

A background image of a business meeting. Two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying charts and graphs. The other person is holding a pen and looking at a notepad. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

NEW BUSINESS ENGLISH 6

Lesson 41

Kickoff Meeting



LEARNING GOALS

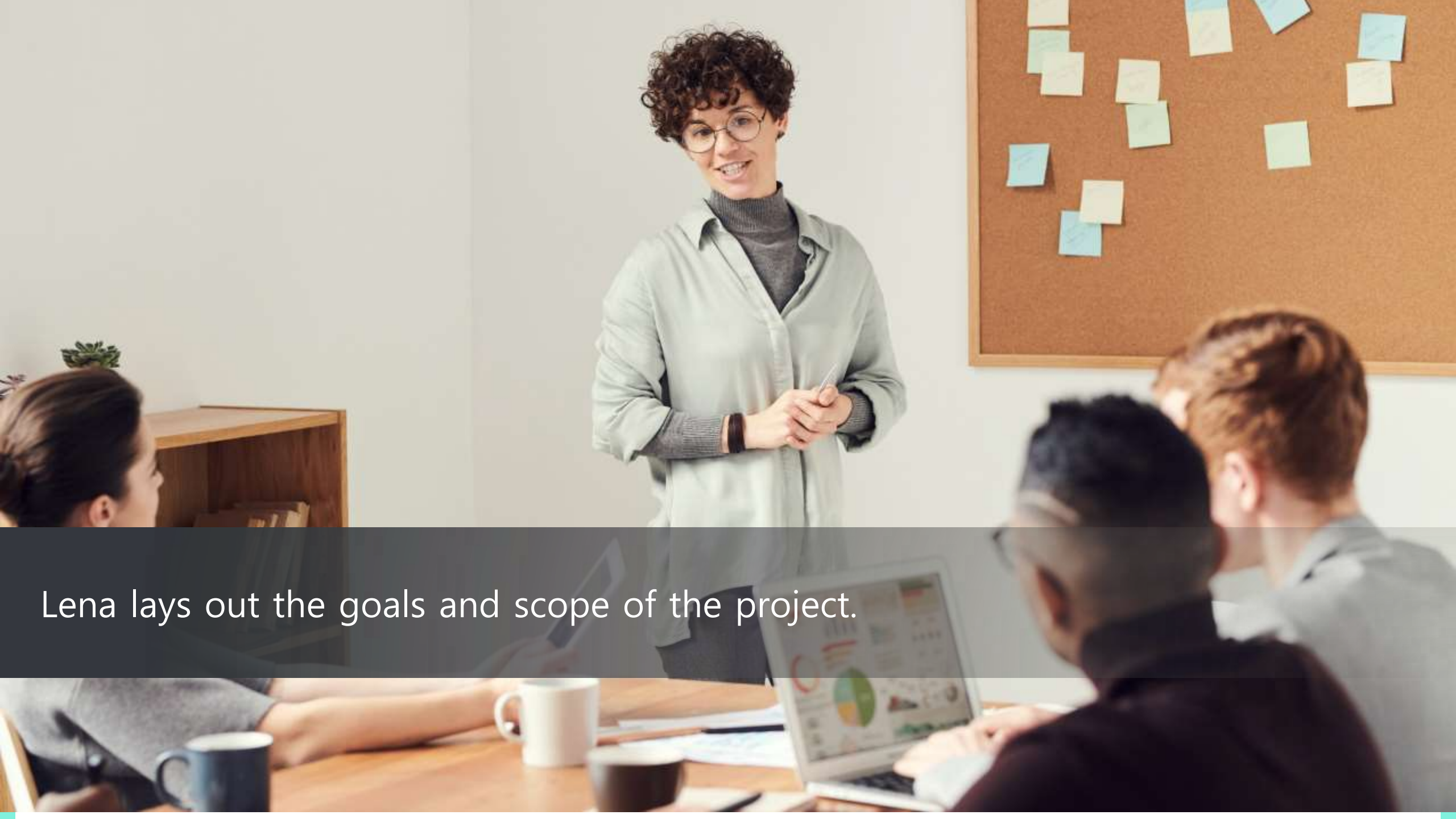
- ◆ Understanding the Project Scope
- ◆ Describing the Project Scope



Warm-up

- ◆ What is a “project scope”?
- ◆ How would you describe it?





Lena lays out the goals and scope of the project.

Situational Dialogue

Listen to the audio.

Lena: Welcome to the **kickoff** meeting of our project. Let us start with the goals and scope. We'll upgrade the product packaging, from developing the appearance to selecting materials for production. Five thousand new packages will be ready for public release in two months.

Ashley: What tasks do we need to do to accomplish our goals?

Lena: The whole project mainly includes two phases: design and **production**. We will complete the design internally and outsource the production.

Barry: Are there any special requirements or requests?

Lena: Yes, **eco-friendly** materials are highly preferred. The new packaging design should incorporate natural elements.

Ashley: Sounds promising. We'd better **contemplate** and figure out an attainable timeline.

Role-play

Do a role-play and answer the questions.

Lena: Welcome to the kickoff meeting of our project. Let us start with the goals and scope. We'll upgrade the product packaging, from developing the appearance to selecting materials for production. Five thousand new packages will be ready for public release in two months.

Ashley: What tasks do we need to do to accomplish our goals?

Lena: The whole project mainly includes two phases: design and production. We will complete the design internally and outsource the production.

Barry: Are there any special requirements or requests?

Lena: Yes, eco-friendly materials are highly preferred. The new packaging design should incorporate natural elements.

Ashley: Sounds promising. We'd better contemplate and figure out an attainable timeline.

Learning Goals

∴ Understanding the Project Scope

The **project scope** involves determining and documenting a list of specific project goals, deliverables, tasks, costs, and deadlines. To determine the scope, project managers must collect requirements for what the stakeholders need from the project. This includes the following elements:

- 1 the project's objectives and deliverables
- 2 when the project must be completed
- 3 how much the stakeholders can pay for it

Learning Goals

∴ Describing the Project Scope

1. Project's Objectives and Deliverables

- **We will upgrade** the product packaging.
- **This project aims to update** the company's website.
- **By the end of this project, we will** have newly set-up kiosks where customers can buy our products.

2. Project's Timeline

- **If the project goes according to schedule, you can expect** a month.
- **The proposed timeline for this project is** one month.
- **The starting date is** June 1 **and the end date will be** August 1.

3. Project's Budget Allocation

- **The allocated project's budget is** \$15000.
- **We are on a tight budget for this project. We are given** \$15000 only.
- **The money for this project has been cut from** \$15000 **to** \$10000.

Oral Practice

Scenario:

You are the product manager, and your team is working on the mall kiosk establishment. You are discussing the scope of your project with your team. Include the elements of the project scope.



∴ Describing Project Scope

1. Project's Objectives and Deliverables

- *By the end of this project, we will...*

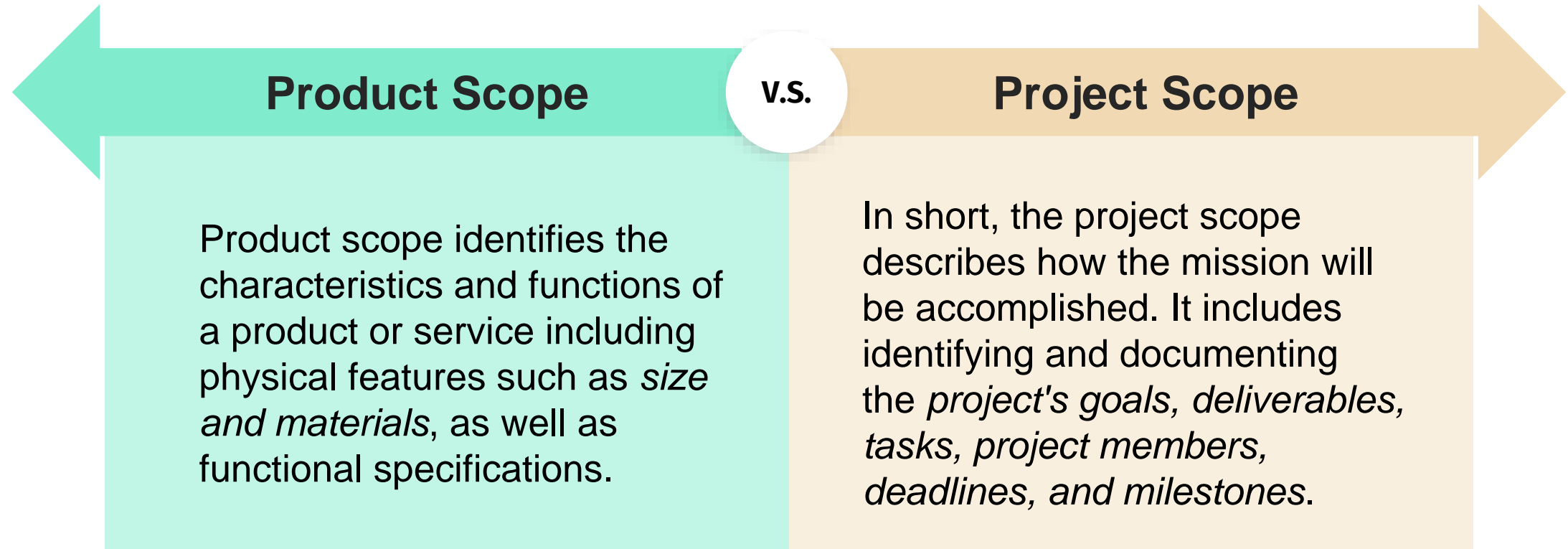
2. Project's Timeline

- *If the project goes according to schedule, you can expect...*

3. Project's Budget Allocation

- *We are on a tight budget for this project. We are given...*

Difference Between Project Scope and Product Scope



1. *How important is determining the scope of a project or a product?*
2. *Which do you think is more important between the two?*

Overview

Keywords and expressions:

*kickoff/ design/ production/
eco-friendly/ natural/ contemplate*

Describing the Project Scope

1. Project's Objectives and Deliverables

- *By the end of this project, we will...*

2. Project's Timeline

- *If the project goes according to schedule, you can expect...*

3. Project's Budget Allocation

- *We are on a tight budget for this project. We are given...*

Understanding the Project Scope

- *involves determining and documenting a list of specific project goals, deliverables, tasks, costs, and deadlines*

