

1 Company culture

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What values do you think make a company successful?
- 2 What traits or actions can discourage customers from doing business with a company?



Software plus

OUR COMPANY'S CORE VALUES...

At Software Plus, we value our customers above all else. We want to:

- provide quality products at **affordable** prices
- keep prices as low as possible so that our customers know they are getting a fair deal
- treat each customer as an individual
- strive to make every person who shops with us feel important and valued

Software Plus also recognizes **innovation** as a key part of our business. We will take steps to:

- stay **one step ahead** of the market
- monitor current **trends** and move quickly to fill **gaps** in the market

The employees of Software Plus are the company's greatest **asset**. As such, we **endeavor** to:

- provide a pleasant, friendly working environment
- supply training **opportunities** and **perks**
- foster professional growth and development

Environmental issues are a **priority** at Software Plus. We promise to:

- support a wide range of environmentally friendly **initiatives**, such as recycling and car sharing
- never knowingly create a product that is harmful to the environment



Reading

2 Listen and read this poster about a company's values. Then, read the summary of the text. Fill in the blanks with the correct words from the word bank. How does the company value their customers? Tell the class.

WORD BANK

products customers employees
market opportunities

The company 'Software Plus' has four core values. To begin with, it aims to put 1 _____ first. Secondly, it tries to stay ahead in the 2 _____ by identifying what is popular. Thirdly it treats its 3 _____ well by providing perks and training 4 _____. Finally, it never creates 5 _____ that harm the environment.

Vocabulary

3 Match the words (1-7) with the definitions (A-G).

- | | |
|------------------|-------------------|
| 1 ___ gap | 5 ___ perk |
| 2 ___ trend | 6 ___ opportunity |
| 3 ___ innovation | 7 ___ endeavor |
| 4 ___ priority | |

- A a benefit people receive from their jobs
 B the most important thing to do
 C a new development
 D to try to do something
 E a temporarily popular item or style
 F a place where something is missing
 G a chance to do something useful

4 Read the sentence pairs. Choose where the words best fit in the blanks.

1 foster / strive

The company aims to _____ the staff's development.
Mr. Gao wants his workers to _____ to do their best.

2 affordable / one step ahead

It's important to stay _____ of our competition.
The other company's product is more _____.

3 initiatives / core values

This company has three _____: loyalty, quality and trust.
There are many new _____ to help small businesses.

4 environmental issues / assets

The company was forced to sell many of its _____.
Being aware of _____ can reduce pollution.

Listening

5 Listen to a conversation between two managers. Mark the following statements as true (T) or False (F).

- ___ The poster will be displayed in the break room.
- ___ The man wants to include a statement about current employees.
- ___ The woman thinks people will like the environmental program.

6 Listen again and complete the conversation.

Manager 1: I need some help with this poster for next month's 1 _____.

Manager 2: Sure, have a seat. What can I do?

Manager 1: Well, management wants a display that shows our 2 _____. The problem is, the manual lists a lot of values, but I can only show four.

Manager 2: I'd start with customer care. You could write about how we keep our software affordable.

Manager 1: That's good, thanks. What do you think of including 3 _____, though?

Manager 2: Yeah, why not? You could mention a few of our environmental initiatives. Like our recycling program.

Manager 1: Good idea. But it's a job fair, and there's 4 _____ . I should include something about them, right?

Manager 2: What do you 5 _____?

Speaking

7 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

USE LANGUAGE SUCH AS:

I need some help with this poster ...

I'd start with ...

What do you think of ...

Student A: You need to choose four core values for a poster. Talk to Student B about:

- suggestions
- your ideas
- attracting employees

Student B: Answer Student A's questions and make suggestions.

Writing

8 You are writing a website page about your company's core values. Using the poster and the conversation from Task 7, write a paragraph for the website (100-120 words). Talk about:

- What your company's core values are
- What your company endeavors to do
- How your company stays one step ahead

