eclap
Cutting edge
Science & Technology

Analysis

Structure

SWOT Analysis

What is it?

Strengths & Weaknesses

Focusing on the positives and recognising & dealing with negatives

Opportunities & Threats

Reacting to various issues

Passive Voice

Appreciating the use in scientific language

Technical vocabulary

Words that are used in a technical capacity.

Idioms

Some idioms to improve your vocabulary.

A strategic planning tool

It provides a structured framework for evaluating both internal and external factors that can impact our organization's performance.

SWOT analysis

Internal factors

- **Strengths:** These are internal factors that represent the organization's advantages and capabilities. Strengths are what sets us apart and give us a competitive edge.

- **Weaknesses:** These are internal factors that hinder our performance or put us at a disadvantage. Identifying weaknesses helps us address areas for improvement.

SWOT analysis

External factors

- **Opportunities:** These are external factors in the business environment that can benefit our organization. Recognizing opportunities allows us to seize them for growth.

- **Threats:** These are external factors that pose risks or challenges to our organization. Being aware of threats enables us to develop strategies to mitigate them.

Focus on the positive

Always look on the bright side of life.

Emphasising positives

Bedrock

The high quality of our service is the **bedrock** of our reputation

Ground-breaking

Apple is well-known for their **ground-breaking** designs.

Emphasising positives

Edge

Investing in people is what gives us an **edge** over our competitors

Top-notch

Spanish wine is absolutely **top-notch**

Emphasising positives

Key

The **key** to our success is our intellectual property.

Tailored

Our expertise lies in developing fully **tailored** webpages for our clients

Emphasising positives

Approach

Our personal touch means our **approach** will be creative and totally unique.

Broad

The diverse experience of our partners gives us a **broad** perspective.

1. We’re aware of **the negative effect** on our reputation
2. It’s true that we have **little experience** in this area.
3. We fully acknowledge **a need for** proper back-end systems
4. This **lack** of critical R&D funding is on our radar.
5. I think we all agree that our **inability to** calculate risk more precisely makes us **vulnerable**.

Acknowledging Negatives

1. I think we're all conscious of our **main shortcomings**.
2. We realise that our product development cycle **is too long**.
3. It's quickly becoming clear that high tax rates are **the main stumbling block to** new investment.
4. With hindsight, I see that our **downfall** was a result of being too **set in our ways**.

Acknowledging Negatives

Reacting to opportunities

1. **Exploit**: The company decided to exploit the growing interest in eco-friendly products by launching a new line of sustainable goods.

2. **Capitalise on**: The smart entrepreneur saw an opportunity to capitalise on the rising demand for remote work solutions and developed a successful telecommuting software.

Reacting to opportunities

Useful verbs

1. **Use something to your advantage**: She knew her language skills were an advantage, so she used her multilingual abilities to secure a job in international sales.

2. **Make the most of**: As a student, it's important to make the most of your time in college by getting involved in extracurricular activities and networking with peers.

3. **Take advantage of**: Students should take advantage of the resources available at the library for their research projects.

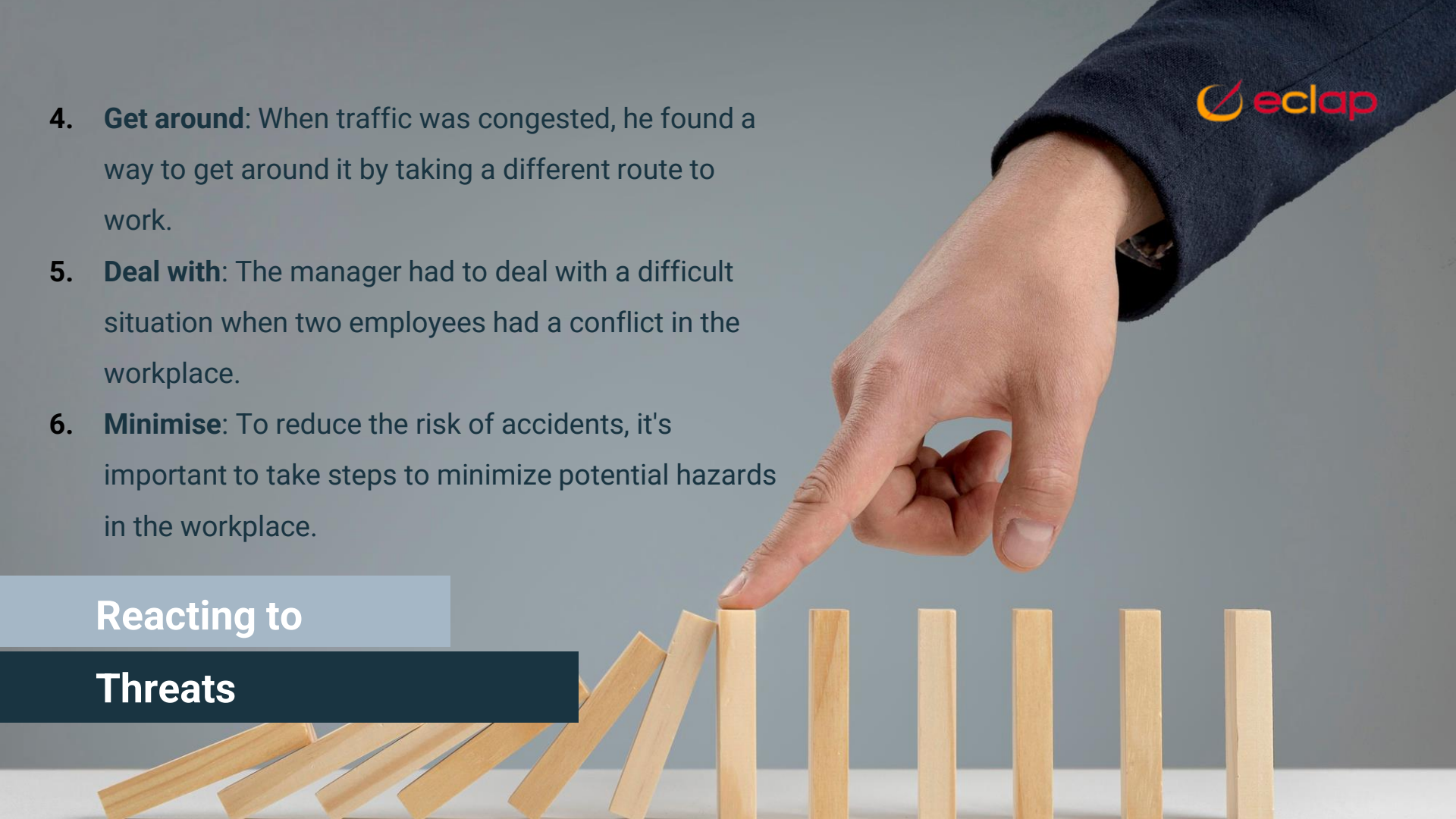
Reacting to opportunities

6. **Make hay while the sun shines**: The beach resort owners know they must make hay while the sun shines during the summer tourist season.

1. **Adapt to**: In order to thrive in the new digital age, companies must adapt to rapidly changing technologies.
2. **Offset**: The reduction in carbon emissions from the new eco-friendly transportation system will help offset the environmental impact of the factory.
3. **Bide our time**: Instead of rushing into the decision, the team decided to bide their time and wait for a more favourable market situation.

Reacting to Threats

4. **Get around**: When traffic was congested, he found a way to get around it by taking a different route to work.
5. **Deal with**: The manager had to deal with a difficult situation when two employees had a conflict in the workplace.
6. **Minimise**: To reduce the risk of accidents, it's important to take steps to minimize potential hazards in the workplace.



Reacting to Threats

Passive structures

When to use the passive

1. The action is emphasised, but the sentence still mentions who is or was responsible for it.

   *The world record for the men's 200 metres **was broken** by Usain Bolt in 2009.*

Passive structures

When to use the passive

2. Who is or was responsible for the action is not important or not known.

   *Jonathan's apartment **was broken into** twice last year.*

Passive structures

3. The action is emphasised, but the sentence still mentions what was responsible for it.

   *Over a thousand people **have been affected** by the recent flooding.*

Passive structures

When to use the passive

4. What is or was responsible for the action is not important or not known

   *The front of the **building has been** severely **damaged**.*

5. Who or what is or was responsible for the action is obvious so does not need to be mentioned

   *Jenny's knee **is being operated on** tomorrow at the City Hospital.*

Passive structures

Translations

PHRASE	SIGNIFICADO
Food and drink **must not be brought into** the lab.	No se debe introducir comida ni bebida en el laboratorio.
No photographs **may be taken** inside this museum.	No está permitido hacer fotografías en el interior del museo.
Infra-red equipment **is being used** to search for further survivors.	El equipo de infrarrojos se está utilizando para buscar más supervivientes.
The award for best innovation **will be shared** by three postgraduate students.	El premio a la mejor innovación será compartido por tres estudiantes de posgrado.
Thorough safety checks **will be carried** out immediately.	Se realizarán inmediatamente comprobaciones de seguridad exhaustivas.
The discovery of the new planet **was announced** by the astronomers, and it is believed to be located in the habitable zone.	El descubrimiento del nuevo planeta fue anunciado por los astrónomos, y se cree que está situado en la zona habitable.
The experiment **was conducted by** the research team to investigate the effects of the new drug on cancer cells.	El equipo de investigación llevó a cabo el experimento para investigar los efectos del nuevo fármaco en las células cancerosas.

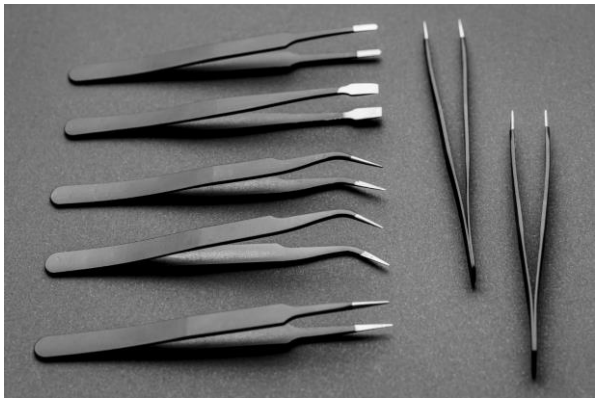
Cutting edge - expressions

1.	In the vanguard	At the cutting edge
2.	A double-edged sword	Having advantages + disadvantages
3.	The lay person	Non-expert
4.	For its own sake	As an end in itself
5.	Subject to regulations	Effectively controlled by law
6.	The greater good	The benefit of society at large

Technical things

Tweezer

The splinter was finally pulled out with **tweezers**



Valve

A trumpet is played by shutting a series of **valves**

Technical things

Padlock

The bike had been secured to the railings with a **padlock**

Pump

The floodwater as extracted by means of a **pump**

Scientific phrasal verbs

Break through

To make a significant discovery

Scientists made a **breakthrough** in the study of quantum mechanics.

Bring about

To cause or initiate change

This invention will **bring about** a revolution in the industry

Come up with

To invent something new

The research team **came up with** an incredible solution to the problem

Find out

To discover information

The scientists **found out** that the experiment yielded unexpected results.

Run into

To encounter a problem

During the experiment, they **ran into** some technical difficulties

Set up

To establish systems

It took them several hours **to set up** the new supercomputer

At the cutting edge

Expressions

Technical idioms

1. The final **nail** in the coffin
2. To call a **spade** a spade
3. To go down the **drain**
4. A weak link in the **chain**
5. To blow a **fuse**

Technical idioms

1. With (no) **strings** attached
2. To get your **wires** crossed
3. To shoot your **bolt**
4. To get into **gear**
5. To twist the **knife**

Thanks!

Does anyone have any questions?