

5b

New venture

H**I** **H&I (Harris and Ives)** Investment Services is a British company which provides ethical portfolio management to private investors. For example, some investors wish to avoid companies which pollute the environment or which operate in oppressive states. H&I creates and manages individualised portfolios to suit the ethical concerns of their clients.

H&I have decided to set up an office in Poland. One employee is to go to Warsaw for six months to organise this. There are basically four tasks:

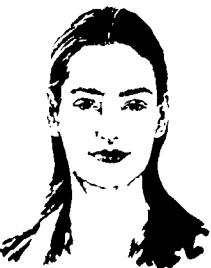
- 1** To select a trustworthy partner in Poland with sufficient capital
- 2** To find and rent suitable premises
- 3** To find ways to publicise H&I's service
- 4** To supervise operations in the first three months.

If the employee is successful she or he will be made a partner of H&I. Four names have been put forward, for very different reasons.



JOHN SIEMIRADZKI is 24 years old. He is of mixed Polish-British parentage and bilingual in English and Polish. He grew up in Britain, but he has visited Poland many times. He has been working for H&I for two years and is a Junior Economist. He joined the

company straight from university; he has never had any other job. He holds a bachelor's degree in Economics and has just begun studying for an MBA in his own time - the company is helping to pay his fees. His immediate superior says he is intelligent and well-informed but volatile. He has lost his temper with colleagues more than once.



JACQUI DUBOIS is 26 years old and French. She has lived in the UK since she was 11 years old. She has been working for H&I for three years. She is currently a Researcher - a post she has held for one year. Previously she was an Assistant

Researcher. She joined H&I direct from university and has never worked in any other company. She has a bachelor's degree in Eastern European Studies and a master's degree in Economics. She speaks Polish and French fluently, and has good Russian. During her bachelor's degree she lived in Warsaw for one year. Her immediate superior says she is calm and mature for her years and a rapid learner, though sometimes over-cautious.



DAVE GLADE is 36 years old and British. He has been working for H&I for ten years. During this time he has become a key person. For the last two years he has been in charge of marketing and public relations. He has dealt with a number of new ventures on

behalf of the company, most with great success. He started work as an Office Junior in an insurance company after leaving school at 16. He now has a bachelor's degree in Economics, which he took as a mature student at 30. He speaks a little Russian and no other foreign languages. He has visited Eastern Europe numerous times on business. His colleagues describe him as pragmatic, hard working and imaginative, but sometimes inclined to steamroller over other people.



ART LEEWARD is American born. He is 35 years old. He has been in the UK working for H&I for eight years - previously he worked for the Bank of America in Chicago. He is a Senior Economist, and has a great deal of experience of joint ventures in Latin America. He has a

bachelor's degree in Economics, an MBA and a PhD in Political Science. He is the author of 'Economics and Culture: How Multinationals Operate in the Developing World'. He speaks fluent Spanish, but no other foreign languages. He has never previously visited Eastern Europe. His immediate superior says he is exceptionally able.

New venture

Worksheet

5b

ACTIVITY

Individual and groupwork: listening, reading and speaking

AIM

To read about four people in a company and decide which one is the best choice to set up a new operation in Poland.

GRAMMAR AND FUNCTIONS

Talking about experience: past simple and continuous tenses

VOCABULARY

ethical, investment, investor, advisor, portfolio, to pollute the environment, partner, premises, publicise, capital, economist, economics, bachelor's degree, master's degree, MBA, PhD, fees, researcher, office junior, pragmatic, volatile, to steamroller over people, mature student, joint venture

PREPARATION

Make one copy of the worksheet for each student. If possible, make sure dictionaries are available (one for every four students).

TIME

20-30 minutes

PROCEDURE

- 1 Write the words *ethical investment* in the centre of the board.
- 2 Ask the students what they understand by ethical investment. Ask for some examples of unethical investments.
- 3 Tell the students that they are going to choose a person to set up a new office for a company, but that first they are going to do a listening exercise.
- 4 Write the following table on the board and ask students to copy it:

| | |
|---------------------------|---|
| Name of the company: | |
| Based in: | |
| Nature of their business: | |
| Objective: | |
| Tasks | 1 |
| | 2 |
| | 3 |
| | 4 |
| Time scale: | |

- 5 Tell the students you are going to read a text to them: their task is to listen and complete the table. Tell them you are going to read at a normal speed, without pausing or repeating anything.
- 6 Read aloud to the class the text in the first section of the worksheet.
- 7 Ask the students to work in pairs to compare what they have understood.
- 8 Check their answers by asking questions (*What's the name of the company? Where are they based? What business are they in?* and so on).
- 9 Write on the board:
The employee who is to go to Warsaw will need ...
Ask students for suggestions.
- 10 Ask the students to work in groups of four with one dictionary for each group.
- 11 Give out the worksheets.
- 12 Ask the students to read the introductory text. Allow 1-2 minutes.
- 13 In each group, assign to each student one of the four descriptions of people to read. Allow 2-3 minutes.
- 14 Ask the students to tell each other about the person whose description they read.
- 15 Tell them they are going to act out a meeting in which they decide how to rank the four candidates (from one to four) according to how well-suited they think they are to the task.
- 16 Appoint a chairperson in each group.
- 17 Ask them to begin.
- 18 When they have finished (after about 10-20 minutes) ask each group to present their decision, giving a short explanation of how they reached that decision.

FOLLOW-UP

Students write a letter to their first choice candidate to ask if he/she is interested in the assignment.