	Light a Fire under Someone	• إلهام شخص للعمل بجد

التعبيرات الاصطلاحية للتشغيل والتخطيط

Idioms for Schedules & Planning

#	Idiom	Meaning	#	Idiom	Meaning
13	Movers and Shakers	• الأشخاص المؤثرون	16	Rake Someone over the Coals	• تأنيب بشدة
14	On Point / On the Ball	• رائع	17	The Powers that Be	• الأشخاص المسؤولون
15	Put Someone on the Spot	• الإجابة على سؤال أو اتخاذ قرار على الفور	18	Too Many Chiefs and not Enough Indians	• الكل يريد أن يكون قائد

التعبيرات الاصطلاحية للقيادة

Idioms for Leadership



5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

- Stepping into a management role requires shifts in perspective and responsibility. Here's how to help your middle managers become the best leaders possible, without burning out.
- If you want a recipe for disaster, just follow in the footsteps of many businesses today: As organizations are getting flatter and pushing beck and call down the ladder onto middle managers, those middle managers are not receiving the leadership development training they need to handle these responsibilities.
- More responsibilities coupled with insufficient development leads to burnout risk for middle managers, which causes a turnover. The 2020 Deloitte Global Human Capital Trends report shows that 79% of business and HR leaders worldwide believe they have a significant retention and engagement problem.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

- Excessive turnover among middle managers can get rid of leadership pipelines and undermine succession planning. In fact, this is already happening, and needs to call the shots. The Deloitte survey found that 86% of global business and HR leaders believe they do not have adequate leadership of the man.
- So how can your company retain middle managers by giving them the training and development they need to cope with the heavy responsibilities on their plate?

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

1. Start developing leaders earlier in their careers

- If middle managers are being asked to take more responsibility earlier in their careers, you can increase their ability to cope and reduce their risk of burnout by making sure they have the training and development they need to handle all the challenges coming their way on the spot.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

- Until now, many companies have used a 'barbell' style approach—investing heavily in training senior executives on the high end and giving basic training to new managers, but giving short shots to the middle ranks. Now is the time to drop the barbell. Start giving middle managers ranks the attention they deserve.
- In fact, a 2019 Harvard Business Publishing survey of 400 talent development professionals found overwhelming support for boosting the strategic capabilities of middle managers. A vast majority –80%—of respondents reported that their organizations were focused on building change management skills among middle managers, while 76% indicated they were trying to improve middle managers' communication and talent management capabilities.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

2. Recognize that the biggest hurdle you will face is time, not money

- What's the fastest way to make your stressed-out managers even more anxious? The powers that be insist that employees drop everything, leave all their time-sensitive projects in limbo and take a few weeks to focus exclusively on developing their skills and capabilities.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

- Participants in the 2019 Harvard survey were nearly 70% more likely to choose time over money as being the major hurdle to new development initiatives. What's the implication of this finding? Traditional approaches to leadership development that require middle managers to step away from their day-to-day job to attend lengthy off-site programs.
- Even if you have the best intentions to reduce middle manager burnout, you're going to have to find a way to deliver leadership training and development in a way that engages as seamlessly as possible with middle managers' busy schedules.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

3. Use technology to reach middle managers when and where they have time to learn

- Harvard Business research shows that a majority of business leaders tend to have a little from column a, a little from column b, with high familiarity with common Web-based communications platforms including YouTube, Facebook, WebEx, GoToMeeting, and Skype.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

- So why aren't talent development professionals using online video, Web conferencing or online meeting software tools in their leadership and development of learning programs?
- This is a missed opportunity. Technology can help you break down the time barrier and enable you to defuse burnout issues by helping managers squeeze learning into their busy schedules whenever and wherever the opportunity arises.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

4. Help managers learn a leadership mindset

- Leadership success depends on more than skills. Two-thirds of the respondents to the survey agreed that their organizations needed to work on the big picture; developing mindset, self-awareness and leadership behaviors alongside continued investment in building skills.
- Becoming a middle manager often involves a significant shift in mindset from personal achievement to measure success based on the accomplishments of a team. Yet in flat organizations, middle managers may not be authorized much in the way of formal authority to control the actions of that team.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

- Sticking for results without having the power to make those results happen? That's a sure-fire way to get burnout.
- You can lower that burnout risk by making sure you're equipping middle managers with a leadership mindset that enables them to establish trust, build motivation and shape a positive team culture. With the right approach, middle managers can get the results they need through persuasion and collaboration.

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

5. Broaden leadership training beyond classroom education

- Harvard Business School published The Handbook for Teaching Leadership: Knowing, Doing, and Being. The book made a persuasive case for why leadership development depends just as much on practicing leadership (doing) and changing one's mindset (being) as it does on the traditional practice of acquiring new ideas (knowing).

5 طرق لإنقاذ مديري الإدارة الوسطى من الإرهاق

5 Ways to Save your Middle Managers from Burnout

- How can you apply the Knowing-Doing-Being principles to your own leadership development program? The biggest impact may come from blending experiential on-the-job learning, coaching and feedback with formal classroom training. This 360-degree immersive environment helps managers escape the burnout trap by replacing it with a positive feedback loop of continuous improvement.
- Want even better results? Cut to the chase, let middle managers go through the training program in groups to create a sense of togetherness. They'll build lasting relationships with their peers and make connections that will ultimately strengthen collaboration throughout your company.

أسئلة حول القيادة

Questions on Leadership

- How do you monitor the performance of the people that you have to lead?
- Are you able to delegate responsibilities efficiently?
- How would you describe your leadership style?
- What can you do to motivate a team?
- What values are most important to you as a leader?
- Are you able to collaborate with others and accept new ideas?
- How do you handle disagreements with co-workers?
- Who is your favorite leader? Why?

أسئلة حول القيادة

Questions on Leadership

- Are you more comfortable with verbal or written communication?
- How do you respond to criticism?
- What changes would you seek to make?
- Can you tell about a time when you solved a problem for your employees or employer?
- How do you measure your own performance at work?
- What strengths would you bring to your team members?
- How well do you know your organization?



Time Management Idioms

تعبيرات إدارة الوقت الاصطلاحية

التعبيرات الاصطلاحية لإدارة الوقت

Idioms for Time Management

Time Flies الوقت يمر بسرعة

- Meaning: Time passes extremely quickly
- Example: Look how fast our business grew up, how time flies.

It's High Time الوقت المناسب

- Meaning: It's the right time to do something, or past the appropriate time to do something.
- Example: It's high time he met with me to resolve this issue.

Third Time's a Charm المرة الثالثة تنجح

- Meaning: The third time you do something it will finally work.
- Example: I had to ask her three times before she said yes to our offer. Well you know... Third time's a charm.

التعبيرات الاصطلاحية لإدارة الوقت Idioms for Time Management

Beat the Clock الانتهاء من شيء قبل الموعد

- Meaning: Finish something before time is up, before a deadline.
- Example: Although she was late for the presentation, she managed to beat the clock and finished all of it 10 minutes before the end.

Better Late than Never أن تأتي متأخراً أفضل من ألا تأتي أبداً

- Meaning: Doing something late is better than not doing it at all. It can be used sarcastically if someone is very late.
- Example: Well hello John. Better late than never, huh? The meeting started half an hour ago.

التعبيرات الاصطلاحية لإدارة الوقت Idioms for Time Management

In the Long Run على المدى الطويل

- Meaning: In the long term, over a long period of time.
- Example: I hate having so many after-work activities now, but I know in the long run this will be beneficial for us.

التعبيرات الاصطلاحية لإدارة الوقت Idioms for Time Management

Make up for the Lost Time تعويض الوقت الضائع

- Meaning: To catch up, to do something intensely to make up for a long period of not doing it.
- Example: Where have you been for so long? I ran into Katie, we had to make up for the lost time and talked for hours.

In the Nick of Time في آخر لحظة

- Meaning: at the last possible moment, just before it's too late.
- Example: I made it to the sales call in the nick of time, I almost missed it.

التعبيرات الاصطلاحية لإدارة الوقت Idioms for Time Management

Ship has Sailed فرصة ضائعة

- Meaning: A lost opportunity, missed shot.
- Example: I should call Annie, I've been thinking about her event. Sorry Chad, that ship has sailed. Tickets got sold last week.

التعبيرات الاصطلاحية لإدارة الوقت Idioms for Time Management

Around the Clock على مدار الساعة

- Meaning: for 24 hours, without stopping.
- Example: I know it's very late, but I really feel uncomfortable. Do you know which service office is working around the clock?

In One Stroke فوراً

- Meaning: Immediately, at the same time.
- Example: I went out to run company errands and managed to do everything on one stroke.

التعبيرات الاصطلاحية لإدارة الوقت Idioms for Time Management

Not Born Yesterday من ذوي الخبرة / ليس ساذج

- Meaning: Experienced, not naïve or easily fooled.
- Example: You can't expect me to believe that the glass broke itself. I wasn't born yesterday, you had a fight with your colleague again!

On Someone's Watch في الخدمة/خلال الوقت الذي يكون فيه شخص ما مسؤولاً

- Meaning: During the time that someone is in charge, while someone is on duty.
- Example: There is another theft from the office yesterday night. Why do people always steal on your watch?

التعبيرات الاصطلاحية لإدارة الوقت Idioms for Time Management

Once in a Blue Moon نادراً

- Meaning: This idiom means something is rare or infrequent.
- Example: The company announces a special bonus once in a blue moon.

Cold Light of Day من منظور واقعي

- Meaning: From a realistic rather than wishful perspective.
- Example: Seen in the cold light of day, our plan is likely to work.

About Time بعد الوقت المطلوب

- Meaning: Far past the desired time.
- Example: I cleaned the papers. It's about time! They were piled up on the counter.

التعبيرات الاصطلاحية لإدارة الوقت

Idioms for Time Management

Ahead Of the Curve مبتكرة

- Meaning: Innovative, devising new ideas in advance of others.
- Example: Tesla cars are expensive, but the company's ideas are ahead of the curve, and other carmakers are beginning to adopt them.

In the Dark غير مدرك لشيء ما

- Meaning: Unaware of something.
- Example: Kevin says he was completely in the dark about the CEO's plans to sell the company.

Month of Sundays وقت طويل

- Meaning: A long time, many months.
- Example: I'm glad you dropped by! It's been a month of Sundays since I saw you last.

التعبيرات الاصطلاحية لإدارة الوقت

Idioms for Time Management



التعبيرات الاصطلاحية لإدارة الوقت

Idioms for Time Management

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2	It's High Time	• الوقت المناسب	10	In the Nick of Time	• في آخر لحظة
3	Third Time's a Charm	• المرة الثالثة تنجح	11	Ship has Sailed	• فرصة ضائعة
4	Beat the Clock	• الانتهاء من شيء قبل الموعد	12	Around the Clock	• على مدار الساعة
5	Better Late than Never	• أن تأتي متأخراً أفضل من ألا تأتي أبداً	13	In One Stroke	• فوراً
6	In the Long Run	• على المدى الطويل	14	Not Born Yesterday	• من ذوي الخبرة / ليس ساذج
7	Once in a Blue Moon	• نادراً	15	On Someone's Watch	• خلال الوقت الذي يكون فيه شخص ما مسؤولاً / في الخدمة
8	Cold Light of Day	• من منظور واقعي	16	In the Dark	• غير مدرك لشيء ما

كيف تنجز أكثر بطريقة أقل

How to Get more Done by Doing Less

We asked five super-productive people how they cut down on specific time-wasting tasks—and simplify the necessary ones.

Better late than never, prioritize, work smarter , and Practice self-care. There is no shortage of advice about and strategies for performing optimally and enhancing productivity.

But what about just doing less? Imagine if you were able to just get rid of unnecessary tasks from your to-do list—or find ways to eliminate them in the first place—and still get more done. Cutting unnecessary tasks out of your life in the high time, and simplifying those must-dos can free up time that's better spent in other areas. Here are some business leaders who found ways to do just that:

كيف تنجز أكثر بطريقة أقل

How to Get more Done by Doing Less

Ditch unnecessary meetings

On a cold light of day, most of us spend too much time in meetings. Douglas Ferguson, founder of business and innovation consultancy Voltage Control and author of Beyond the Prototype, is on a mission to rid the world of useless meetings. In his firm, each meeting must have a specific agenda that's more than a list of talking points and a stated purpose and outcome. If you don't set the expectation and outcome for the meeting up front, people may not be clear about what needs to happen for a successful outcome and probably are in the dark, he says. Be specific about the topic and who is responsible for participating in various ways (e.g., providing input, delegating tasks, making a decision, etc.). "A lot of times, that will expose the fact that your meeting has passed its purpose and you can just not have it," he says.

كيف تنجز أكثر بطريقة أقل

How to Get more Done by Doing Less

Do one thing at a time

Leadership adviser Lars Sudmann, the former chief financial officer of Procter & Gamble Belgium, finds that he is able to simplify his work by grouping like tasks—a process he calls “boxing.”

Time-boxing focusing on one project or type of work, such as writing, for a specific period of time. Framework boxing applies a specific process to doing something. By defining a framework, or “box,” around the way something should be done, you streamline the process and eliminate wasteful effort that isn’t as effective, he says. “The famous P&G One Page Memo is an example of this,” he says. “With this, people can immediately start. That is also the power of boxing—it allows depth, rather than breadth, and you don’t have to waste time thinking about how you approach [a task].”

كيف تنجز أكثر بطريقة أقل

How to Get more Done by Doing Less

Shed unnecessary decisions

On any given day, Ben Midgley, CEO of Crunch Fitness Franchise, gets up between 4:30 and 5 a.m., clears out his email, reads the news, gets in a workout, and heads to the office. He schedules his meals at the same time and doesn't think about what he eats, as long as it's healthful. He's out the door of his office by 6 p.m. to spend time with his family—phone off. He even keeps the same bedtime to ensure he gets enough sleep to be most productive. While that may feel a little like living in Groundhog Day, Midgley says that having habits and routines eliminates unnecessary decision-making and allows him to be most productive and have time for what's important in his life, and don't consider the ship has sailed. By keeping a steady routine, he's home to read stories to his daughters most nights, he says. "If you make your life as predictable as possible and know you're scheduling quality time in the time you have, then I've always believed that you could do as much in five hours as most people could do in eight."

كيف تنجز أكثر بطريقة أقل

How to Get more Done by Doing Less

Streamline everyday tasks

On a more specified level, systems can streamline tasks and eliminate unnecessary steps.

Managers typically put in long hours because they're putting out fires, says Raven Beria, founder of Brandalaxy, a brand consulting firm. "What normally causes these fires are lack of systems and processes in place," he says.

كيف تنجز أكثر بطريقة أقل

How to Get more Done by Doing Less

When you have a system, and this is once in a blue moon people can create, the way things are done

is never in question, he says. Map out the “who, what, and how” of the task. You may also note the time spent and evaluate whether there are more effective or efficient ways of accomplishing the same result.

Doing so takes some work up front but can save enormous amounts of time. It can also facilitate training, which can help you delegate more effectively. “By having documented processes down, for both our personal and professional lives, we don’t have to waste as much mental energy into thinking what we need to do,” he says.

كيف تنجز أكثر بطريقة أقل

How to Get more Done by Doing Less

Automate everything you can

While they may take an investment of time and money to set up, automation tools and apps can reduce an enormous number of tasks, says strategy and leadership consultant Carla Wood.

“I often build clients robust spreadsheets with thousands of calculations built in to track all their KPIs, revenue, team results, etc. by simply entering about 10 pieces of information per client. This means that it only takes three minutes per business to keep track of all your team’s key priorities, eliminating the need for hours of weekly, monthly, quarterly, or annual collating and reorganizing,” she says.

Wood also recommends subscription-based project management tools and customer relationship management systems that can build automated or manual workflows or activity plans with reminders. “You can choose ones that speak to each other, or use a tool like Zapier to link their functionality together,” she says.

كيف تنجز أكثر بطريقة أقل

How to Get more Done by Doing Less

Stop working all the time

You need breaks. Make up for the lost time, no matter how much you try to reach, science tells us that doing so usually leads to diminishing returns. So, take that walk. Go out to lunch. Spend time working out. Or, like Ferguson, don't schedule anything on Tuesdays.

"I'm not born yesterday, Tuesdays are my lucky day where I handle things that come up that need to be addressed, or I can just take the day off and enjoy the time relaxing and recharge," he says.

After a diabetes diagnosis led him to spend more time exercising, his free Tuesdays give him time

for recovery, or take advantage of other ways to recharge, which makes him more efficient overall. You need to be disciplined about how to spend your time on other days, too.

Sometimes, the secret to doing more is not to work on every minute, but finding the things you can get rid of from your schedule. That way, you not only reduce the time you spend on non-essential tasks, but you can also find more time for yourself.



Marketing Idioms

تعابير التسويق الاصطلاحية

التعبيرات الاصطلاحية حول التسويق

Idioms about Marketing

Belt-Tightening التقشف

- Meaning: the introduction of rigorous reductions in spending
- Example: When the demand for computers decreased, the computer company had to do some belt-tightening.

A Bitter Pill To Swallow أخبار سيئة

- Meaning: bad news; something unpleasant to accept
- Example: After working long hours and not getting paid for overtime, the secretary found it a bitter pill to swallow.

Blank Check حرية كاملة في طريقة العمل

- Meaning: complete freedom of action or control
- Example: The millionaire CEO funded the product research with a blank check.

التعبيرات الاصطلاحية حول التسويق

Idioms about Marketing

Blew It All أنفقاها جميعاً – أضاعها

- Meaning: to spoil your chance of achieving something because of what you say or do
- Example: The marketing director spent his entire budget; he blew it all on digital advertising.

Bounce Back يعود للتعافي

- Meaning: to return to a good condition; to recover from a blow or defeat
- Example: The stock market will hopefully bounce back in the new year.

Bullish On متفائل لحالة السوق

- Meaning: optimistic about a market often used when describing investors
- Example: The stock analyst knew that the electric company's stock was a great investment. Soon all of his clients were bullish on this stock.

التعبيرات الاصطلاحية حول التسويق

Idioms about Marketing

Caught Red-Handed متلبساً

- Meaning: seen doing something illegal or private; caught in the act.
- Example: The bank clerk was caught red-handed stealing from the bank.

Can't Quite Get My Fingers On It يصعب فهمه

- Meaning: I can't quite figure it out or it's difficult to understand.
- Example: Even though the benefits package was explained to the new employee, he couldn't quite get his fingers on it.

Compare Apples To Oranges مقارنة شيئين متضادين

- Meaning: compare two unlike things to make an invalid comparison.
- Example: You really shouldn't think that sales in a rural area would equal sales in some of the largest urban regions of the world. That's like comparing apples to oranges.

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Idioms about Marketing

مقارنة شيئين متشابهين Compare Apples To Apples

- Meaning: compare two similar things.
- Example: In exploring options for expanding the company, the Board of Directors hired different architects to compare apples to apples about the cost of the expansion.

فقيرة دون أمل Down and Out

- Meaning: poor; without hope.
- Example: Although the agency seemed down and out, it had offered so many wonderful services to the community.

تسريع الإطار الزمني Fast Track A Project

- Meaning: make priority; speed up the time frame.
- Example: The boss said that we need to fast track the construction project and finish before winter.

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Idioms about Marketing

#	Idiom	Meaning	#	Idiom	Meaning
1	Belt-Tightening	• التقشف	7	Caught Red-Handed	• متلبساً
2	A Bitter Pill To Swallow	• أخبار سيئة	8	Can't Quite Get My Fingers On It	• يصعب فهمه
3	Blank Check	• حرية كاملة في طريقة العمل	9	Compare Apples To Oranges	• مقارنة شيئين متضادين
4	Blew It All	• أنفقها جميعاً – أضاعها	10	Compare Apples To Apples	• مقارنة شيئين متشابهين
5	Bounce Back	• يعود للتعافي	11	Down and Out	• فقيرة دون أمل
6	Bullish On	• متفائل لحالة السوق	12	Fast Track a Project	• تسريع الإطار الزمني

ما الذي يجعل التسويق إبداعياً؟ What makes marketing creative?

What makes marketing creative?

Is it more imagination, innovation, or belt-tightening?

Is a creative marketer more artist or entrepreneur? Historically, the term “marketing creative” has been associated with the words and pictures that go into ad campaigns. But marketing, like other corporate functions, has become more complex and rigorous. Marketers need to master data analytics, customer experience, and product design. Do these changing roles require a new way of thinking about creativity in marketing? To explore this question:

Create with the customer, not just for the customer

Everyone likes to talk about being “customer-centric.” But can’t quite get my fingers on it. Too often

this means taking better aim with targeted campaigns. Customers today are not just consumers; they are also creators, developing content and ideas — and encountering challenges — right along with you. Creativity in marketing requires working *with* customers right from the start to weave their experiences with your efforts to expand your company’s reach.

ما الذي يجعل التسويق إبداعياً؟ What makes marketing creative?

Kaiser Permanente believes that as health care becomes bounce back and more consumer-oriented, the digital experience becomes a key differentiator. The marketing team instituted a welcome program to help improve the experience for new plan members. Members are guided on how to register for an online member portal, which provides access to email your doctor, refill prescriptions, make appointments, and more. The welcome program required coordination with many areas of the business. As a result of this program, about 60% of new members register within the first six months. These members are 2.6 times more likely to stay with Kaiser Permanente two years later.

أسئلة حول التسويق

Questions on Marketing

- How can you measure your customer experience?
- How can you gather human insight quickly?
- How do users perceive your company?
- Does your brand appear trustworthy?
- If users are already familiar with your company and the competitor, which do they prefer?
- How do you convincing the customer to convert?
- Is your language clear and free of jargon?
- Do you speak as your audience speaks?
- What do people notice, like, and dislike about your ads?



Thank You