晨英语

chenglish.cn

职场商务英语 2026年10月31日 出处：BBC Learning English · Office English 转载请注明 chenglish.cn

方案推介：一集拿走 64 个地道职场表达

BBC Office English 第 21 集。从电梯式开场到守住简报、体面收尾，64 个关键表达与视频精讲完全对应，全部来自对话原文，附中英对照台词。

本篇收获

64 个关键表达速查 | 5 个精选深讲 | 10 个扩展短语 | 完整原声音频 | 中英对照台词全文

会上老板说「大家有没有什么想法？」——三秒沉默之后，你那套在心里排练过十遍的方案，又一次咽了回去。这一集把「推介想法」拆成一条完整的动作链：开场用 elevator pitch 三十秒抓住注意力（have you ever noticed...? / I want to make...），收尾绝不让话头 trail off——讲影响、蹭趋势、给紧迫感、邀请提问四选一；然后是最微妙的部分：怎么在 brief 之内推陈出新，既 fill that gap 又不贬低任何人的原有工作。64 个关键表达全部来自对话原文，按「从开场到收尾」分好组；好想法不缺，缺的是让人听见的说法。

01 精选深讲

1. elevator pitch · 电梯推介 —— 本集题眼。Pippa 的定义：*"explaining your idea in a short amount of time"*（在很短的时间内讲清你的想法），画面来自本集：*"imagine getting in the lift... and you explain your idea in that kind of short period"*（想象你进了电梯，就在同乘的那一小段时间里把想法讲完）。它是推介的开场基本功——先抓住注意力（grab people's attention），再用最短时间概括（summarise）。固定术语是 elevator pitch（美式 lift 的英式日常说法不进术语）；它指「极短的口头概括」，不是 PPT 全篇。

2. trail off · 不了了之 —— Phil 的收尾警示：*"you don't just want it to trail off"*（你不想让话头不了了之）——推介要有清晰的结尾（a clear end），不能越说越小声、最后消失。trail off 的画面是声音像小路一样渐渐淡出。与 drag on（拖沓冗长）相反：trail off 是「结束得含糊」，drag on 是「结束得太慢」。收尾的三个方向本集给全：讲影响（serve your customers）、蹭趋势（capture that trend）、给紧迫感（if we act fast）。

3. stick to the brief · 守住需求简报 —— Beth 的三字诀：*"stick to the brief, be enthusiastic and just be organised"*（守住简报、保持热情、条理清晰）。brief 在这是「需求简报」——Pippa 解释：*"a list of guidelines for the idea, a list of requests"*（关于想法的指引清单、一系列要求）。Phil 补了展示法：*"show how you're meeting the brief"*，用 this will satisfy our need for... 或 research shows... 加例子。介词搭配 stick to；推介最忌两件事：跑题，和贬低原有想法——那可能正是听者做出来的。

4. fill that gap · 补上那个空缺 —— Pippa 的推介句：*"I've been thinking about what we're missing in our current offer, and I think this fills that gap."*（我一直在想我们现有产品缺了什么，我认为这个补上了那个空缺。）它的聪明在于「先扬后抑」的变体：不贬低现有工作（don't put down other work），而是说「已有很好，缺了一块，我来补」——新想法顺势成为自然延伸。gap 指「市场/产品/能力的空缺」：fill a gap in the market（填补市场空白）是商业高频。

5. build on our previous successes · 在以往成功之上 —— Pippa 的体面措辞：*"I want to build on our previous successes with something a bit different."*（我想在我们以往的成功之上，做一点不一样的。）它跟 Phil 的 we've come a long way, but... can only get us so far（走了很远，但只能到这里）是一对——先承认过去，再引出变革，完全不贬低任何人。build on 强调「以既有为基础继续盖」；与 build up（逐步积累）方向不同。绩效沟通、战略汇报、竞聘演讲全通用。

02 一、开场：推介为什么紧张

词条	中文释义	原文例句
pitch an idea	推介一个想法（本集题眼）	"Have you ever had to pitch an idea at work?"
Was it stressful?	紧张吗?	"Was it stressful?"
a big, big doubt	大大的问号	"you have a big, big doubt"
the reaction of the person	对方的反应	"the reaction of the person who you're pitching your idea to"
share your ideas	分享想法	"how to share your ideas at work"
the language of work	职场语言	"our podcast about the language of work"
read along	边读边听	"to read along on our website"
pitching ideas at work	在工作中推介想法	"pitching ideas at work"

03 二、你的推介经历：正式与非正式

词条	中文释义	原文例句
really formal business pitch	正式的商业推介	"a really formal business pitch"
an informal setting	非正式场合	"if it's an informal setting"
come up with ideas	想出点子	"if there's pressure to come up with ideas"
in advance	提前	"asked to think of an idea in advance"
face to face	面对面	"you're not face to face with someone"
in an email	用邮件	"easier doing it in an email"
getting your ideas heard	让你的想法被听见	"getting your ideas heard"
some tips for pitching	推介技巧	"some tips for pitching"
suggest ideas	提出想法	"asked your team to suggest ideas"

04 三、开场：elevator pitch

词条	中文释义	原文例句
grab people's attention	抓住注意力	"grab people's attention from the start"
summarise your idea	概括你的想法	"summarise your idea in as short a time as possible"
an elevator pitch	电梯推介（本集题眼）	"the idea of an elevator pitch"
a question and answer	问一答	"do that as a question and answer"
have you ever noticed...?	你有没有注意到……?	"'have you ever noticed...?' something"
I've found the solution	我找到了解决办法	"'Well, I've found the solution'"
state a clear ambition	明确提出抱负	"state a clear ambition"
very clear	非常清楚	"you're very clear about what you're trying to do"
a clear ambition	清晰的抱负	"state a clear ambition"
I want to make...	我想做出……	"'I want to make...'"
I've been thinking a lot about...	我一直在琢磨……	"'I've been thinking a lot about...'"
my idea is to...	我的想法是……	"'and my idea is to...'"
trail off	不了了之	"you don't just want it to trail off"

05 四、三种起手式与收尾原则

词条	中文释义	原文例句
a clear end	清晰的结尾	"You want to have a clear end to it."
the effect that this idea might have	想法可能带来的影响	"the effect that this idea might have"
serve your customers	服务你的客户	"how it could serve your customers"
an amazing new way	全新的绝佳方式	"an amazing new way to serve our customers"
trends in your industry	行业趋势	"talk about trends in your industry"
capture that trend	抓住那个趋势	"an idea that could capture that trend"
introduce some urgency	注入紧迫感	"introduce some urgency to your idea"
if we act fast	如果我们迅速行动	"if we act fast, I think we could see real success"
invite questions	邀请提问	"end a pitch could be to invite questions"
gauge someone's opinion	探一探对方的看法	"gauge someone's opinion"
what do you think?	您怎么看?	"'what do you think?"
I'd welcome any questions	欢迎提问	"I'd welcome any questions you might have"
a slightly more formal way	稍微更正式的说法	"a slightly more formal way of putting it"
satisfies a need	满足一种需求	"satisfies a need"

06 五、收尾三向：影响、趋势、紧迫感

词条	中文释义	原文例句
the original idea	原来的想法	"the original idea is really bad"
stick to the brief	守住简报（本集题眼）	"stick to the brief, be enthusiastic"
sticking to a brief	守住简报	"talked about sticking to a brief"
a list of guidelines	指引清单	"a list of guidelines for the idea"
meeting the brief	满足简报	"show how you're meeting the brief"
satisfy our need for...	满足我们对……的需求	"this will satisfy our need for..."
research shows	调研显示	"research shows our customers want more"
give examples	给出例子	"then you give examples"
what we're missing in our current offer	现有产品缺了什么	"what we're missing in our current offer"
be polite	有礼貌	"You want to be polite"
fills that gap	补上那个空缺	"I think this fills that gap"
put down other work	贬低其他工作	"put down other work or ideas"
we've come a long way	我们已经走了很远	"we've come a long way"
get us so far	只能带我们到这里	"can only get us so far"
build on our previous successes	在以往成功之上	"build on our previous successes"
something a bit different	一点不一样的东西	"with something a bit different"

07 六、邀请提问与同事建议

词条	中文释义	原文例句
improve your business English	提升商务英语	"improve your business English"
we'd love to hear from you	很想听到你的声音	"we'd love to hear from you"
what confuses you	你的困惑	"what confuses you about English in the office"
more resources	更多资源	"You'll find more resources"

08 七、守住简报：给证据、补空缺

词条	中文释义	原文例句

09 八、不贬低与系列收官

词条	中文释义	原文例句

10 扩展表达（未入选核心清单，但同样值得收）

词条	中文释义
outside of work	工作圈子外
a really formal business pitch	正式的商业推介
pressure to come up with ideas	想出点子的压力
go through all the steps	把步骤走一遍
state a clear ambition	明确提出抱负
in a more informal context	更随意的场合
the key issue	关键问题
trends in your industry	行业趋势
a slightly more formal way	稍微更正式的说法
give examples	给出例子

11 串词成段

64 个词放回一场真实的推介，是这样的：

The boss asks for ideas in Monday's meeting. You've been **thinking a lot about** the delivery bottleneck — so when it's your turn, don't ramble: open with an **elevator pitch**. "**Have you ever noticed** our quotes take nine days? **Well, I've found the solution**." Now **state a clear ambition**: "**I want to make** quoting same-day." Then the **key issue** and your answer: "**my idea is to** pre-build a quote library." Close it clean — never **let it trail off**: "**this will be an amazing new way to serve our customers**," or ride **the trend**: "this idea could **capture that trend**." Add **urgency**: "**if we act fast**, we could see real success." Then **invite questions**: "**what do you think?** ... **I'd welcome any questions**." One warning from the pros: **stick to the brief** — show **how you're meeting the brief**, quote that "**research shows** our customers want more," and give **examples**. Frame it as "**filling that gap**" in **our current offer** — never **put down** the old work; say "**we've come a long way**, but this way **can only get us so far**," and "**build on our previous successes** with something a bit different." That's how an idea gets heard — and approved.

参考译文：周一例会，老板征集想法。你一直在琢磨交付瓶颈——所以轮到你时，别东拉西扯：用电梯推介开场。「你有没有注意到，我们的报价单要走九天？嗯，我找到了解决办法。」然后明确提出抱负：「我想做到当天出报价。」接着讲关键问题和你的答案：「我的想法是——预建一个报价模板库。」收尾收干净——绝不了了之：「这会是一种服务客户的全新绝佳方式」，或者借势：「这个想法能抓住那股趋势。」再加紧迫感：「如果我们迅速行动，就能看到实实在在的成功。」然后邀请提问：「您怎么看？……欢迎大家提问。」一句行家提醒：守住简报——展示你如何满足简报，引用「调研显示我们的客户想要更多」，并给出例子。把它说成是「补上现有产品的空缺」——绝不贬低旧工作；说「我们已经走了很远，但这种方式只能带我们到这里」，然后「在以往的成功之上，做一点不一样的」。想法就是这样被听见——并被批准的。

一句话带走

推介的三段节奏：开场 elevator pitch（问题+答案三十秒讲完），中间 stick to the brief（用数据和例子证明你满足了要求），收尾给一个明确的 ask（影响、趋势、紧迫感、邀请提问四选一）。说新想法时永远 build on 过去——别把听者做的东西说成垃圾。

▼ 完整台词（中英对照）

Phil: Have you ever had to pitch an idea at work?	你在工作中推介过一个想法吗?
Phil: Was it stressful?	紧张吗?
Beth: I think the key to pitching is almost practising.	我觉得推介的关键几乎就是练习。

Beth: So talking to people outside of work and seeing if they can understand you.

跟工作圈子外的人聊，看他们能不能听懂你。

Neil: It is stressful because I think until you see the reaction of the person who you're pitching your idea to, even if you think it's brilliant, you have a big, big doubt.

它确实让人紧张，因为在你看到对方的反应之前——哪怕你觉得这个点子绝妙——你心里都会有一个大大的问号。

Pippa: Today on Office English, we're talking about how to share your ideas at work.

今天的《职场英语》，我们聊怎么在工作中分享想法。

Phil: Hello and welcome to Office English from BBC Learning English, our podcast about the language of work.

你好，欢迎收听 BBC Learning English 的《职场英语》——关于职场语言的播客。

Phil: I'm Phil.

我是菲尔。

Pippa: And I'm Pippa.

我是皮帕。

Pippa: You can find a transcript of this episode to read along on our website, bbclearningenglish.com.

本期文稿可在我们的网站找到，方便边读边听：bbclearningenglish.com。

Phil: We've just heard from our BBC Learning English colleagues how they feel about pitching ideas at work.

刚才我们听了 BBC Learning English 几位同事聊他们在工作中推介想法的感受。

Phil: Have you had to pitch ideas, Pippa?

皮帕，你推介过想法吗?

Phil: How did you find it?

感觉如何?

Pippa: I have had to pitch ideas.

我推介过。

Pippa: I haven't really ever had to do a really formal business pitch that you see sometimes on the television, but I have had to pitch ideas and I find it a bit stressful.

电视上那种非常正式的商业推介我倒真没做过，但我推介过想法，而且我觉得有点紧张。

Pippa: I think if it's an informal setting, then I find it OK, but if there's pressure to come up with ideas and if I'm asked to think of an idea in advance, I find it more stressful than just kind of having a conversation.

如果是非正式场合，我觉得还好；但如果有「必须想出点子」的压力、或者被要求提前想好一个想法，我就觉得比单纯聊天紧张多了。

Pippa: How about you?

你呢?

Phil: Usually when I've pitched things, it's been as part of a sort of structured process.

我推介东西的时候，通常是作为一个结构化流程的一环。

Phil: So it's kind of you go through all the steps, but in itself it's not that stressful because you're not face to face with someone.	就是把所有步骤走一遍，但它本身没那么紧张——因为你不用跟人面对面。
Phil: So sometimes it's easier doing it in an email.	所以有时用邮件来做反而更容易。
Pippa: OK.	好。
Pippa: Well today we're going to talk about some tips for pitching and getting your ideas heard.	今天我们聊一些推介的技巧，让你的想法被听见。
Phil: So, let's imagine you're in a meeting at work where your boss has asked your team to suggest ideas.	那么，想象你在开会，老板让团队提出想法。
Phil: How do you start your pitch?	你怎么开启你的推介?
Pippa: So you want to grab people's attention from the start, so you want to summarise your idea in as short a time as possible.	你要从一开始就抓住人们的注意力，所以要用尽可能短的时间概括你的想法。
Pippa: So you might have heard of the idea of an elevator pitch, and this just means explaining your idea in a short amount of time.	你可能听说过 elevator pitch（电梯推介）这个概念——意思就是在很短的时间内讲清你的想法。
Pippa: So imagine getting in the lift or the elevator and going up, and you explain your idea in that kind of short period that you're talking to someone in the lift.	想象你进了电梯往上走，你就在跟人同乘电梯的那一小段时间里，把想法讲完。
Phil: Yeah.	对。
Phil: So you might do that as a question and answer.	你可以用「问一答」的方式来做。
Phil: So for example, 'have you ever noticed...?' something.	比如：have you ever noticed...?（你有没有注意到……？）某件事。
Phil: 'Well, I've found the solution'.	Well, I've found the solution.（嗯，我找到了解决办法。）
Pippa: Yes.	对。
Pippa: Another way you can do it is to kind of state a clear ambition.	另一种方式是明确提出一个清晰的抱负。
Pippa: So you can say, 'I want to make...' and then state what you want to do.	你可以说：I want to make...（我想做出……），然后说出你想做的事。
Pippa: So you're very clear about what you're trying to do.	这样你对你想做什么就非常清楚。

Phil: And then maybe if you're in a more informal context, you're kind of saying, 'I've been thinking a lot about...' and then the key issue, 'and my idea is to...' and then you explain your idea.

然后，如果是在更随意的场合，你可以说：I've been thinking a lot about...（我一直在琢磨……）加上关键问题，然后 my idea is to...（我的想法是……），接着解释你的点子。

Pippa: So we've covered how to open a pitch.

开启推介的方法我们讲完了。

Pippa: But how can you end things, Phil?

但怎么收尾呢，菲尔?

Phil: Yeah, that's a really good question because you don't just want it to trail off.

对，这是个好问题，因为你不想让话头不了了之。

Phil: You want to have a clear end to it.

你要给它一个清晰的结尾。

Phil: So maybe think about the effect that this idea might have.

也许可以想想这个想法可能带来的影响。

Phil: Think about how it could serve your customers.

想想它怎么能服务你的客户。

Pippa: So you might say something like, 'I think this will be an amazing new way to serve our customers'.

你可以说：I think this will be an amazing new way to serve our customers.（我想这会是一种服务客户的全新绝佳方式。）

Phil: Or you could talk about trends in your industry or in society in general.

或者聊聊你所在行业、或整个社会的趋势。

Phil: And, you know, 'this is an idea that could capture that trend' and could give people what they're looking for.

「这是能抓住那个趋势的想法」，还能给人们他们正在寻找的东西。

Pippa: You could also introduce some urgency to your idea, so you could say, 'if we act fast, I think we could see real success'.

你还可以给想法注入一点紧迫感，你可以说：if we act fast, I think we could see real success.（如果我们迅速行动，我想我们会看到实实在在的成功。）

Pippa: So you're showing that your idea is exciting.

这样你就在表明：你的想法令人兴奋。

Phil: Another way to end a pitch could be to invite questions.

结束推介的另一种方式，是邀请提问。

Phil: So you might want to gauge someone's opinion.

你可能想探一探对方的看法。

Phil: Ask them, 'what do you think?

问他们：what do you think?（您怎么看？）

Phil: Does it sound like something you'd be interested in?' Or just say, you know, 'I'd welcome any questions you might have about this idea.'

Does it sound like something you'd be interested in?（听起来是您会感兴趣的方向吗？）或者干脆说：I'd welcome any questions you might have about this idea.（关于这个想法，欢迎大家提问。）

Pippa: Yeah, that's a slightly more formal way of putting it.

对，这是一个稍微更正式的说法。

Phil: Pitching can be very stressful, particularly if you don't do it often as part of your job.

推介可能非常有压力，尤其它不是你工作日常的时候。

Phil: Let's hear from our BBC colleagues again.

我们再来听听 BBC 同事们怎么说。

Neil: Make sure that what you're suggesting satisfies a need.

确保你提议的东西满足一种需求。

Neil: You have to be careful not to say that the original idea is really bad, because it might be the work of the person you're pitching to.

你要小心，别说原来的想法很糟——因为那可能正是你要推介的对象做出来的。

Beth: I would say stick to the brief, be enthusiastic and just be organised.

我会说：守住 brief（需求简报），保持热情，条理清晰。

Pippa: So Beth and Neil talked about sticking to a brief.

Beth 和 Neil 聊到了 sticking to a brief（守住简报）。

Pippa: So often when you're asked to pitch at work, you'll be given a brief, which is a list of guidelines for the idea, a list of requests for a certain idea.

职场里请你推介时，你通常会拿到一份 brief（简报）——一份关于这个想法的指引清单、一系列具体要求。

Phil: Yeah.

对。

Phil: So it's really important when you're making your pitch that you show how you're meeting the brief.

所以做推介时非常重要的一点是：展示你如何满足简报。

Phil: You say things like ‘this will satisfy our need for...' or 'research shows our customers want more...' and then you give examples.

你可以说 this will satisfy our need for...（这会满足我们对……的需求），或者 research shows our customers want more...（调研显示我们的客户想要更多……），然后给出例子。

Pippa: Yes.

对。

Pippa: Another thing you can do is say, 'I've been thinking about what we're missing in our current offer, and I think this fills that gap'.

你还可以说：I've been thinking about what we're missing in our current offer, and I think this fills that gap.（我一直在想我们现有产品缺了什么，我认为这个补上了那个空缺。）

Pippa: So you can kind of talk about the stuff that exists already and show how your idea is new, but you don't want to put down other work or ideas.

这样你可以先谈已有的东西，再展示你的想法新在哪——但别贬低其他工作或想法。

Pippa: You want to be polite because you might be talking to the person whose idea it was.

你要有礼貌，因为你说话的对象，可能正是那个想法的主人。

Phil: Yeah, you might say things like, 'we've come a long way, but I think working in this way can only get us so far'.

对，你可以说：we've come a long way, but I think working in this way can only get us so far.（我们已经走了很远，但这种方式也只能带我们到这里了。）

Pippa: Yes.

对。

Pippa: Another way you could phrase it is saying something like, 'I want to build on our previous successes with something a bit different'.

另一种措辞是：I want to build on our previous successes with something a bit different.（我想在我们以往的成功之上，做一点不一样的东西。）

Phil: That's it for this episode of Office English and for the series.

本期《职场英语》到这里结束，这个系列也画上句号。

Phil: We'll be back soon with more programmes to help you improve your business English.

我们很快会带着更多帮你提升商务英语的节目回来。

Phil: In the meantime, we'd love to hear from you.

同时，我们很想听到你的声音。

Phil: Send us an email to learningenglish@bbc.co.uk and tell us about what confuses you about English in the office.

把邮件发到learningenglish@bbc.co.uk，告诉我们你在办公室里对英语的困惑。

Pippa: You'll find more resources to help you with your English at work on our website,

更多帮你搞定职场英语的资源，就在我们的网站：bbclearningenglish.com。

Phil: Bye.

再见。