

Marketing & Advertising Worksheet (B2)

Reading Comprehension - The New Strategy

When Sarah became the new marketing director at TechVision, she knew she had to establish her authority quickly. The company had lost its competitive edge in recent months. The board was calling the previous strategy into question. On her first day, she made a detailed to-do list. This would kick off a complete change of the department.

Her first initiative was to raise the company's profile in the industry. Sarah organized a series of team-building workshops. Employees could share their ideas openly. At first, some managers had doubts about the new approach. However, Sarah stayed confident. She believed that working together was key to success in today's business world.

During the workshops, the team discussed ideas for improving customer relations. Some people suggested starting a social media campaign. Others wanted to focus on traditional advertising. Sarah listened carefully to all opinions. She took notes and asked questions. She knew it was important to make up her mind based on solid evidence rather than personal feelings.

After three weeks of hard work, Sarah presented her strategy to the board. She had combined the best ideas from her team into a complete plan. This plan addressed all the company's problems. The board members were impressed by her detailed approach. They approved the budget right away. Sarah's initiative had brought new energy to the department. It also brought back confidence throughout the entire organization.

1. Why did Sarah organize team-building workshops?

2. What was the board's reaction to Sarah's strategy?

3. What key information does the text give about how Sarah made her decision?

4. What key information shows that TechVision had problems before Sarah arrived?

Vocabulary Match

establish, approach, budget, initiative, competitive edge

- a. advantage over competitors
- b. amount of money available
- c. new action or idea
- d. method of doing something
- e. create or start something

Word Formation

compete -> _____ -> competitive -> _____

confide -> _____ -> confident -> _____

succeed -> _____ -> _____ -> _____

think -> _____ -> thoughtful -> _____

employ -> _____ -> _____ -> _____

Gap Fill

Use: competitive edge, budget, establish, profile, initiative

Sarah wanted to raise the company's _____.

The board approved the marketing _____.

Good companies try to maintain their _____.

Sarah's first _____ was organising workshops.

New managers often need to _____ their authority.