



Your classroom. Online. Without the hassle.

Video lessons with a built-in lesson book, invitations your learners remember, and an app for every device.

Free trial · Please try it and tell me what you think



iChapter
Pages 2–3

Shared with everyone

Answer key

00:24








UNIT 1 · HUMAN RESOURCES · B2

The leaving data that changed a company's mind

Why people left (exit interviews)

No career path	41%
Workload	29%
Their manager	22%
Pay	8%

Figure 1. Reasons given by 196 leavers, 2024.

When the HR team at a mid-sized engineering firm finally read every exit interview, the answer was not what the board expected. **Most people did not leave for money.** They left because nobody had talked to them about their next step.

The team turned this data into a simple retention plan: a career talk every six months, clear workload limits and training for new managers.

2

VOCABULARY

retention

keeping employees in the company

exit interview

a talk with someone who is leaving

career path

the way you can grow in a job

workload

the amount of work you have

EXERCISE 1 · COMPLETE THE SENTENCES

- Our staff retention rate fell to 82%.
- She explained her reasons in the _____.
- Without a clear _____, young talent leaves.
- A heavy _____ leads to stress and mistakes.

SPEAKING · ROLE-PLAY

You are the HR manager. Present the exit data to the board and suggest two changes.

Discuss in pairs: 3 minutes

AY

Andrew · Host

SK

Sara

TW

Tom

LF

Lena











WHY I BUILT ICONNECT

Made by a teacher, for teachers.

Dear colleagues,

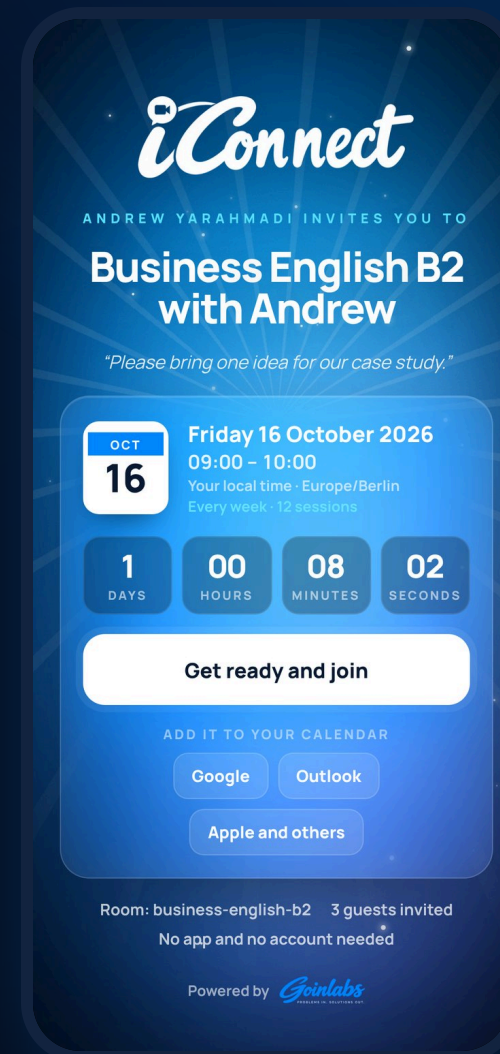
I teach around 15 groups a week online. The usual meeting tools were built for office calls, not for lessons. So with GoinLabs I built iConnect: a meeting room where the lesson material lives inside the call, where learners join with one link, and where I stay in control of the class.

Now I would like you to try it in your own lessons, free, and to tell me honestly what works, what does not, and what is missing. Your feedback decides what we build next.

AY

Andrew Yarahmadi

Business English lecturer · founder of GoinLabs



Four things that make lessons **easier**.



Join with one link

Learners open the link in their browser. No app to install, no account, no password.



iChapter lesson book

A magazine-style coursebook unit inside the call. You turn the pages and write in it for everyone.



Beautiful invitations

Send a cinematic invitation by email and add the class to calendars, weekly lessons included.



Every device

Laptop, tablet or phone, Windows, Mac, Android or iPhone. Install it as an app if you like.

- ✓ **Clear sound:** AI noise cancellation removes typing, traffic and background noise.
- ✓ **Reliable:** runs on GoinLabs' own video servers, with an automatic backup.

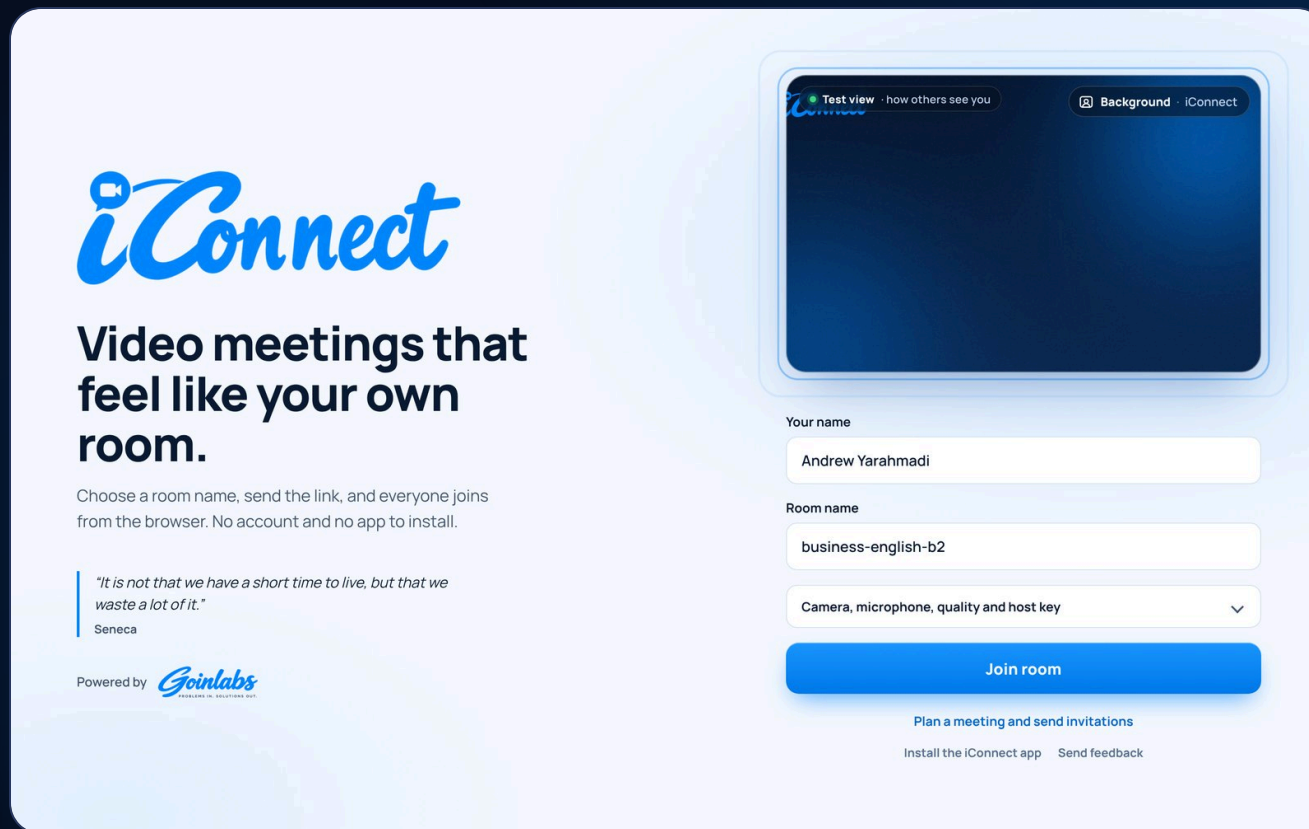
- ✓ **Your own look:** blur or a virtual background, tested before you join.
- ✓ **You are the host:** mute, spotlight, breakout rooms and a waiting room.

START A LESSON

Ready in 10 seconds.

Type your name and a room name. A live test view shows you exactly what your learners will see.

- ✓ Check camera, light and background before anyone sees you.
- ✓ Learners join from the link. Nothing to install or sign up for.
- ✓ A waiting room lets you decide who comes in.
- ✓ The same room name every week means the same link every week.



The image shows the iConnect web interface. On the left, the iConnect logo is displayed in a large, stylized blue font. Below it, the text "Video meetings that feel like your own room." is written in a bold, dark blue font. Underneath this, a quote from Seneca is shown: "It is not that we have a short time to live, but that we waste a lot of it." The quote is attributed to Seneca. Below the quote, it says "Powered by GoInlabs". On the right side of the interface, there is a "Test view" window showing a dark blue background with the iConnect logo in the top left corner. To the right of the test view, there are two tabs: "Background" and "iConnect". Below the test view, there are three input fields: "Your name" with the value "Andrew Yarahmadi", "Room name" with the value "business-english-b2", and a dropdown menu for "Camera, microphone, quality and host key". Below these fields is a large blue "Join room" button. At the bottom of the interface, there are two links: "Plan a meeting and send invitations" and "Install the iConnect app Send feedback".

iConnect

Video meetings that feel like your own room.

Choose a room name, send the link, and everyone joins from the browser. No account and no app to install.

"It is not that we have a short time to live, but that we waste a lot of it."
Seneca

Powered by **GoInlabs**

Test view · how others see you **Background** · iConnect

Your name
Andrew Yarahmadi

Room name
business-english-b2

Camera, microphone, quality and host key

Join room

[Plan a meeting and send invitations](#)
[Install the iConnect app](#) [Send feedback](#)

The leaving data that changed a company's mind



The team turned this data into a simple retention plan: a career talk every six months, clear workload limits and training for new managers.

retention	keeping employees in the company
exit interview	a talk with someone who is leaving
career path	the way you can grow in a job
workload	the amount of work you have

1. Our staff retention rate fell to 82%.

2. She explained her reasons in the _____.

3. Without a clear _____, young talent leaves.

4. A heavy _____ leads to stress and mistakes.

You are the HR manager. Present the exit data to the board and suggest two changes.

Discuss in pairs: 3 minutes

Andrew · Host

Sara

Tom

Lena

A coursebook inside the call.

Pick a department, level and focus. In about a minute the AI writes a complete unit.

- ✓ Lead-in, vocabulary, reading, questions, practice and grammar.
- ✓ Business skills, role-play, a real case study and a writing task.
- ✓ Magazine layout with real page turns and pictures.
- ✓ Answers are checked, and you show the key when you want.
- ✓ Every chapter is saved, so nothing is written twice.

iConnect for teachers

Pages your learners **work on.**

Every unit is written for one department and one level, with tasks learners complete on screen. Answers are checked when they click “Check my answers”.

1.3

1.3 LANGUAGE AT WORK

UNIT 1 · SALES

1.3

1.3 LANGUAGE AT WORK

1.3 Present perfect and past simple

1 Read the rules and the examples. Then do the exercise.

LANGUAGE AT WORK

Use the past simple for finished actions at a definite time in the past: In 2023, the company lost 18% of its customers. Typical time words: yesterday, last year, in 2023, two months ago. Use the present perfect (have/has + past participle) for results that are important now, or for a period that continues until now: Since 2024, the churn rate has fallen to 9%. Typical words: since, for, already, yet, so far, this year. In presentations we often use the past simple for the background story and the present perfect for the results we can see today. Do not use the present perfect with a finished time: say We hired two people last year, not We have hired two people last year.

- In January 2024, Feldmann made three changes.
- The churn rate has fallen from 18% to 9%.
- The company has won back four customers that it lost in 2023.
- It hasn't decided how yet.

1 Choose the correct form: We (lost / have lost) three key accounts in 2023.

2 Choose the correct form: Since we started the business reviews, customer satisfaction (rose / has risen).

UNIT 1 · SALES

1.3 LANGUAGE AT WORK

1.3

3 Put the verb in the correct form: Last month the team ____ (visit) 30 customers.

4 Put the verb in the correct form: So far this year, eight customers ____ (renew) their contracts.

5 Correct the mistake: We have hired two account managers last year.

6 Complete with yet or already: We haven't decided what to do with the smaller customers ____.

Check my answers

10

Keeping the Customers You Already Have

11

Sales · B1 · Unit 1: present perfect and past simple

1.3

1.3 LANGUAGE AT WORK

UNIT 1 · FINANCE AND ACCOUNTING

1.3

1.3 LANGUAGE AT WORK

1.3 Hedging and distancing in professional argument

1 Read the rules and the examples. Then do the exercise.

LANGUAGE AT WORK

Hedging makes a claim more cautious; distancing shows that a view belongs to others or that evidence is limited. Both are essential in finance writing, where overstatement damages credibility. Common devices: impersonal introductory structures (It would seem / It appears that / It is widely thought that); passive reporting verbs (The thresholds are estimated to remove ... / The company is said to have ...); modal verbs (may, might, could, would); adverbs and adverbial phrases (arguably, apparently, to some extent, in principle, by most estimates); softened verbs (tend to, appear to, seem to, suggest); and approximators (some, around, in the region of). Use hedging for estimates, forecasts and contested opinions, but not for facts you can prove. Too much hedging makes a writer sound evasive; the skill lies in hedging precisely where the uncertainty lies.

- Yet the relief, it would seem, has been short-lived.
- By most estimates, the revised thresholds remove some four-fifths of the companies originally in scope.
- Commercial leverage tends to trump regulatory intent.
- Arguably, this is more burdensome, not less.

1 Rewrite with a passive reporting verb: People say the Commission is planning further changes. (The Commission ...)

UNIT 1 · FINANCE AND ACCOUNTING

1.3 LANGUAGE AT WORK

1.3

14

Out of Scope, Not Off the Hook: ESG Reporting After the Omnibus

Finance · C1: hedging in argument

READY-MADE UNITS

The GoinLabs library.

No time to prepare? Open a finished unit and start teaching.
Written to the standard of a professional business English coursebook.

252

UNITS

30

DEPARTMENTS

6

LEVELS

A1

A2

B1

B2

C1

C2

From HR, Sales and Finance to Automotive, Pharma, Banking, Aviation, Energy, Project Management and Public Administration.

Need more? **Write the next unit with AI** continues the series exactly where the last unit ended, with a new topic and new words.

iChapter

×

Create with AI

Library 252

A1

A2

B1

B2

C1

C2

Sales

12 units ▾

A1

A2

B1

B2

C1

C2

A1

2 units

Unit 1

Four Days at the Trade Fair

Meetings

Unit 2

Hello from Your New Account Manager

Emails and writing

Unit 3

Write the next unit with AI

Continues from Unit 2, new topic and new words

A2

2 units

Unit 1

Not the Cheapest, but the Best Deal

Negotiations

Unit 2

Two Weeks of Silence:
Following Up a Quote by Phone

Telephone and video calls

Unit 3

Write the next unit with AI

Continues from Unit 2, new topic and new words

YOU STAY IN CONTROL

The teacher **leads** the book.

Everything you do in the book appears in every learner's book at the same moment.



Turn the pages

Learners follow you, or you lock their pages to yours.



Pen and highlighter

Write, underline and circle on the page.



Text and sticky notes

Add instructions or a quick task.



Laser pointer

Show where to look, live.



Spotlight

Darken the page except the part you discuss.



Who may write

Learners ask to write. You allow one person or everyone.



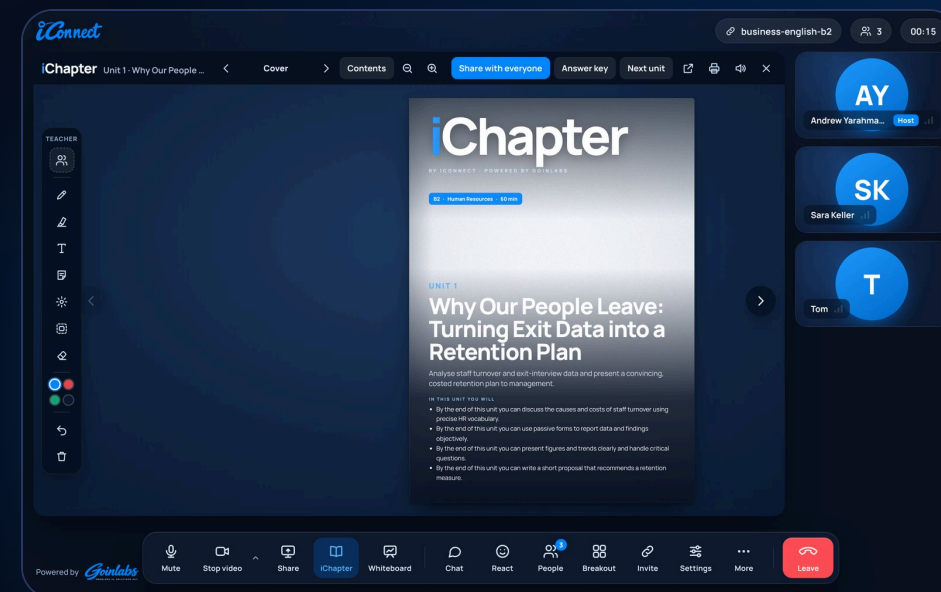
Class progress

See who answered which questions.



Shared whiteboard

Draw together, with the same permission rules.



Invitations people remember.

- ✓ Title, date, time, a personal note and your guests' emails.
- ✓ Weekly or every two weeks, for a whole course.
- ✓ Send by Gmail, Outlook or your mail app in one click.
- ✓ Calendar file, Google and Outlook buttons for every learner.
- ✓ Six photo looks, a designed email and a poster picture with a QR code.
- ✓ Learners see a countdown in their own time zone.

Invitation studio

Plan the meeting, see the invitation, send it to everyone.

INVITATION

YOU ARE INVITED

Business English B2 with Andrew

Hosted by Andrew Yarahmadi

Please bring one idea for our case study.

OCT

16

Friday 16 October

11:00 - 12:00

Every week · 12 sessions

Starts in 1 d 0 h

SK

TW

LF

3 guests

SCAN TO JOIN

Join the meeting →

Powered by

SEND BY EMAIL

Mail app

Gmail

Outlook

Office 365

Copy the designed email with photo

ADD TO CALENDAR

Title

Business English B2 with Andrew

Date

10/16/2026

Time

11:00 AM

Length

1 hour

Right now

In 1 hour

Tomorrow

In a week

Repeats

Every week

Sessions

12

Guests

SK sara.keller@bosch.com

TW tom.weber@daimler.com

LF lena.fischer@sap.com

Add another

Type an email and press Enter. You can also paste a whole list.

Personal note (optional)

Please bring one idea for our case study.

Your name

Andrew Yarahmadi

Room name

business-english-b2

Look

Glacier

Fjord

Lagoon

Alpine

Lavender

Moonlight

Aurora

Gala

Sunset

Ocean

Forest

Graphite

EVERYTHING A LIVE LESSON NEEDS

Your toolkit.



Chat and files

Send links and documents to the group.



Reactions and hands

Learners react or raise a hand.



Polls

Ask a quick question and see the results live.



Breakout rooms

Pairs and small groups, with one click.



Agenda timer

Plan the parts of the lesson. Everyone sees the time.



Talk time

See who speaks how much, to balance the group.



Whisper coach

Private AI tips while learners speak English.



Noise cancellation

Strong AI filter for noisy homes and offices.



Backgrounds

Blur or choose a calm virtual room.



Screen sharing

Show slides or a website.



Recording

Only you can record, saved on your computer.



Meeting recap

A summary of the lesson to share afterwards.

ON EVERY DEVICE

Phone, tablet or **laptop**.

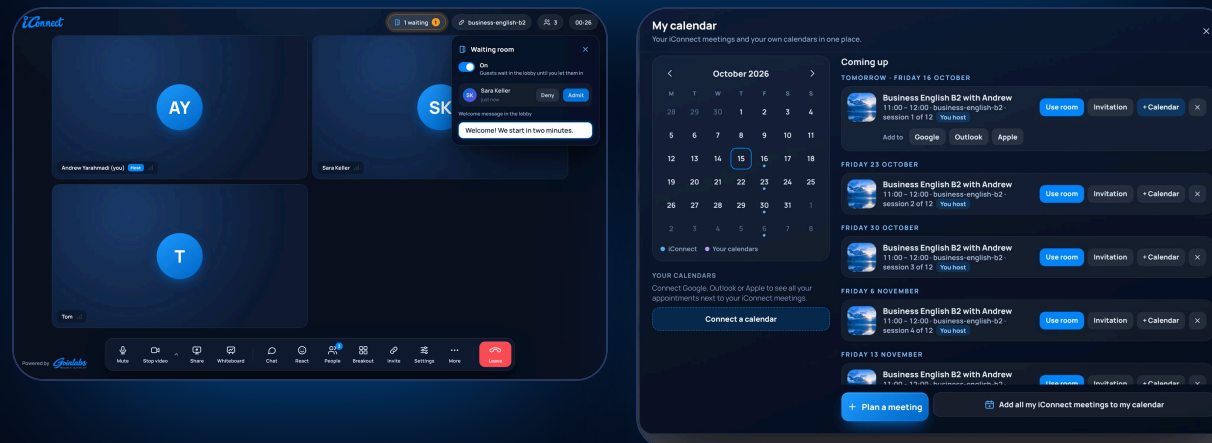
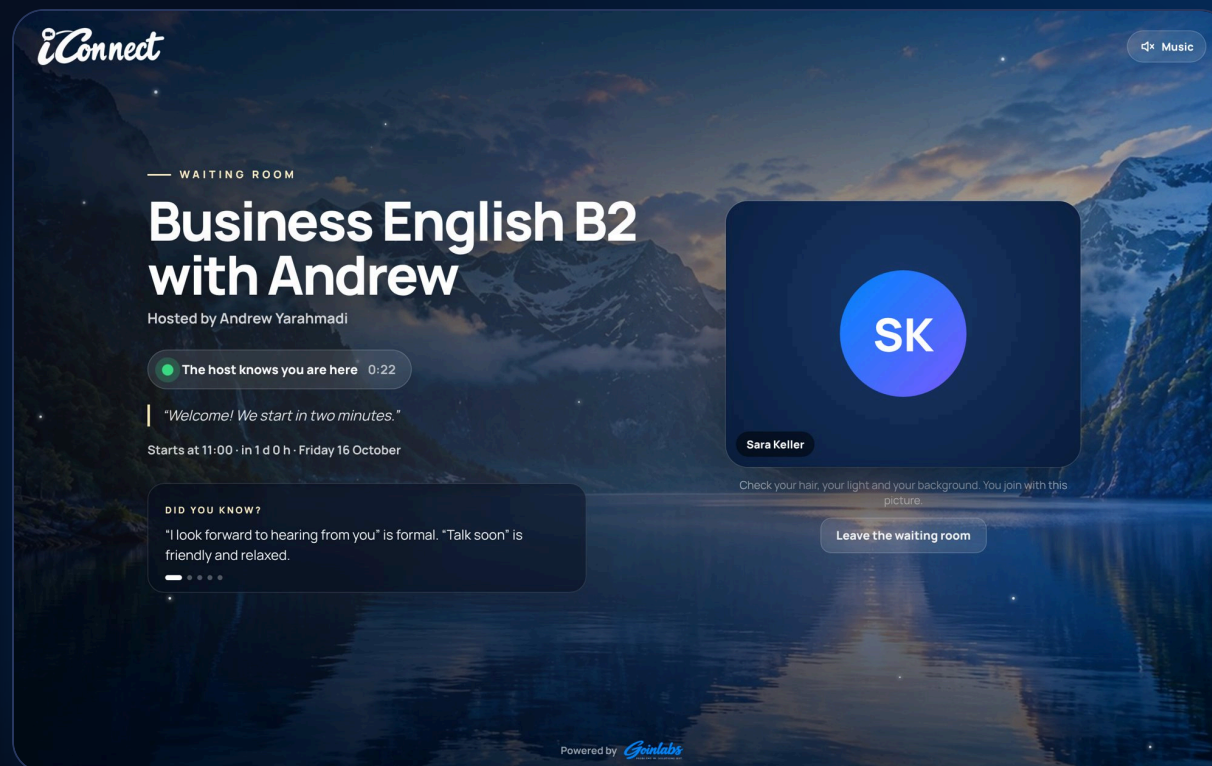
The layout adapts to every screen. On phones the other person fills the screen and your own picture floats in a corner.

- ✓ **Install as an app** on Windows, Mac, Android and iPhone. Free, no app store.
- ✓ Open iconnect.goinlabs.com/install.html and follow two clicks.
- ✓ Your learners never have to install anything. The link is enough.



A waiting room and your calendar.

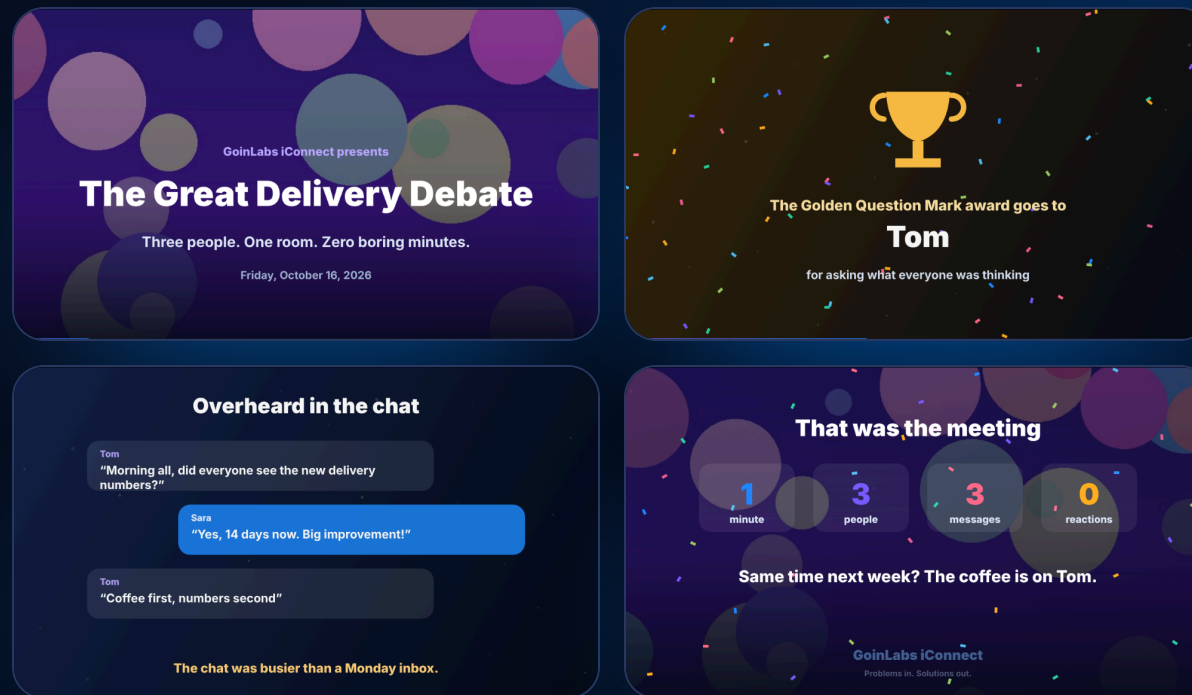
- ✓ Learners wait in a calm lobby with their own camera preview, your welcome message and “Did you know?” tips.
- ✓ You see who is waiting and let them in one by one, or everyone at once.
- ✓ Early arrivals wait until you come. Nobody starts without you.
- ✓ **My calendar** shows all your iConnect lessons. Connect Google, Outlook or Apple to see your other appointments next to them.



NEW IN OCTOBER

Every lesson gets its own **movie**.

- ✓ **Recap movie:** after each lesson a funny 40-second movie with AI pictures, music, the group photo, the whiteboard and poll results. Save it as a video.
- ✓ **Group photo:** under More, everyone gets a 3-2-1 countdown, then smile.
- ✓ **Chat history:** messages stay in the room for 30 days, so late arrivals see what was said.
- ✓ **Apps** for Windows, Mac and Android, and soon an iConnect button inside Google Calendar.



Scenes from a real recap movie: title, a funny award, the best chat lines and the final stats.

Your first lesson in **four steps.**

1

Get your free trial

I send you a personal trial licence by email. It looks like **ICN-XXXX-XXXX-XXXX** and shows the date it runs until.

2

Open iConnect

Go to **iconnect.goinlabs.com**.
Open "Camera, microphone, quality and host key" and paste your licence into "Host key or licence".

3

Invite your group

Click "Plan a meeting and send invitations". Add the date, the emails and send.

4

Teach

Join your room as the host. Open iChapter from More, pick a unit and share it with everyone.

Your free trial

Without a licence, meetings stop after 15 minutes. Your trial licence removes the limit for the period in my email. Want to keep teaching with iConnect after that? Just reply and I will extend it.

Your learners do not need a licence. They only need the link from your invitation.

Tip: keep the same room name for a group, for example **ism-b2-monday**. The link then stays the same for the whole course.

YOUR FEEDBACK

Tell me what you **really** think.

After one or two lessons, please send me a short note. Five minutes of your time shapes the next version.

- 1 What worked well in your lesson?
- 2 What was confusing or did not work?
- 3 Which feature would you use every week?
- 4 What is missing for your learners?



Send feedback

Scan the code, or in iConnect click **More > Send feedback**. Stars, a few words, done.

iconnect.goinlabs.com/?feedback=1

AY

Thank you for trying iConnect

Andrew Yarahmadi · GoinLabs, Stuttgart

iConnect