

GIVING EXAMPLES

B2-C1 | Functional language for illustrating ideas precisely

1 Useful phrase patterns

Use these phrases to support an explanation with a relevant, precise example.

For example, ...

For example, a trial can reveal practical problems.

For instance, ...

For instance, teams can share a digital calendar.

To illustrate, ...

To illustrate, a late delivery can delay a project.

A clear example is ...

A clear example is a pilot project in one region.

This can be seen in ...

This can be seen in recent customer feedback.

Take ... as an example.

Take online banking as an example.

such as ...

Options such as remote work give staff flexibility.

In particular, ...

In particular, first-time customers may need support.

2 Respond to the situations

Write one sentence with a suitable example for each situation. Try to use a range of phrases.

1. Explain why a small trial can be useful.

2. Give an example of technology improving teamwork.

3. Explain how one delay can affect a project.

4. Give an example of a change that reduces waste.

5. Give an example of a benefit of staff training.

6. Explain why customer feedback matters.

7. Give an example of a flexible working arrangement.

8. Give an example of a risk when entering a new market.

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B2-C1 | Suggested answers

3 Possible answers

These are examples only. Other accurate and suitable responses are also correct.

Encourage students to use a range of phrase patterns from page 1.

1. For example, a small trial can identify problems before a full launch.

2. For instance, a shared digital calendar can improve teamwork.

3. To illustrate, one delayed delivery can postpone the next stage.

4. A clear example is replacing paper forms with digital forms.

5. This can be seen when trained staff solve customer problems faster.

6. Take a product review as an example; it can show what customers value.

7. Flexible arrangements include options such as working from home two days a week.

8. In particular, a new market may have different customer expectations.
