

# 01

## Introductions

*It isn't just what you know, and it isn't just who you know. It's actually who you know, who knows you, and what you do for a living.*

Bob Burg, Author and Speaker

How important is networking for your job?

### Learning objectives: Unit 1

- Business communication skills** Asking for personal information; Giving a presentation about a colleague; Discussing networking sites; Fluency: Discussing ideas for ethical start-ups
- Reading** Article about a professional networking site
- Listening** Introductions at a training course; Company profile: Innocent
- Phrase bank** Describing your work
- Vocabulary** Companies and the Internet, Jobs
- Grammar** Present Simple, Present Continuous

Jan Werner



Silvia Fortuni



Jean-Christophe Marchal



### The training course

1 Match the words (a–j) to their definitions (1–10).

- |   |                     |    |  |
|---|---------------------|----|--|
| a | online services     | 1  | information and methods of communication that you access on the Internet                                     |
| b | quality control     | 2  | part of a company that is responsible for employing and training people and caring for workers with problems |
| c | retail chain        | 3  | a concentrated effort to promote a product   |
| d | HR department       | 4  | checks to make sure products and services are of a high standard   |
| e | campaign            | 5  | finding out what people think about products and services  |
| f | financial director  | 6  | the department of a company that sells and advertises its products or services                               |
| g | sales and promotion | 7  | a group of businesses that all belong to the same person or company  |
| h | management training | 8  | the process of finding people to join a company  |
| i | market research     | 9  | courses that teach the skills needed to lead people  |
| j | recruitment         | 10 | person responsible for controlling costs and the company's budget  |

a  1 b  c  d  e  f  g  h  i  j

2 Which words in 1 do you associate with your own role at work?

3 1.01 Listen to the start of the first session in a communications training course. Which words in 1 are mentioned?

4 1.01 Listen again and complete the chart below.

	From	Job	Lives
Jan Werner	Norway		
Silvia Fortuni		Regional director of Marketing	
Jean-Christophe Marchal			

5  1.01 Complete the sentences. Then listen again and check your answers.

- a My *name is* Jan Werner. I \_\_\_\_\_ Metronet Fibre. Our \_\_\_\_\_ is fibre optics.
- b Our headquarters are in Prague. That's where \_\_\_\_\_. At the moment, though ...
- c My role \_\_\_\_\_ to sales and promotion.
- d I work \_\_\_\_\_ our headquarters in Barcelona.
- e I'm \_\_\_\_\_ for our campaigns in the European area.
- f I'm \_\_\_\_\_ at PPTT Services in Paris.
- g My \_\_\_\_\_ is in new technologies.
- h I'm \_\_\_\_\_ quite a large team.

6 Work with a partner. Ask and answer questions to complete the table below.

Name	Company	Position in company	Area of work	An interesting fact about what you do
you				
your partner				

7 Give a mini-presentation introducing your partner to the rest of the class. Use the phrases in 5 to help you.

8 Work in groups and talk about training courses. Do you ever go on training courses? What kind of courses have you attended? Do you think they are useful?

## Networking

- 1 Work with a partner and discuss the questions. Then read the text to see if you are correct.
- a How many different ways can you think of to find a job?
- b Look at the photo and title below. What is Work the Net?
- c Who do you think uses Work the Net?
- d What information do you think you can find on Work the Net?

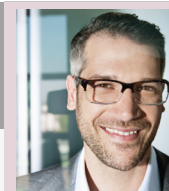


## What is Work the Net ?

Work the Net is a popular online networking tool that connects business professionals all over the world. Founded in 2004, Work the Net has become an essential resource for anyone looking for their dream job.

### Connections

The business world is all about connections and, thanks to an ever-growing database of high-profile companies and recruiters, Work the Net can help you make the first contact with your ideal employer. Work the Net also collaborates with other social media platforms, allowing you to maximize your job-seeking potential.



**Jean-Christophe Marchal**

Paris, France  
**MARKETING AND ADVERTISING**  
 Commercial Director, PPTT Services

#### Overview

Commercial Director responsible for promoting and pitching new online products and services for major public companies in the Paris area.

#### Work history

Marketing Director at Thomson Europe  
 Export Area Manager at Thomson France  
 Business Manager at Berlusconi Group

#### Languages

- French (native proficiency)
- Italian (native proficiency)
- English (professional proficiency)

### Moving forward

Work the Net understands the ever-changing nature of the business world, and the importance of developing links with key contacts as your career progresses. It's time to be proactive and take control of your career, but you don't have to do it alone. Let Work the Net be your guide!

2 Find words and phrases in the text which mean the following.

- a People who work in the business world *professionals*
- b Something which is very important \_\_\_\_\_
- c A large amount of information which is stored on a computer \_\_\_\_\_
- d People who you know who can help you with work \_\_\_\_\_
- e Taking action and making changes before a possible problem develops \_\_\_\_\_

**3** Jean-Christophe Marchal has a profile on Work the Net. Look at his page and answer the questions.

- a** What are Jean-Christophe's competencies and skills?
- b** Does he have a degree?
- c** Is he married?
- d** Who is his current employer?
- e** Where does he live?
- f** What things does he enjoy doing in his spare time?



## Jean-Christophe Marchal

Paris, France

### MARKETING AND ADVERTISING

Commercial Director, *PPTT Services*

#### Overview

Commercial Director responsible for promoting and pitching new online products and services for major public companies in the Paris area.

#### Work history

Marketing Director at Thomson Europe  
Export Area Manager at Thomson France  
Business Manager at Berlusconi Group

#### Education

Università Luigi Bocconi – Milan, Italy  
Académie Carat Espace – Paris, France  
École Centrale Paris (ECP) – Paris, France

#### Competencies and skills

- Media Industry and new TV technologies
- Social networks
- TV on mobile
- New technologies for flat screens
- Excel
- Word
- PowerPoint
- Outlook
- SAP
- Photoshop
- Acrobat

#### Languages

- French (native proficiency)
- Italian (native proficiency)
- English (professional proficiency)
- German (limited professional proficiency)
- Mandarin (elementary)

#### Interests

cycling, reading, philosophy

#### Personal details

Phone: 00 33 167464748  
Address: 7, Rue Richard-Lenoir, Paris  
Birthday: 24 May 1965  
Marital status: Married



**4** Now ask a partner the same questions.

*What are your competencies and skills?*

**5** Work in groups and discuss networking sites.

- a** Do you have a profile on a social or professional networking site?
- b** Do you think these sites are useful for people in business? How might they be useful?
- c** What problems do you think there might be with using these sites?



## Company profile

**1** **1.02** Listen to an extract from a radio programme. The speaker is talking about a company. Number the figures in the order you hear them.

- 100%
- £30 million
- £250,000
- £60 million
- 8 10%
- 10,000
- 7 £500
- 58%

**2** **1.02** Listen again and complete the details in the company profile.



**Name of company:**

Innocent

**Founders:**

Richard Reed and friends

**Established in:**

(a) 19 \_\_\_\_\_

**Main product:**

(b) \_\_\_\_\_ (fruit-based drinks)

**Main market:**

Europe, in (c) \_\_\_\_\_ countries

**Operations:**

As a (d) \_\_\_\_\_ of Coca-Cola®

**Brand image:**

Promoted through website and (e) \_\_\_\_\_

**Location:**

Headquarters in (f) \_\_\_\_\_

**Company ethics:**

Gives (g) \_\_\_\_\_ of profits to charity



**3** **1.02** Complete the sentences. Then listen again to check your answers.

- a This month we \_\_\_\_\_ at the role of ethics in business.
- b Innocent now \_\_\_\_\_ from its headquarters in London as a subsidiary of Coca-Cola®.
- c Innocent \_\_\_\_\_ to innovate.
- d The company \_\_\_\_\_ on new lines.
- e Innocent \_\_\_\_\_ to over ten thousand retailers in thirteen European countries, ...
- f ... and its market \_\_\_\_\_.
- g It \_\_\_\_\_ only 100% natural products ...

**4** Match the sentences (a–g) in 3 to the descriptions.

- a Present Simple to describe a stable situation: b \_\_\_\_\_
- b Present Continuous to describe a current situation or activity: \_\_\_\_\_
- c Present Continuous to describe a situation of change: \_\_\_\_\_

**5** Write questions for these answers using the prompts.

- a Innocent Drinks. (What / name?)  
What is the company's name?
- b Fruit-based smoothies and fruit juices. (What / main products?)
- c Ten per cent of its profits. (How much / give / charity?)
- d Over 10,000 retailers in 13 countries. (Who / sell to?)
- e The combination of ethics and clever marketing. (What / recipe / success?)

6 Combine a word from box A with a word from box B to complete each sentence.

**A**

detailed natural negative product social success

**B**

information networks products publicity range story

- a Consumers like natural products with no additives or chemicals in them.
  - b Facebook is a \_\_\_\_\_ which will be difficult for others to imitate.
  - c Companies now rely on \_\_\_\_\_ to promote and market their products.
  - d \_\_\_\_\_ can put a company out of business.
  - e It's important to give consumers \_\_\_\_\_ about your products and services.
  - f You need to continually expand your \_\_\_\_\_ in order to maintain your market share.
- 7 Do you agree with the sentences in 6? Why / Why not?

## Your start-up

- 1 You are going to develop an idea for your own ethical start-up (new company).
  - a Think of ideas for your own start-up. It can be either serious or humorous.
  - b Complete the 'Your start-up' column in the table below.
  - c Work with a partner and ask questions to complete the 'Your partner's start-up' column.

	Your start-up	Your partner's start-up
Name of company		
Product or service		
'Ethical' selling point		
Location		
Markets		
Competition		

2 Use the framework below to write a description of your new partner's company.  
(name of company) \_\_\_\_\_ is a (type of company) \_\_\_\_\_.

The main activity of the company is \_\_\_\_\_.

Its 'ethical' selling point is \_\_\_\_\_.

The company is based in \_\_\_\_\_.

Its main markets are \_\_\_\_\_ and its main competitor is \_\_\_\_\_.

# 01 Introductions

## Phrase bank: Describing your work

I work for (IBM / a pharmaceutical company).

I work in (a bank / an office / London).

My job involves ...

My role is to ...

I'm head of (marketing) / in the (marketing) department.

I am responsible for (accounts).

I have (five) years of experience in (sales).

I'm based in ...

Our headquarters are in ...

## Vocabulary

### Companies and the Internet

1 Complete the sentences using the words in the box.

employs franchises headquarters Internet  
investment network promote responsible retail  
sales website

- Sporting brands often use famous people to \_\_\_\_\_ their products.
- McDonald's® has \_\_\_\_\_ all over the world.
- My department is \_\_\_\_\_ for marketing and sales in Eastern Europe.
- Our company \_\_\_\_\_ provides information about our services and products, but we don't sell anything online.
- We need more \_\_\_\_\_ to finance our expansion in China.
- The \_\_\_\_\_ of Nestlé are in Geneva.
- In my opinion, the BBC has one of the best websites on the \_\_\_\_\_.
- For the company to survive, our \_\_\_\_\_ need to grow by 20% this year.
- I have a much better \_\_\_\_\_ of contacts since I started using LinkedIn®.
- The company \_\_\_\_\_ over 2,000 workers in Europe, located in four different factories.
- Online stores like Amazon have completely transformed the \_\_\_\_\_ sector.

### Jobs

2 Unscramble the letters to form words related to jobs. Then complete the sentences using the words.

acontcaunt cnaharim dsptreincio etxecuvie  
mngrea pdenistre psoioint rdritee tlite

- She's the chief \_\_\_\_\_ officer.
- As \_\_\_\_\_ of the board, he has the final decision on all issues.
- He doesn't work; he's \_\_\_\_\_.
- The CEO is the top \_\_\_\_\_ in the company.
- Her job \_\_\_\_\_ is 'vice president'.
- I'm the \_\_\_\_\_ of a small team; I lead six people.
- The financial director is a qualified \_\_\_\_\_.
- The \_\_\_\_\_ of our company is based in the company headquarters in Paris.
- My job \_\_\_\_\_ outlines my role and responsibilities.

## Grammar

### Present Simple

Affirmative		Negative		Interrogative		
I		I			I	
You	<b>work.</b>	You	<b>don't work.</b>	<b>Do</b>	you	<b>work?</b>
We		We		<b>Don't</b>	we	
They		They			they	
He	<b>works.</b>	He	<b>doesn't work.</b>	<b>Does</b>	he	<b>work?</b>
She		She		<b>Doesn't</b>	she	
It		It			it	

You use the Present Simple to talk about routine actions and habits.

- *I go to work by bus.*
- *He works late on Tuesdays.*

You also use it to talk about ongoing situations you see as stable.

- *We live in London.*
- *They employ over 250 people.*

## Present Continuous

Affirmative		Negative	
I'm (am)	<b>working.</b>	I'm not	<b>working.</b>
You're (are)		You aren't	
We're (are)		We aren't	
They're (are)		They aren't	
He's (is)		He isn't	
She's (is)		She isn't	
It's (is)		It isn't	

Interrogative		
Am Aren't	I	<b>working?</b>
Are Aren't	you we they	
Is Isn't	he she it	

You use the Present Continuous to talk about activities happening at the moment of speaking.

- Don't interrupt me, please. I'm **trying** to concentrate.
- He's **wearing** a grey suit, a white shirt and a blue tie.
- What are you doing? I'm **preparing** this month's sales figures.'

You can also use it for activities or situations you see as temporary.

- We're **using** this office until the new one is ready.
- I'm **working** from home today, so don't phone me at the office.

You use the Present Continuous for situations which are changing.

- The economic situation **is getting** better.
- Our company share price **is steadily improving**.

You often use the Present Continuous with time expressions – for example, *at the moment, this week/month/year*, etc.

- We are **having** a lot of problems with our suppliers **at the moment**.
- I'm **doing** a course **this month**, but it's not very interesting.

### Practice 1

Complete the sentences using the verbs in the box in the correct form – Present Simple or Present Continuous. Use each verb twice.

do get live sell think work

- Normally, I am in the office in the afternoon, but this month I \_\_\_\_\_ a course.
- In the winter, the reps \_\_\_\_\_ more than in the summer.
- Our most important market is the Far East. We \_\_\_\_\_ business with several companies there.
- Our new product line \_\_\_\_\_ very well this year.
- Our boss \_\_\_\_\_ very long hours.
- He \_\_\_\_\_ of changing his job because he's not very happy.
- 'What's your address?' 'I \_\_\_\_\_ in a hotel until we find a nice flat.'
- In June, the weather \_\_\_\_\_ hot there, so take some cool clothes.
- He \_\_\_\_\_ his job is really interesting.
- It \_\_\_\_\_ hotter. We need to get some air conditioning for this office.
- At present, we \_\_\_\_\_ on new products and services for the future.
- During the week, he \_\_\_\_\_ in his city flat and at the weekend he goes to the country.

Now mark each sentence with a letter to show which rule applies.

H – routine actions and habits

O – ongoing situations you see as stable

M – activities happening at the moment of speaking

T – activities or situations you see as temporary

C – situations which are changing

### Practice 2

Write questions about the information which is missing.

- The company makes money by ...  
*How does the company make money?*
- Our business is expanding because ...  
Why \_\_\_\_\_
- They are setting up a business in ...  
Where \_\_\_\_\_
- We are looking for \$ ...  
How much \_\_\_\_\_
- He has previous experience in the ... business.  
What kind \_\_\_\_\_
- Their unique selling point is ...  
What \_\_\_\_\_
- My company employs ... people.  
How many \_\_\_\_\_
- The manager of the company is ...  
Who \_\_\_\_\_
- They are talking to ... about further investment.  
Who \_\_\_\_\_