

The “sound” of business: English music idioms



isabellaguerci
business english

Strike a chord...

In inglese esistono molti idioms a tema musicale, facilmente utilizzabili anche in contesti business. Eccone alcuni tra i più diffusi.

 **Strike a chord** = to cause a strong emotional reaction or sense of recognition, often unexpectedly

- That slide **struck a chord** with the investors – simple, clear, and powerful.
- Your brand's audio identity should **strike a chord** before your visuals even appear!

... or the right note?

NOT to be confused with:

🎵 **Strike the right note** = to express something in exactly the right way for the situation — especially in tone, mood, or style

- Her opening remarks **struck the right note** — clear, confident, and inclusive.
- We need to **strike the right note** with this email: informative but not too formal.

Music to my ears

 **Music to my ears** = something that is very pleasant or satisfying to hear

- When the client said they were ready to renew the contract, it was **music to my ears!**
- The CFO's confirmation that the budget had been approved was **music to our ears.**



Change your tune

🎙️ **Change your tune** = to change your opinion, attitude, or approach

- He was skeptical at first, but he **changed his tune** after seeing the numbers.
- When the new leadership took over, the whole department **changed its tune**.



Face the music

🎵 **Face the music** = to accept the consequences of something you've done

- We missed the deadline, and now it's time to **face the music** with the client.
- She took full responsibility and **faced the music** without making excuses.



Play it by ear

🎵 **Play it by ear** = to handle a situation as it develops, rather than planning ahead

- We don't have a fixed agenda — we're **playing it by ear** depending on who shows up.
- When it comes to sound branding, you can't just **play it by ear**—it needs a clear strategy.





Blow your own horn

🔊 **Blow your own horn [US] / blow your own trumpet [BR]** = to openly talk (and yes, even brag! 😊) about your achievements, successes, or strengths

- I don't want to **blow my own horn**, but I did close the deal in half the time! [US variant]
- They're always **blowing their own trumpet** about last year's numbers. [BR variant]



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