

A NEW BUSINESS**Before you read****1 Answer these questions.**

- a) What is the first thing you do when you go to work or college?
- b) What do you do at lunchtime?

2 Match the words (1–4) to the correct definitions (a–d).

- | | |
|----------------|--|
| 1 online | a) someone who works for the same company |
| 2 full-time | b) on the Internet |
| 3 web designer | c) working eight hours a day, five days a week |
| 4 colleague | d) someone who designs websites as a job |

Reading

Read this article adapted from the *Financial Times* and answer the questions on the next page.

FT

LEVEL OF DIFFICULTY ● ● ○

Business diary: Paul Tribble, Paul Watson

as told to Vanessa Friedman

Paul Tribble and Paul Watson are founders of Ledbury, a company that makes luxury shirts. Their company is in Richmond, USA.

- 5 The first thing they do every day when they get to work is check customer e-mails. They do about 95 per cent of their business online, selling about 4,500 shirts
10 a month. They sell 5 per cent of their shirts in the store in

Richmond, Virginia.

- 15 The company has two full-time employees. They don't have official meetings. They talk to each other. At lunchtime, they go to the shop to talk to customers.

- 20 They spend 25 per cent of the day on the phone with their web designer. The website takes a lot of time and money.

To raise money (\$300,000) to

- 25 start the business, they asked 20 friends from their business school to invest money. The friends also wear the shirts and introduce their colleagues to the company. For example, an investor who works in a large insurance company in
30 Houston wore their shirts, and in the past four months they got about 12 more customers from there.

1 Match the questions (1–6) to the correct answers (a–f).

- | | |
|--|----------------------|
| 1 What does the company make? | a) check e-mails |
| 2 Where is the company? | b) their colleagues |
| 3 What is the first thing Paul Tribble and Paul Watson do every day? | c) shirts |
| 4 What do they do at lunchtime? | d) Richmond, USA |
| 5 How do they talk to their web designer? | e) talk to customers |
| 6 Who do friends introduce to the company? | f) on the phone |

2 Complete these sentences about the article using *is*, *isn't*, *are* or *aren't*.

- a) Paul Tribble and Paul Watson *are* the founders of the company.
 b) Ledbury based in the USA.
 c) There 20 employees, there are two employees.
 d) Most of their customers online.
 e) There a meeting every day.

Over to you

Talk about a company that you know. Say:

- what it is called
- where it is based
- what it sells or makes
- who the founder or chief executive is
- how many employees there are.

THIS IS MY JOB

Before you read

1 Answer these questions about yourself.

- What time does your day start?
- Do you work best in the morning or in the afternoon? Why?

2 Use a dictionary to match the words (1–4) to the correct definitions (a–d).

- | | |
|------------------|---|
| 1 administration | a) being alone or away from other people |
| 2 solitude | b) things that interest you very much |
| 3 maximising | c) making something as strong as possible |
| 4 passions | d) doing paperwork and other things in the office |

Reading

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LEVEL OF DIFFICULTY ● ● ○

TEXT BANK

Business diary: Johan Roets

as told to Jude Webber

Johan Roets is Head of Personal and Business Banking for the Americas at Standard Bank. He is based in Buenos Aires.

5 Johan says, "I don't really have a typical day. Sometimes I have a conference call with the executive committee at 3 a.m. – there is a five-hour time difference with
10 our head office in Johannesburg.

Usually, the Argentine day doesn't start until 10 a.m. or

11 a.m. I do my best thinking in the morning and my best
15 administration in the afternoon.

"I go to South Africa every couple of months. What I love about travel is the solitude to think and read. I don't
20 like meetings – they can be incredibly unproductive – and I try to avoid them. I sit on two boards and typically have six or eight meetings a week.

25 "The way I pay attention to things is to write them down. I buy notebooks and take them everywhere. I write whenever I can during the day, and I go
30 back and highlight important bits.

"I think the great secret in life – and business – is to focus on maximising your strengths, not improving your weaknesses. My
35 passions are business, technology and people."

1 Decide whether these sentences about Johan Roets are true (T) or false (F).

- a) He works in a bank. **T**
- b) He is usually based in Argentina.
- c) Every day is the same for Johan.
- d) He often gets up late to make business calls.
- e) He regularly travels to South Africa.
- f) He has more than five meetings every week.
- g) He never uses notebooks.
- h) He has three main interests.

2 Complete the sentences below using the words in the box.

afternoon five six ten three two

- a) Johan sometimes has a conference call at *three* o'clock in the morning.
- b) There is a-hour time difference between Argentina and South Africa.
- c) In Argentina, the working day usually starts at in the morning.
- d) In the, he works on administration.
- e) He usually goes to South Africa every months.
- f) Johan usually has or eight meetings each week.

3 Put these words in the correct order to make questions.

- a) get up? / What / time / you / do
What time do you get up?
- b) start / When / you / do / work?
- c) meetings / have? / do you / How many
- d) use / you / a notebook? / Do
- e) to travel? / you / Do / like

Over to you

Discuss in pairs or small groups.

- Do you have a typical day?
- What are your interests?
- What do you like or dislike about travel?

A WORK PROBLEM

Before you read

- 1 How important are these things in a new job? Number them 1–5 (1 = very important, 5 = not important).

high salary
friendly colleagues
good job title
interesting projects
helpful manager

- 2 Use a dictionary to match the words (1–5) to their meanings (a–e).

- | | |
|------------------|--|
| 1 disappointment | a) doing something in a hurry |
| 2 colleagues | b) allow somebody to join or be part of something |
| 3 hasty | c) giving someone a more important job in a company |
| 4 promotion | d) feeling sad, because something is not as good as expected |
| 5 accept | e) people who work for the same organisation |

Reading

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LEVEL OF DIFFICULTY ● ● ●

Should I stay or should I go?

by Lucy Kellaway

The problem

"My new job is a great disappointment. My department is badly run, top management don't seem to care, and my new colleagues are not very friendly. Now I hear that my old boss wants me back. I want to see if he is serious, but that might seem like I am desperate to return to my old job. Besides, I don't want to be too hasty. I have worked in my new job for six months. After all, it takes time to be accepted into a successful team."

Senior manager, male, mid-50s

The solution

Going back to an old employer is never a bad idea. You know exactly what it is like to work for your old boss. You know that working there is comfortable, and sometimes comfort is a good thing.

You say your old boss is anxious to rehire you, but don't approach him yet. Wait and let him come to you. Try to negotiate a return with a lot more money and a promotion.

But remember you've only been away for six months. I'm

not sure that this is long enough to make a decision about the new place.

Some organisations don't like outsiders; it takes a while before they accept them, and until then, they are pretty unfriendly.

Spend time working hard at your new job and be friendly. Then, if you decide to go back to your old job, you know that you tried.

1 What three things does the writer not like about his new job?**2 Decide whether these sentences are true (T) or false (F).**

- a) The person with the problem is a young woman. *F*
- b) The writer is happy in his new job.
- c) The writer's old boss wants him to return to his old job.
- d) Lucy says that it is a good idea to make a decision immediately.
- e) Trying to get a better salary for your old job is a good idea.
- f) Six months is too soon to make a decision about the new job.
- g) Lucy suggests it is a good idea to work hard and be friendly in the new job.

3 Complete the sentences below using the words in the box.

department	negotiate	promotion	team
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- a) These products are expensive. Can we *negotiate* a better price?
- b) Would they like to work on a new project, as part of an international?
- c) Does she work in the Sales and Marketing?
- e) Do you want to stay in your present job, or do you want a?

Over to you**1 Do you agree with Lucy's advice? Why? / Why not?****2 Choose the options in italics to make sentences that you agree with.**

- a) I think it's a good idea for him to *stay in / leave* his new job.
- b) It *is / isn't* a good idea to return to his old job.
- c) Six months *is / isn't* enough time to decide that a job is good or bad.