



Lesson outcome

Learners can describe changes at work.

Lead-in

1 Work in pairs. Think of a businessperson and answer the questions.

1 What's his/her name?

3 What does his/her company do, make or sell?

2 What's the name of his/her company?

★ Vocabulary A company's story

TIMELINE: COSTA COFFEE

2A Read the timeline. In how many countries does Costa Coffee operate?

1960s The Costa family, with sons Sergio and Bruno, ¹move from Italy to London.

1978 The Costa brothers ⁴open a coffee shop – Costa Coffee.

1985–1995 Costa opens more shops and ⁶hires more employees. By 1995, there are forty-one shops in the UK.

2006 Costa ⁸launches the Costa Book Awards, giving prizes to the best writers in England and Ireland.



1971 Brothers Bruno and Sergio Costa ²start a coffee supply company in London. They ³produce coffee for local food sellers.

1985 Bruno leaves the business and ⁵creates a different company.

1999 Costa ⁷expands its market – the company opens a shop in Dubai.

2019 Costa has more than 3,800 shops in thirty-one countries.



B Match the verbs in bold (1–8) in Exercise 2B with their past form in the sentences (a–h).

a No, they didn't. In their first year, Costa Coffee **produced** coffee for local food sellers.b Yes, he did. In 1985, Bruno **created** a different company.c The Costa brothers **moved** from Italy in 1960.d In 1999, Costa **expanded** its market and opened a shop in Dubai.e In 1971, the Costa Brothers **started** a coffee supply company in London.f They **opened** a Costa Coffee shop in 1978.g Costa Coffee opened more shops in the UK and **hired** more employees from 1985 to 1995.h In 2006, they **launched** the Costa Book Awards.

C Match the questions (1–8) with the sentences (a–h) in Exercise 2B.

1 Where did the Costa family move from?

5 Did Bruno start his own company in 1985?

2 Who started Costa Coffee?

6 When did Costa open more shops in the UK?

3 Did they open a coffee shop at the beginning?

7 When did Costa expand its market to other countries?

4 When did they open a Costa Coffee shop?

8 What did the company launch in 2006?

T Teacher's resources:
extra activities

Communicative grammar

TALKING ABOUT THE PAST (1)

→ Grammar reference: page 104

+ The Costa brothers **moved** from Italy to London in 1960.
I **joined** the company eight years ago.

? Did Sergio **start** his own company?

Yes, he **did**. / No, he **didn't**.

Did they **start** Costa Coffee?

Yes, they **did**. / No, they **didn't**.

Did the company **change** its name?

Yes, it **did**. / No, it **didn't**.

? When **did** they **open** a shop?

In 2002. / They **opened** a shop in 2002.

What year **did** the company **expand**?

Last year. / It **expanded** last year.

Who **did** you **hire** last year?

An HR Manager. / I **hired** an HR Manager.

? Who **started** the company?

The two brothers **started** the company.

Who **designed** the product?

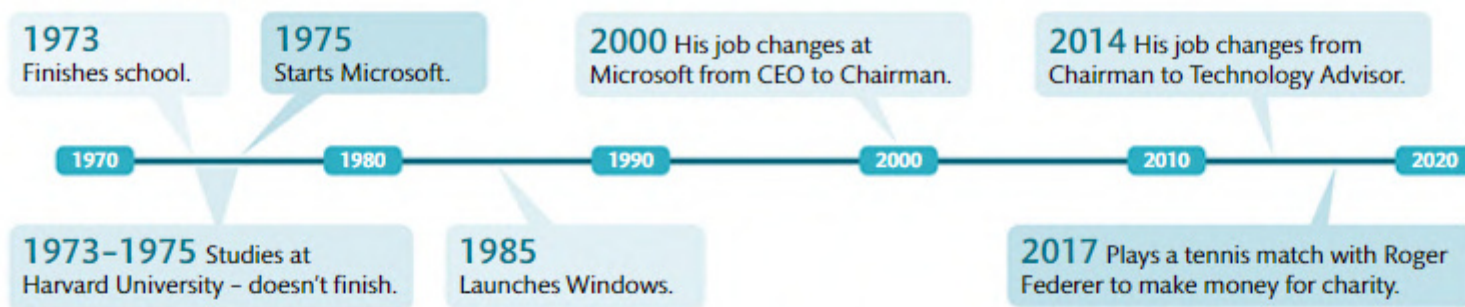
Angela **designed** the product.

Which company **launched** Windows?

Microsoft **launched** Windows.

→ page 97 See Pronunciation bank: The -ed ending

TIMELINE - BILL GATES



3A Complete the sentences with the correct verb in the past.

- 1 He _____ school in 1973.
- 2 He _____ at Harvard for about two years.
- 3 He _____ Microsoft in 1975.
- 4 He _____ Windows in 1985.
- 5 His job _____ at Microsoft in 2000.
- 6 He _____ tennis with Roger Federer in 2017.

B Put the words in the correct order to make questions.

- 1 1973 / did / what / Bill Gates / in / do / ? _____
- 2 he / finish / university / did / ? _____
- 3 did / when / he / Microsoft / start / ? _____
- 4 1985 / did / what / in / launch / he / ? _____
- 5 his job / at Microsoft / did / change / in 2000 / ? _____
- 6 who / he / did / tennis with / play / in 2017 / ? _____

C Work in pairs. Ask and answer the questions in Exercise 3B.

4 Work in pairs. Ask and answer the questions.

- 1 When did you start school? _____
- 2 What was your first job? _____
- 3 Who was your first boss? _____
- 4 When did you start your job? _____
- 5 When did you last change job or move city? _____

T Teacher's resources: extra activities

5A **VIDEO** 3.1.1 Watch the video introduction. What do Postmark and The Cambridge Satchel Company sell?



B Watch Part 1 of the video. Answer the questions.

- 1 Who started Postmark?
- 2 When did Postmark start?
- 3 What was the annual turnover in a) 2006? b) last year?
- 4 How many stores and employees does Postmark have?
- 5 When did Morgan arrive in the UK and what did she do?
- 6 When did Morgan join Postmark?

C Watch Part 2 of the video. Are the sentences *true* (T) or *false* (F)? Correct the false sentences.

- 1 At the beginning, The Cambridge Satchel Company only had three colours of bags.
- 2 The company opened a factory in 2012.
- 3 The company now has 150 employees.
- 4 The company has two shops – one in Cambridge and one in London.
- 5 Max is the manager of The Cambridge Satchel Company shop in London.
- 6 Max designed the first shop for Cambridge Satchel Company.

annual turnover = the total sales of a business in one year

6 Work in pairs. Ask and answer questions and complete the timeline. Student A: Look at page 115. Student B: Look at page 119.



3 Changes

Vocabulary 3.1 A company's story

1 Choose the correct option.

- 1 The company *moved / opened* a new store in Paris.
- 2 She *produced / started* her new business in 2018.
- 3 The company *opened / produced* family cars at the beginning.
- 4 They *hired / expanded* the business last year, with two new shops.
- 5 We *hired / launched* four more employees last month.
- 6 The company *opened / launched* five new products in 2017.
- 7 We *moved / created* our factories to India in 2019.
- 8 He *created / opened* a new design for our products in 2018.

2 Complete the text about British designer and business woman, Cath Kidston. Use the verbs in Exercise 1.

Cath Kidston ¹m_____ to London in 1976. She ²s_____ her first home interiors business with a friend in 1985. In 1993, she ³o_____ her first Cath Kidston store and ⁴c_____ her now-famous wallpaper. In 1999, she ⁵h_____ more employees and opened her second store. She ⁶e_____ her business to other countries in 2006 and opened a store in Tokyo. In 2008, she worked with a UK supermarket and ⁷p_____ a shopping bag from recycled plastic bottles. In 2011, the company ⁸l_____ the first Cath Kidston café in Japan. Today, there are over 200 stores worldwide.

3.2 Email phrases

3 Complete the table with the phrases in the box.

Best wishes ~~Dear all~~ Dear employees Please do the following
Please follow these instructions Regards Thank you for your help
To all staff We appreciate your cooperation

Beginning an email	Dear all, ¹ _____, ² _____
Thanking	³ _____, ⁴ _____
Giving instructions	⁵ _____, ⁶ _____
Ending an email	⁷ _____, ⁸ _____

4 Complete the email with the phrases in Exercise 3.

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To all ¹_____,

We recently had some complaints about food in our office. Many staff eat hot lunches at their workspace. Some staff also leave dishes around the office. Please remember it doesn't look professional when clients visit. From today, ²_____ do the following:

- Eat in the office kitchen or staff canteen.
- Wash all dishes and cups that you use.

We ³_____ your cooperation.

Best ⁴_____,

Tanya Mazur, Office Manager

Grammar 3.1 Talking about the past (1)

1 Match the questions (1-8) with the answers (a-h).

- | | |
|--|------------------------|
| 1 Where did your family move to last year? | a No, she didn't. |
| 2 What did you do when you arrived? | b Last month. |
| 3 Who hired you? | c I started last week. |
| 4 Did Paul open a new store? | d I looked for a job. |
| 5 When did he hire you? | e No, they didn't. |
| 6 Did they hire many new employees? | f We moved to Vienna. |
| 7 When did you start your new job? | g Mr Steiner. |
| 8 Did Sarah launch a new product? | h Yes, he did. |

2 Write questions for these answers.

- What _____?
The company produced children's clothes.
- Where _____?
The manager moved to another office.
- When _____?
She launched her café in 2018.
- Who _____?
Tom created our new products.

3.3 Talking about the past (2)

3 Complete the sentences with the past form of the verbs in brackets.

- The company _____ (make) very good progress last year.
- We _____ (have) a sales target of €500,000 for the year.
- We _____ (hit) the target for sales last month.
- We _____ (win) new business in Europe.
- We _____ (build) strong relationships with new clients.
- We _____ (grow) our customer base in South America from 25,000 to 60,000.
- We _____ (buy) advertising space on buses.
- We _____ (spend) €24,000 on advertising.

4 Complete the Past Simple negative sentences.

- Tim launched a French version of the game. He _____ a Spanish version.
- The company grew their export business in 2019. They _____ it in 2020.
- Sara hired a sales manager. She _____ any new sales representatives.
- I hit my targets last week. I _____ them this week.
- We built relationships with new customers in the USA. We _____ any in Europe.
- They spent money on new desks. They _____ any money on new computers.