

THE ROLE OF BUSINESS EXPRESSIONS IN PROFESSIONAL COMMUNICATION

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Abstract

Business is a complex process, and only a few business owners achieve success. According to statistics, 20% of business owners fail in their first year, 33% fail in their second year, and the businesses of 50% of surrounding entrepreneurs do not last beyond five years. The intense competition in such a situation often frustrates most entrepreneurs. Listening to the stories of those who have achieved success reveals qualities like perseverance, speed, quick decision-making, and the ability to analyze situations as critical for reaching the peak of success. In addition to these qualities, successful individuals also possess the ability to use the right words in the right place. A significant part of these words consists of phrases.

Keywords: Business, professional communication, expressions, new thinking, manager, effective, unconventional thinking, unfavorable situations, innovative ideas, business meetings, responsibility, accountability.

Introduction

The Growing Importance of Business Expressions

In today's globalized world, conducting business has become more challenging than ever. To communicate effectively with all partners, it is essential to be articulate and skilled in conversation. Business owners are required to have a good command of business-related words and expressions. This article aims to explain English phrases related to entrepreneurship and their essence. These expressions are not just guidelines; they also help you step into real-life business interactions, break down barriers among partners, and understand their culture and values.

Why Business Expressions?

For Uzbek entrepreneurs, especially those aiming to establish international relations or actively learning English, knowledge of business expressions is particularly useful. For example:

"Let's hit the ground running"

When translated literally into Uzbek, it means "yerda yuguraylik" ("let's run on the ground").

In this context, the semantic and phraseological properties of the expression should be considered. It is used in situations where there is a need to start work enthusiastically and



without delay. However, in other fields, this expression may lose its metaphorical meaning. Thus, using phrases at the right time and in the right place is crucial.

Expressions are valuable in communication with colleagues, business partners, buyers, and clients. They help prevent misunderstandings and ensure productive conversations.

Common Business Expressions and Their Importance

"Think outside the box"

This well-known phrase is often used to encourage innovative ideas. People with unconventional thinking are highly beneficial for any business, and having such employees is the dream of every entrepreneur. Without thinking differently, an entrepreneur either fails to start a business or gradually sees their business decline. Many companies support encouraging employees to think creatively by organizing seminars and training sessions.

Literal meaning: "Think outside the box" means to think beyond societal norms or constraints symbolized by the "box."

"Go the extra mile"

This widely-used phrase emphasizes doing more than what is required or expected. It can reflect an employee's passion for their work. For instance, if a manager assigns a task, and the employee not only completes it but exceeds expectations, it means they have "gone the extra mile." Managers appreciate employees who give their best, especially those who embody this idiom.

"Hit the ground running"

This phrase encourages enthusiasm and wholehearted effort in work or projects. Often used by managers to inspire employees to take initiatives and commit to tasks with energy.

Example: "Let's go, guys! We can do it, let's hit the ground running!" translates to "Qani ketdik yigitlar! Biz buni qila olamiz, yurakdan ishga berilaylik!"

This expression proves helpful in motivating employees and persuading business partners during negotiations.

"The ball is in your court"

Originating from sports, this phrase indicates that it is now someone else's turn to act. In business negotiations or project discussions, it is used to pass responsibility to a colleague or partner.

Example: After one team completes their task, responsibility is shifted to the next team with the phrase "The ball is in your court," meaning "To'p endi sizni maydongizda."

"Time is money"

This famous phrase, first popularized by Benjamin Franklin, is widely used in business. Successful business figures like Warren Buffett and Jeff Bezos often mention it in their speeches. For instance, Buffett, a renowned investor, stated in a 2016 interview:

"Money has no utility to me. Time has utility to me," emphasizing that time is a finite resource, unlike money.



"You reap what you sow"

This phrase is equivalent to the Uzbek saying "Nima eksang, shuni o'rasan." Ray Dalio, founder of Bridgewater Associates, highlights this idiom in his book *Principles: Life and Work*, emphasizing that actions have corresponding consequences.

"Don't put all your eggs in one basket"

Equivalent to the Uzbek phrase "Ikki oyog'ingni bir etikka tiqma," this expression advises against concentrating all resources in one place. Warren Buffett uses this phrase to stress the importance of diversification and avoiding excessive risk in business.

"Think big"

Widely used among business professionals, this idiom means to aim for ambitious goals. Donald Trump popularized it in his book *Think Big and Kick Ass*, highlighting its importance in achieving great success.

Conclusion

Although business idioms are not frequently used in Uzbek media, they have equivalents in everyday language and have long been used by merchants. In the West, famous entrepreneurs often use idioms during interviews, which increases their popularity. Studying these expressions will benefit Uzbek entrepreneurs, especially when interacting with international partners. By understanding and using these idioms, Uzbek entrepreneurs can improve their communication skills and strengthen their business relationships globally.

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