

Would & Used To

Using 'Would'

Use 'would' to describe an action from the past that was repeated with some frequency. 'Would' is often paired with a frequency adverb like 'usually', 'always', 'sometimes', or 'never'.

*We would always collaborate on large projects.
My boss would usually encourage us to sign up for
specialized training courses.
Our competitors would sometimes copy our marketing
campaigns.*

Using 'Used to'

Use 'used to' to describe an action from the past that was repeated with some frequency, OR to describe a state that existed in the past that doesn't exist anymore.

*We used to prioritize employee satisfaction.
My team used to have quarterly meetings to discuss our
success.
Sharon used to work in accounting.
My boss used to be kind and welcoming.*

Remember!

*You're talking about the past
but you don't conjugate the
verb after 'used to' or 'would'.*

Remember!

*If you use a frequency adverb
in your sentence, put it after
'would' and before the verb.*

Remember!

*'Used to' and 'Would' talk
about actions from the past
that were common but no
longer happen.*

Practice assignment:

- Read the example sentences in each of the cards above. Say what they mean in your own words.
- Share 6 common aspects of business you found in your career that have changed over time. Use 'used to' and 'would'.
- What are some things that you believed about business when you started your career that are no longer true.

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