

## Cause and effect

Look at these two statements about Toyota. One is a cause, and one is an effect.

### Cause

The company modernized operations.

### Effect

Quality improved.

We can connect these two statements like this:

The company modernized operations, so quality improved.

The company modernized operations, and as a result, quality improved.

The company modernized operations and quality improved.

Because the company modernized operations, quality improved.

## ACTIVITY 1

Connect these statements about Multielectronics in the same way.

1 The C1 model was very successful	2 Profits increased.	3 Multi moved into a bigger factory.	4 Production increased.
10 All the employees received a bonus.			5 Multi had problems with quality control.
9 Multi earned record profits.	8 Sales increased rapidly.	7 Multi improved quality control.	6 Demand for the C1 fell.

Now ask and answer questions about Multielectronics. Start like this:

A: *Why did profits rise?*

B: *Because the C1 model was very successful.*

A: *Why did Multielectronics move into a bigger factory?*

Take turns reading the dialogue about the interview with Richard Lauren.



### Richard Lauren, Richard's Pizza

- wanted to expand the business
- decided to sell franchises
- the company now has over 300 outlets in the USA

**A:** What was your objective?

**B:** I wanted to expand the business.

**A:** So what did you decide to do?

**B:** I decided to sell franchises.

**A:** And what was the result of your decisions?

**B:** The company now has over 300 outlets in the USA.

## ACTIVITY 2

Read the information about two American businesses. Take turns talking about these decisions. Use the dialogue above as a model.



**HEALTH-A**

### Railey Moore, Health-Aid

- wanted to increase profits
- decided to increase production process
- profits increased by 500%



## Lucas Kendrick, Luxury Hotel

- wanted to attract more lunchtime customers
- decided to offer high-quality meals at lower prices
- lunchtime business increased

## PRACTICE

**Think of a decision you have made in your work or private life. If you prefer, use your imagination. Write notes about the objective, decision, and result.**