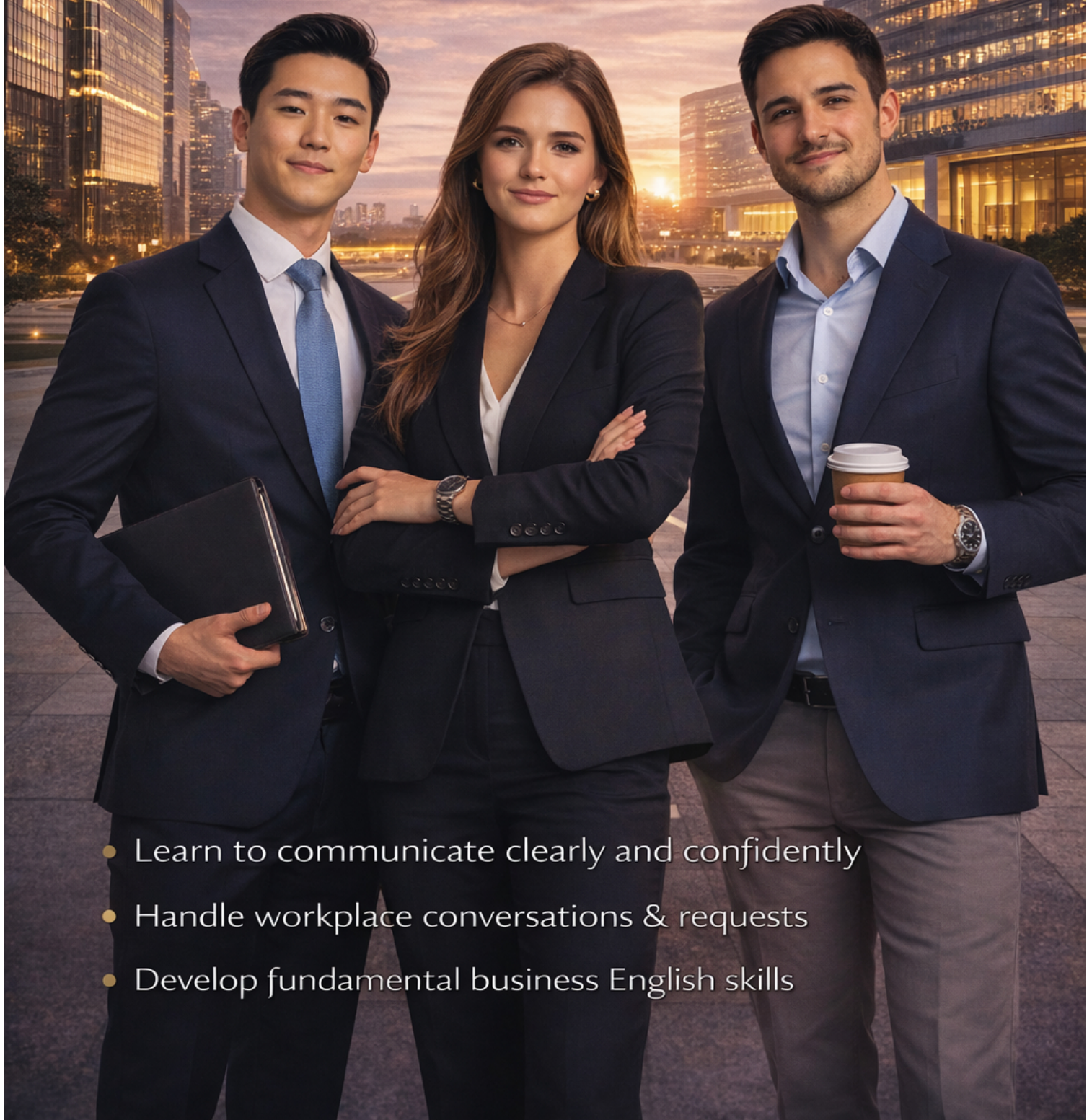


RUNWAY – EXECUTIVE

CREW LEVEL

Mastering Business English Communication

Speak Like a Leader



- Learn to communicate clearly and confidently
- Handle workplace conversations & requests
- Develop fundamental business English skills

RUNWAY – Executive Level

A Structured Business English Communication System

Program Overview

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First Edition – 2026

Designed and developed by SkyLine Language Center

For educational and training purposes only.

RUNWAY – Executive Level

A Structured Business English Communication System

Program Overview

✈ Who This Book Is For

Designed for learners who:

- Can communicate clearly but want to lead conversations with authority
- Want to express ideas with precision, impact, and influence
- Need to handle high-pressure and complex communication situations
- Are ready to move from structured speaking to **strategic, leadership-level communication**.

This level is ideal for learners developing **advanced, real-world business** communication skills.

✈ Learning Objectives

Upon completion, students should be able to:

- Lead conversations with clarity, authority, and confidence
- Make decisions and justify them with strong reasoning
- Communicate effectively in high-pressure situations
- Influence, persuade, and guide others through **communication**
- Manage conflict and navigate complex discussions
- Deliver precise, impactful, and concise responses
- Structure advanced responses with strategic thinking
- Communicate like a leader in professional environments

✈ Instructional Use

This program may be delivered through:

- Executive-level coaching
- Advanced small group sessions
- Professional training environments
- Leadership-focused communication programs

RUNWAY Executive — Crew Level

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OUTCOME

By completing Crew Level, you will:

- **Speak in clear and complete sentences**
- **Explain your ideas with reasons and examples**
- **Communicate confidently in simple business situations**

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 01: PROFESSIONAL INTRODUCTIONS & FIRST IMPRESSIONS

✈️ PRE-FLIGHT

Objective: Develop the ability to introduce yourself clearly and professionally in business contexts.

Warm-up Questions:

1. How do you usually introduce yourself in English?
2. Do you feel confident when meeting new people at work?
3. What information is important in a first impression?

✈️ BOARDING — KEY VOCABULARY

Background — Your education and work history

Position — Your job title

Responsibilities — Your main tasks at work

Industry — The field you work in

Experience — Skills and knowledge from past work

Currently — At the present time

Manage — To be responsible for something

Client — A person you work for or serve

Project — A planned piece of work

Team — A group of people working together

✈️ TAKE-OFF — CABIN EXCHANGE

Mia: Hi, my name is Mia. I work as a customer support assistant. I help clients with their questions.

Victor: Pleasure to meet you, Mia. I'm Victor, a senior operations manager. I oversee project execution and coordinate with multiple departments.

Rico: Yo, nice to meet you both. I'm Rico — I handle comms and make sure everything runs smooth behind the scenes.

✈ CLIMB — SPEAKING UPGRADE

I work in marketing → I currently work in the marketing department → I'm in marketing — I handle campaigns and make things move.

I help customers → I assist clients with their needs and concerns → I deal with clients and make sure everything's handled right.

I started last year → I joined the company last year → I came on board last year and got straight into it.

✈ CRUISE — CONTROLLED PRACTICE

Task 1: Create your own introduction (Name, Position, Responsibilities)

Task 2:

1. What do you do?
2. What are your main responsibilities?
3. How long have you worked there?

✈ LANDING — SIMULATION

Scenario: You meet a new colleague. Introduce yourself and ask 2 follow-up questions.

Assignment: Record a 30-second professional introduction including your role, responsibilities, and experience.

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 02: JUSTIFYING OPINIONS

✈ PRE-FLIGHT

Objective: Learn to give your opinion and explain it clearly using simple reasons.

Warm-up Questions:

1. Do you like giving your opinion in English?
2. Is it easy for you to say why you think something?
3. Why is it important to explain your opinion?

✈ BOARDING — KEY VOCABULARY

Opinion — What you think

Reason — Why you think something

Explain — To give more information

Agree — To have the same opinion

Disagree — To have a different opinion

Important — Something that matters

Idea — A thought

Example — A real situation

Problem — Something not good

Result — What happens after

✈ TAKE-OFF — CABIN EXCHANGE

Mia: I think planning is important because it helps me organize my tasks. So I can finish my work on time.

Victor: I agree. I think planning is important because it gives clear direction. So people know what to do.

Rico: Yeah, I think planning is good because it keeps things clear. So you don't feel lost.

Mia: Do you think planning is always necessary?

Victor: Not always. I think flexibility is also important because situations can change. So we need to adapt.

Rico: I agree with that. Sometimes plans don't work because things change. So you need to adjust.

Mia: I think both are important because planning gives structure, and flexibility helps in new situations. So we need both.

✈️ CLIMB — SPEAKING UPGRADE

I think it is good → I think it is good because it helps → I think it is good because it helps me stay organized, so I can work better

I like teamwork → I like teamwork because it is useful → I like teamwork because people share ideas, so the result is better

Planning is important → Planning is important because it helps → Planning is important because it gives direction, so work is easier

✈️ CRUISE — CONTROLLED PRACTICE

Task 1:

Say your opinion (2–3 sentences)

1. Is teamwork important?
2. Is communication important?

Task 2:

Use because

1. I think my job is good because...
2. I think English is important because...

✈️ LANDING — SIMULATION

Scenario: You are talking with colleagues about work. Share your opinion and explain why.

Assignment: Record a 30-second answer:

Is planning important at work?

Use: I think... because... so...

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 03: DEVELOPING EXAMPLES

✈ PRE-FLIGHT

Objective: Learn to give an idea and support it with a clear example.

Warm-up Questions:

1. Do you give examples when you speak in English?
2. Is it easy to think of examples?
3. Why are examples important?

✈ BOARDING — KEY VOCABULARY

Idea — A thought or opinion

Example — A real situation

Explain — To give more information

Clear — Easy to understand

Situation — Something that happens

Support — To help your idea

Reason — Why something happens

Result — What happens after

Task — Work to do

Team — A group of people

✈ TAKE-OFF — CABIN EXCHANGE

Mia: Communication is important because it helps people understand each other. For example, when we give clear instructions, people know what to do. So the work is faster and better.

Victor: I agree. Communication is important because it reduces mistakes. For example, when instructions are not clear, people can do the wrong task. So clear communication improves quality.

Rico: Yeah, communication is key because it keeps everyone on the same page. For example, when we talk regularly, we avoid confusion. So things run smoother.

Mia: Can you give a real example?

Victor: Yes. In one project, unclear instructions caused delays. After we improved communication, the work became faster.

Rico: Same here. When we started daily updates, things got way better. So everyone knew what to do.

✈️ CLIMB — SPEAKING UPGRADE

It is important → It is important because it helps → It is important because it helps people understand, so work is better

Teamwork is good → Teamwork is good because people help → Teamwork is good because people help each other, so tasks are easier

Planning helps → Planning helps because it is clear → Planning helps because it gives direction, so work is faster

✈️ CRUISE — CONTROLLED PRACTICE

Task 1:

Answer with an example (2–3 sentences)

1. Why is teamwork important?
2. Why is planning useful?

Task 2:

Use for example

1. Communication is important because... For example...
2. My job is important because... For example...

✈️ LANDING — SIMULATION

Scenario: You are talking with colleagues. Give your idea and one example.

Assignment: Record a 30-second answer:

Why is communication important?

Use: because... for example... so...

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 04: ANALYZING & COMPARING IDEAS

✈ PRE-FLIGHT

Objective: Learn to compare two ideas and explain the difference clearly.

Warm-up Questions:

1. Do you compare things when you speak in English?
2. Is it easy for you to explain differences?
3. Why is it important to compare ideas?

✈ BOARDING — KEY VOCABULARY

Compare — To look at differences

Difference — How things are not the same

Better — More good

Useful — Helpful

Option — A choice

Flexible — Easy to change

Plan — A way to organize

Focus — To give attention

Task — Work to do

Result — What happens after

✈ TAKE-OFF — CABIN EXCHANGE

Mia: Working from home is flexible, but working in the office is better for communication. So the office is good for teamwork.

Victor: I agree. The office allows direct communication, while working from home gives more freedom. So the best option depends on the task.

Rico: Yeah, home is comfortable, but the office keeps you focused. So you choose what you need.

Mia: When do you prefer working from home?

Victor: I prefer working from home when I need to focus. Because there are fewer distractions, so I can work faster.

Rico: Same. At home I can concentrate more, so I finish things quickly.

✈ CLIMB — SPEAKING UPGRADE

Home is better → Home is better but office is good → Home is flexible but office is better for teamwork, so it depends

Planning is good → Planning is good but flexibility helps → Planning gives structure but flexibility helps in change, so both are important

Teamwork is better → Teamwork is better but alone is useful → Teamwork is good for ideas but alone is good for focus, so both help

✈ CRUISE — CONTROLLED PRACTICE

Task 1:

Compare (2–3 sentences)

1. Teamwork or working alone?
2. Planning or flexibility?

Task 2:

Use but

1. I like teamwork, but...
2. I prefer planning, but...

✈ LANDING — SIMULATION

Scenario:

You are talking with colleagues. Compare two ideas.

Assignment:

Record a 30-second answer:

Which is better: teamwork or working alone?

Use: but... so...

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 05: BALANCED AGREEMENT & DISAGREEMENT

✈ PRE-FLIGHT

Objective: Learn to agree and disagree in a polite and clear way.

Warm-up Questions:

1. Do you agree or disagree easily in English?
2. Is it easy for you to explain your opinion?
3. Why is it important to be polite when you disagree?

✈ BOARDING — KEY VOCABULARY

Agree — To have the same opinion

Disagree — To have a different opinion

Opinion — What you think

Reason — Why you think something

Polite — Respectful and kind

Important — Something that matters

Different — Not the same

Idea — A thought

Explain — To give more information

Result — What happens after

✈ TAKE-OFF — CABIN EXCHANGE

Mia: I understand your idea, but I don't fully agree because sometimes tasks need more time. So flexibility can help.

Victor: I agree that deadlines are important, but I think some flexibility is necessary because problems can happen. So we can keep quality.

Rico: I get your point, but strict deadlines can be stressful. So people can make mistakes.

Mia: Do you think deadlines are still important?

Victor: Yes, I do. Because deadlines help people stay focused. So work is finished on time.

Rico: Yeah, without deadlines people can delay work. So nothing gets done.

✈ CLIMB — SPEAKING UPGRADE

I disagree → I disagree but I understand → I understand, but I think it is different because..., so...

I agree → I agree because it is good → I agree because it helps, so the result is better

It is wrong → I think it is different → I think it is different because..., so...

✈ CRUISE — CONTROLLED PRACTICE

Task 1:

Agree or disagree (2–3 sentences)

1. Teamwork is always better.
2. Deadlines should be strict.

Task 2:

Use but

1. I agree, but...
2. I understand, but...

✈ LANDING — SIMULATION

Scenario:

You are talking with colleagues. Share your opinion politely.

Assignment:

Record a 30-second answer:

Do you agree that planning is always important?

Use: I understand... but... because... so...

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 06: FORMAL & POLITE REQUESTS

✈ PRE-FLIGHT

Objective: Learn to make polite and clear requests in work situations.

Warm-up Questions:

1. Do you ask for help in English?
2. Is it easy for you to ask politely?
3. Why is it important to be polite when asking?

✈ BOARDING — KEY VOCABULARY

Request — To ask for something

Polite — Kind and respectful

Help — Support from others

Time — Hours or days

Task — Work to do

Meeting — A work discussion

Change — To make different

Need — Something important

Ask — To say you want something

Result — What happens after

✈ TAKE-OFF — CABIN EXCHANGE

Mia: Could I have more time because I want to check my work? So I can do it better.

Victor: Would it be possible to move the meeting because I have another task? So I can focus properly.

Rico: Hey, could we change the deadline because I need more time? So I can finish it right.

Mia: Do you think it is important to ask politely?

Victor: Yes, because polite requests show respect. So people are more willing to help.

Rico: Yeah, if you ask nicely, people help faster. So it works better.

✈ CLIMB — SPEAKING UPGRADE

Give me time → Can I have more time → Could I have more time because I need to finish my work, so it is better

Help me → Can you help me → Could you help me because I need support, so I can finish faster

Change meeting → Can we change the meeting → Could we change the meeting because I am busy, so I can attend

✈ CRUISE — CONTROLLED PRACTICE

Task 1:

Make polite requests (2–3 sentences)

1. Ask for help
2. Ask for more time

Task 2:

Use could / can

1. Could you help me because...
2. Can we change the time because...

✈ LANDING — SIMULATION

Scenario:

You are talking with colleagues. Make a polite request.

Assignment:

Record a 30-second request:

Ask for more time for a task

Use: could... because... so...

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 07: ADVISING WITH REASONS

✈ PRE-FLIGHT

Objective: Learn to give advice and explain why it is a good idea.

Warm-up Questions:

1. Do you give advice in English?
2. Is it easy to explain your advice?
3. Why is it important to give reasons?

✈ BOARDING — KEY VOCABULARY

Advice — What you think someone should do

Suggest — To give an idea

Help — To make something better

Improve — To make better

Problem — Something not good

Solution — How to fix a problem

Reason — Why something is good

Task — Work to do

Focus — To give attention

Result — What happens after

✈ TAKE-OFF — CABIN EXCHANGE

Mia: I suggest making a plan because it helps you stay organized. So you can finish your work on time.

Victor: I recommend setting clear priorities because it helps you focus on important tasks. So you can work more efficiently.

Rico: You should start with the big tasks because they matter most. So you don't fall behind.

Mia: What should we do if someone misses deadlines?

Victor: I suggest reviewing the tasks because it helps find the problem. So we can improve performance.

Rico: Yeah, maybe they need better planning. Because of that, they can work faster next time.

✈ CLIMB — SPEAKING UPGRADE

Do this → You should do this → You should do this because it helps, so the result is better

Make a plan → You should make a plan → You should make a plan because it keeps things clear, so you don't get confused

Work faster → You should focus more → You should focus more because it saves time, so you finish quicker

✈ CRUISE — CONTROLLED PRACTICE

Task 1:

Give advice (2–3 sentences)

1. A teammate is always late
2. A project is slow

Task 2:

Use should / suggest

1. You should... because...
2. I suggest... because...

✈ LANDING — SIMULATION

Scenario:

You are talking with colleagues. Give advice for a problem.

Assignment:

Record a 30-second answer:

What should someone do to improve their work?

Use: should... because... so...

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 08: PROBLEM SOLVING & SOLUTIONS

✈ PRE-FLIGHT

Objective: Learn to explain problems and give simple step-by-step solutions.

Warm-up Questions:

1. Do you talk about problems in English?
2. Is it easy for you to explain solutions?
3. Why is it important to give clear steps?

✈ BOARDING — KEY VOCABULARY

Problem — Something not good

Solution — How to fix a problem

Step — One action in a process

Fix — To make something better

Task — Work to do

Plan — A way to organize

Improve — To make better

Team — A group of people

Delay — When something is late

Result — What happens after

✈ TAKE-OFF — CABIN EXCHANGE

Mia: We have a problem because the project is late. First, we should check the tasks. Then we can organize the work. So we can finish on time.

Victor: I agree. The problem is poor planning. First, we need a clear plan. Then we should set priorities. So the team can work better.

Rico: Yeah, things are messy right now. First, fix the important tasks. Then get everyone on the same page. So everything runs smoother.

Mia: What should we do if communication is not clear?

Victor: First, we should have regular updates. Then we can share clear instructions. So people understand better.

Rico: Yeah, just talk more and keep it simple. So no one gets confused.

✈ CLIMB — SPEAKING UPGRADE

Fix it → We fix it step by step → First we check, then we act, so the problem is solved

There is a problem → There is a problem because... → There is a problem because tasks are unclear, so we need to organize them

We work better → We work better with a plan → We work better with a plan because it gives direction, so results improve

✈ CRUISE — CONTROLLED PRACTICE

Task 1:

Explain a solution (2–3 sentences)

1. The team is not communicating
2. Work is too slow

Task 2:

Use first / then

1. First..., then..., so...
2. First..., then..., so...

✈ LANDING — SIMULATION

Scenario:

You are talking with colleagues. Explain a problem and solution.

Assignment:

Record a 30-second answer:

How do you solve a problem at work?

Use: first... then... so...

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 09: DESCRIBING EXPERIENCES WITH IMPACT

✈️ PRE-FLIGHT

Objective: Learn to describe past experiences and explain the result clearly.

Warm-up Questions:

1. Do you talk about your past work in English?
2. Is it easy to explain what happened and why?
3. Why is it important to explain results?

✈️ BOARDING — KEY VOCABULARY

Experience — Something you did before

Situation — What happened

Action — What you did

Result — What happened after

Improve — To make better

Learn — To get new knowledge

Problem — Something not good

Task — Work to do

Team — A group of people

Success — A good result

✈️ TAKE-OFF — CABIN EXCHANGE

Mia: In my last project, we had a problem because tasks were not clear. I organized the work. So the team finished on time.

Victor: In a recent task, we had delays. I changed the plan and set priorities. So the work improved and we met the deadline.

Rico: Yeah, we had a messy situation before. I helped organize things and talked with the team. So everything got better.

Mia: What did you learn from that experience?

Victor: I learned that clear planning is important because it helps avoid problems. So future work is easier.

Rico: I learned that communication matters. Because when people talk, things go smoother.

✈ CLIMB — SPEAKING UPGRADE

It was hard → It was hard but we worked → It was hard because we had problems, but we fixed them, so the result was good

We finished → We finished the task → We finished the task because we worked together, so we had success

I learned → I learned something → I learned that planning helps, so I work better now

✈ CRUISE — CONTROLLED PRACTICE

Task 1:

Describe an experience (2–3 sentences)

1. A problem you solved
2. A team project

Task 2:

Use past + result

1. We had a problem, so...
2. I did..., so...

✈ LANDING — SIMULATION

Scenario:

You are talking with colleagues. Describe a past experience.

Assignment:

Record a 30-second answer:

Describe a problem you solved at work

Use: past... so...

RUNWAY EXECUTIVE — CREW LEVEL

LESSON 10: STRUCTURED OPINION TALK

✈ PRE-FLIGHT

Objective: Learn to give a longer opinion using a clear structure.

Warm-up Questions:

1. Can you speak for 30 seconds in English?
2. Is it easy for you to organize your ideas?
3. Why is structure important when speaking?

✈ BOARDING — KEY VOCABULARY

Opinion — What you think

Reason — Why you think something

Example — A real situation

Structure — A clear order

Start — Beginning

Middle — Main part

End — Conclusion

Explain — To give more information

Idea — A thought

Result — What happens after

✈ TAKE-OFF — CABIN EXCHANGE

Mia: I think teamwork is important because people share ideas. For example, in projects, teamwork helps finish tasks faster. So the result is better.

Victor: I believe teamwork is important because it improves communication. For example, teams can solve problems together. So work becomes more effective.

Rico: I think teamwork is good because everyone helps. For example, when people work together, things move faster. So everything is easier.

Mia: Do you think teamwork is always needed?

Victor: Not always. Because some tasks need focus. So working alone is sometimes better.

Rico: Yeah, depends on the job. Sometimes solo is better. But teamwork is great for big tasks.

✈ CLIMB — SPEAKING UPGRADE

I think it is good → I think it is good because... → I think it is good because..., for example..., so...

It is important → It is important because... → It is important because..., for example..., so...

I like it → I like it because... → I like it because..., for example..., so...

✈ CRUISE — CONTROLLED PRACTICE

Task 1:

Give a full answer (3–4 sentences)

1. Is teamwork important?
2. Is planning important?

Task 2:

Use full structure

1. I think... because... for example... so...
2. I believe... because... for example... so...

✈ LANDING — SIMULATION

Scenario:

You are talking with colleagues. Give a full opinion.

Assignment:

Record a 30-second answer:

Is communication important at work?

Use: I think... because... for example... so...

YOU HAVE COMPLETED PILOT LEVEL.

Congratulations!

You have successfully completed the
RUNWAY – Executive Pilot Level

- ✓ Speak with clear structure
- ✓ Support ideas with reasons and examples
- ✓ Give advice and solutions
- ✓ Handle complex communication situations
- ✓ Deliver long, organized answers

WHAT'S NEXT?



Consider progressing to the **Silver Pilot Level** to even further refine and enhance your communication skills.

FINAL MESSAGE

Great pilots communicate clearly.
Great captains communicate ✈️ with leadership.

RUNWAY – EXECUTIVE

RANKING SYSTEM

Advance from mastering fundamental English to executive-level business communication skills.



- ✓ Produce basic complete sentences
- ✓ Understand everyday English topics
- ✓ Support ideas with reasons
- ✓ Practice short, structured answers



- ✓ Speak continuously with clear structure
- ✓ Support ideas and solutions
- ✓ Handle complex communication situations
- ✓ Deliver long, organized responses



- ✓ Lead high-pressure communication
- ✓ Make critical, justified decisions
- ✓ Manage real-world challenges
- ✓ Communicate with authority and precision

Achieve English communication mastery by progressing through these levels and becoming an executive-level communicator.

ADVANCE YOUR ENGLISH. ELEVATE YOUR CAREER.

RUNWAY – Executive Crew Level is a structured business English speaking program designed to help you develop clear, confident, and impactful communication skills needed to excel in a professional environment.

Whether you're a young professional, an aspiring executive, or a business leader, this program will transform your English communication to help you succeed in the corporate world.

Master the Essentials of Executive-Level English:

- ✓ Lead meetings and presentations with authority and poise
- ✓ Communicate precisely in high-pressure situations
- ✓ Build trust and credibility in your professional interactions
- ✓ Persuade and influence effectively in business discussions
- ✓ Develop confidence to speak like a leader in English

*Speak, lead, and achieve your goals in English
with the confidence of an executive.*

**PREPARE FOR
SUCCESS.
SPEAK LIKE A LEADER.**

Scan for more
information