Worksheet 2—A Company’s Organisation

1) Which of these companies would you like to work for? Why?
a family-owned company / a multinational company / your own company (be self-employed)

_______________________________________________________________________________________
_______________________________________________________________________________________

2) Which business sectors would you like to work in?
Telecommunications/Media IT/Electronics Pharmaceutical
Transport Retailing Tourism
Vehicle manufacturing Food and drink Banking and finance
Engineering Construction Other

_______________________________________________________________________________________
_______________________________________________________________________________________

3) Match the words and phrases to the correct place on the diagram

| subsidiary                      | an office where people answer questions and make sales over the phone |
| factory/plant                  | a building from which goods or supplies are sent to factories, shops or customers |
| call centre                    | a place through which products are sold |
| service centre                 | a place where faulty products are mended |
| head office                    | a company which is at least half owned by another company |
| distribution centre            | the main office or building of a company |
| warehouse                      | a building for storing goods in large quantities |
| branches / outlets             | a large building or group of buildings where goods are made |

4) Listen to the comments from different places in the organisation and write them down. Then match them to the places mentioned in the previous exercise

_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

5) Complete the sentences below with words and phrases from the box

share price, workforce, profit, turnover, subsidiary, market share, head office

The amount of money a company receives from sales in a particular period is called ____________________________.
The money a company makes after taking away its costs is its ____________________________.
A company which is more than 50% owned by a parent company is called ____________________________
The employees in a particular country or business are called ____________________________.
The percentage of sales a company has in a particular market is its ____________________________
The main building or location of a large organization is its ____________________________.
The cost of a company’s shares is its ____________________________.

6) Complete the extract from a company report with appropriate words or phrases from the box in the previous exercise.

Financial performance

I am pleased to say the company has continued its excellent performance. We are changing, growing and doing well at a difficult time for the industry. ____________________________ was €57.2 million, an increase of 15% on last year, and ____________________________ rose by 5% to €6.4 million.
We are a highly competitive business. We have increased our _______________ to 20%. Consequently our _______________ has risen and is now at an all-time high of €9.6.

Increased production and strong demand have had a positive effect on our cash flow, so we are able to finance a number of new projects. We have successfully moved to our new _______________ in central London. We are now planning to start full production at the recently opened Spanish _______________ in October.

Finally, thanks once again to our loyal and dedicated _______________. Our employees will always be our most valuable asset.

7) Complete the chart below with the information from the box. Then make sentences about the companies.
For example, Cisco Systems is an American IT company. It supplies Internet equipment.

<table>
<thead>
<tr>
<th>Company</th>
<th>Main activity</th>
<th>Nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco Systems</td>
<td>Internet equipment supplier</td>
<td>A___________</td>
</tr>
<tr>
<td>Bacardi Martini</td>
<td>Car manufacturer</td>
<td>F___________</td>
</tr>
<tr>
<td>Travel and financial services provider</td>
<td>S___________</td>
<td></td>
</tr>
<tr>
<td>Bayer</td>
<td>Clothing manufacturer</td>
<td>G___________</td>
</tr>
<tr>
<td>Sony</td>
<td>Electronic goods maker</td>
<td>J___________</td>
</tr>
<tr>
<td>Maersk</td>
<td></td>
<td>D___________</td>
</tr>
</tbody>
</table>

8) What do the following departments do?
R&D: __________________________________________________________
Customer Service: ______________________________________________
Human Resources: ________________________________________________
Sales and Marketing: ____________________________________________
Production: ____________________________________________________
Finance: _______________________________________________________
Administration: _________________________________________________
Legal: _________________________________________________________
Logistics: _____________________________________________________
Public Relations: ______________________________________________
IT: __________________________________________________________

9) Match these activities to the correct department in the previous exercise.
deal with complaints: _________________________________________
operating assembly lines: ______________________________________
draw up contracts: _____________________________________________
prepare budgets/ accounts: _____________________________________
carry out research: ____________________________________________
keep records: _________________________________________________
train staff: ___________________________________________________
transport goods and equipment: _________________________________
run advertising campaigns: ___________________________________
install and maintain systems: _________________________________
issue press releases: _________________________________________
10) Listen to three people talking about their work. Which department do they work in? Choose from the departments in exercise 8.

_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

_______________________________________________________________________________________

12) Look at these words used to describe organisations. Underline the stressed syllable in each word, then listen and check your answers
bureaucratic
caring
centralised
conservative
decentralized
democratic
dynamic
hierarchical
impersonal
market-driven
professional
progressive

13) Discuss these questions
Would you like to work in the building in the photo? Explain why or why not?

Why should people in an organisation have their own office? - seniority - a need for confidentiality - the type of work they do?

14) How important are the following in showing a person’s status in an organisation? Give each one a score from 1 (not important) to 5 (very important).

<table>
<thead>
<tr>
<th>Score</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>a reserved parking space</td>
</tr>
<tr>
<td>2</td>
<td>an office with a window</td>
</tr>
<tr>
<td>3</td>
<td>a uniform</td>
</tr>
<tr>
<td>4</td>
<td>a personal business card</td>
</tr>
<tr>
<td>5</td>
<td>your own office</td>
</tr>
<tr>
<td></td>
<td>a company car</td>
</tr>
<tr>
<td></td>
<td>more than one seat in your office</td>
</tr>
<tr>
<td></td>
<td>flying business class</td>
</tr>
<tr>
<td></td>
<td>having a secretary</td>
</tr>
<tr>
<td></td>
<td>taking holidays when you like</td>
</tr>
<tr>
<td></td>
<td>the size of your desk</td>
</tr>
<tr>
<td></td>
<td>more than one seat in your office</td>
</tr>
<tr>
<td></td>
<td>fixed working hours</td>
</tr>
</tbody>
</table>

15) Video: Understanding corporate structure

a) Comprehension questions
What type of company is it? 

What do they make? 

Is Ed the only owner? 

Who is part of the management team? 

Who makes sure the products are made? 

Who elects the board of directors? 

b) Fill in the blanks
All publicly traded companies have the same basic corporate structure. look at Ed's carpets. Ed's name is on the , but his company is owned by shareholders. Ed in the company, so he is one of the shareholders. If all the shareholders try to manage the company, nothing gets done, instead they a management team to the company for them. This team: a chief executive officer- CEO, a chief operating officer- COO and a chief finance officer-CFO. these three, there are managers who make sure the carpets are being made and delivered every day. The management team report to every shareholder, so a company board of directors is . Directors are elected to the board by the shareholders. A board is usually of a mix of shareholders and management. The board helps direct the company's management and the shareholders' in the company.
16) Who’s the boss?

a) Managers and employees

This is part of the organization chart for Exquifoods, an American company that makes food products. The managers are responsible for different activities. For example, the research and development director is in charge of developing products.

formal: chief executive, manager / informal: boss

b) Managing departments

Kim Johns is the sales director at Exquifoods – he is the head of the sales department. There are 38 people who work under Kim – 2 sales managers, 35 salespeople and his personal assistant (PA), Shane Cameron. Shane helps Kim with his work. For example, Shane is responsible for organizing Kim’s meetings.

c) Correct these statements about expressions from A and B opposite.

You can use the word ‘boss’ in a formal report.
The person in charge of sales in a company is the selling director.
If you work under someone, you are that person’s boss.
PA stands for professional assistant.
Someone in charge of a department can be referred to as its header.

d) Who is in charge of the following?

making the products
running the whole company
getting the money to develop the products
finding customers for the products
thinking of new ideas for products

e) Draw an organization chart for the production department at Exquifoods based on this information and write sentences to describe it.

Tom Heins – production director
6 production engineers
a personal assistant – Steve Tsai
125 production workers
f) Drawing a chart
A colleague from a subsidiary abroad is going to work with you, Nathalie Berry, for a month. You need to introduce the members of the staff from top to bottom of the hierarchy, explaining their jobs, sectors of activity and responsibilities. Draw the organisation chart of the company using the information in the grid. Indicate the name and the function of each member in a box. Remember that the people at the same level should be located on the same horizontal line.

<table>
<thead>
<tr>
<th>First name and surname</th>
<th>function</th>
<th>Hierarchical level</th>
<th>Direct superior</th>
<th>Direct subordinates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steve Brackett</td>
<td>CEO</td>
<td>President</td>
<td></td>
<td>Jill McPhillips, Gerard Blunkett John Atherton</td>
</tr>
<tr>
<td>Jill McPhillips</td>
<td>CMO</td>
<td>SVP</td>
<td>Steve Brackett</td>
<td>Lauren Coyen, Vick Hundle</td>
</tr>
<tr>
<td>John Atherton</td>
<td>COO</td>
<td>SVP</td>
<td>Steve Brackett</td>
<td>Helen Harris, Henk Posting</td>
</tr>
<tr>
<td>Gerard Blunkett</td>
<td>CFO</td>
<td>SVP</td>
<td>Steve Brackett</td>
<td>Nathalie Berry, Paul Thompson, Jean Brooks</td>
</tr>
<tr>
<td>Lauren Coyen</td>
<td>Strategic planning</td>
<td>VP</td>
<td>Jill McPhillips</td>
<td></td>
</tr>
<tr>
<td>Vick Hundle</td>
<td>Communications</td>
<td>VP</td>
<td>Jill McPhillips</td>
<td></td>
</tr>
<tr>
<td>Helen Harris</td>
<td>National operations</td>
<td>VP</td>
<td>John Atherton</td>
<td></td>
</tr>
<tr>
<td>Henk Posting</td>
<td>Foreign Operations</td>
<td>VP</td>
<td>John Atherton</td>
<td></td>
</tr>
<tr>
<td>Nathalie Berry</td>
<td>Development</td>
<td>VP</td>
<td>Gerard Blunkett</td>
<td></td>
</tr>
<tr>
<td>Paul Thompson</td>
<td>Finance</td>
<td>VP</td>
<td>Gerard Blunkett</td>
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</tr>
</tbody>
</table>

17) Agree on the three most important factors from those listed below that can a company successful.

<table>
<thead>
<tr>
<th>focusing on how to increase market share</th>
<th>responding to the needs of the workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>having a strong company culture</td>
<td>having user-friendly packaging</td>
</tr>
<tr>
<td>having good designers who also understand production</td>
<td>starting with a simple business idea that is easy to understand.</td>
</tr>
</tbody>
</table>

18) Peter Jekelby, IKEA’s UK deputy Country Manager, talks about four factors that make IKEA a successful company. Listen and number the four factors in the previous exercise in the order in which he mentions them.
19) Listen to the second part of the interview and complete these notes.

IKEA manages to stay ahead of the competition by:
- understanding how the ________ are acting
- being not only about products, but also about __________ to people’s needs

20) Listen to the final part and decide which of the following was the interviewer’s question.

What new projects are you currently involved in?
How can you keep up your performance at such a difficult time for the economy?
What are the things a successful international business must do?
Where are you planning to expand in the next five years?

21) The world’s most respected companies.

In a survey for the Financial Times, 1,000 respondents (all of them Chief executive officers) across 25 countries identified the companies they respect the most and gave the reasons of their choices. The criteria used for ranking include, among others, innovation, shareholder value, customer service and community commitment (i.e. supporting the community by creating jobs, protecting the environment, giving money to charity, etc.).

a) Work in pairs. Ask each other questions to complete the tables

b) Work in pairs

Student A : read article 1 Student B read article 2
As you read make a note of the key information about your company.

<table>
<thead>
<tr>
<th>Microsoft</th>
<th>Toyota</th>
</tr>
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<tbody>
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<td></td>
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**Article 1: Customer service**

The main factor for the success of Toyota, the number-one company for customer service, is not only its customer focus, but also its products. Toyota provides the products that customers most want to buy, and designs models that meet people's changing priorities. In particular, it has responded to the industry trend by providing smaller, more environmentally friendly cars, such as the Prius, a hybrid car with both petrol and electric engines.

However, Toyota's after-sales service too is very much appreciated. "They do everything to make clients satisfied," says one respondent.

Toyota's reward for its world-beating customer service is not just to be the world's most profitable carmaker. It is on course to become the world's biggest producer.

Three very different computer companies, fill the second, third and fourth slots - Dell, IBM and Microsoft. IBM and Dell are nominated for being customer-focused, while Microsoft scored more highly on products.

**Article 2: Commitment to communities**

Microsoft scores most highly in the eyes of chief executives for demonstrating commitment to, and investment in, communities.

Among the reasons they give are the work of the Bill and Mellinda Gates Foundation, the company's 'respect for local community needs and the large sums it spends on sponsorship.

'Bill Gates' contributions to charity have dramatically changed the image of Microsoft,' says one CEO.

Toyota, in second place, has 'a commitment to train local suppliers and employees.' says another respondent.

Another says the autos company contributes to the protection of the environment. Third is Coca-Cola, which provides a lot of employment' and 'adapts to the culture of every country'. BP and McDonald's take fourth and fifth place, and GE comes sixth.

The next generation of respected companies, says one CEO, will be those that develop environmental technology and medical treatments for global use and that contribute to world peace and safety.