

《包含运动的商业俚语，kick off真的是“踢”的意思吗？》

When doing business with Native Speakers of English you will hear a lot of metaphors and idiomatic expressions used. They can relate to all sorts of areas like war, fire, health.

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One of the biggest areas is sports. If you want to use these Business English phrases like a native speaker, it would be useful to have an understanding of what they are and what they mean.

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By the way, using phrases will help you to speak English fluently.

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In this blog post, I'd like to explore the strong relationship that exists between sports and business. If you look at the qualities that sports and business share, you'll begin to see why Business English has so many sporting metaphors.

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Kick off

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to start

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Good Morning everyone. Shall we kick off the meeting then? (Football)

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ON TARGET (english phrase)

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making good progress and likely to achieve what has been planned

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It looks like we are pretty much on target with this project. (Archery)

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Up to scratch

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to be of a good standard

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I know we have a great team whose work is really up to scratch. (Track and Field)

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Know the ropes

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to be able to do something well

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Our new Sales Director has a lot of experience and really knows all the ropes. (Sailing)

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Ballpark figure

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a rough estimate

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Can you give me a ballpark figure on the total sales costs? (baseball)

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Jump the gun

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to do something too soon, especially without thinking about it carefully

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We still have some costs to factor in and I don't want to jump the gun. (Track and Field)

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In pole position

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to be in the best possible position

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We are in pole position to win the contract. (Motor Racing)

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NECK AND NECK (english phrase)

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to have the same chance of winning as someone else

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We are neck and neck with our competitors, so we really need to work hard to maintain our market share. (Horse Racing)

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The ball is in our court

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to be in a position to make the next step

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We have done what we can, the ball is in your court now. (Tennis)

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Take our eye off the ball

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to make a mistake, especially by doing something carelessly

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We really cannot take our eye off the ball with this deal as it will be a real winner for us. (Football)

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A great way for you to familiarise yourself with sports idioms is to check out the 70 Remarkable Sports Idioms You Can Use In Business And Daily Life.

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Try and find different ways it is used in a business context. You may find these in advertisements, articles or hear them. Decide which one you find most interesting and try to use them in a similar situation with English speakers.

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This is just a taster of the sports idioms there are in the English Language. Do you know others? Do you know how and when to use them? Do share them with us. And if you think that your friends and colleague could benefit from these expressions, please share this blog post with them.

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