

Company structure and positions

COMMUNICATION

LEVEL
Upper-intermediate

NUMBER
EN_BE_3102X

LANGUAGE
English

lingoda

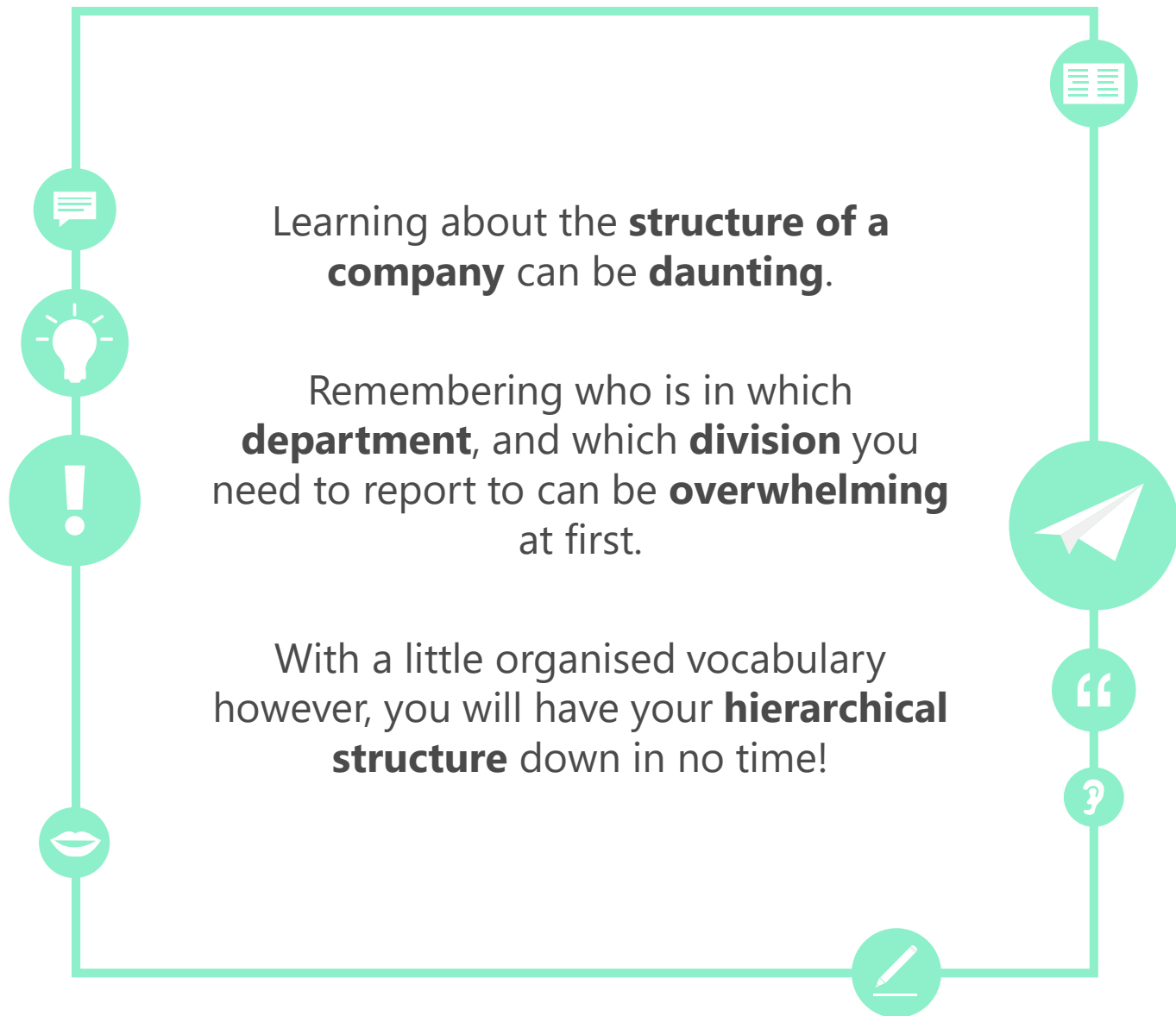




Goals

- Can recognise and understand typical vocabulary for describing the structure and departments of a company
- Can use new words and phrases to clearly describe my own position and list my duties







Discuss with the teacher

What is your job position?



Tell your teacher

Discuss the roles and responsibilities of the positions below with your teacher.



CEO

Manager

Trainee



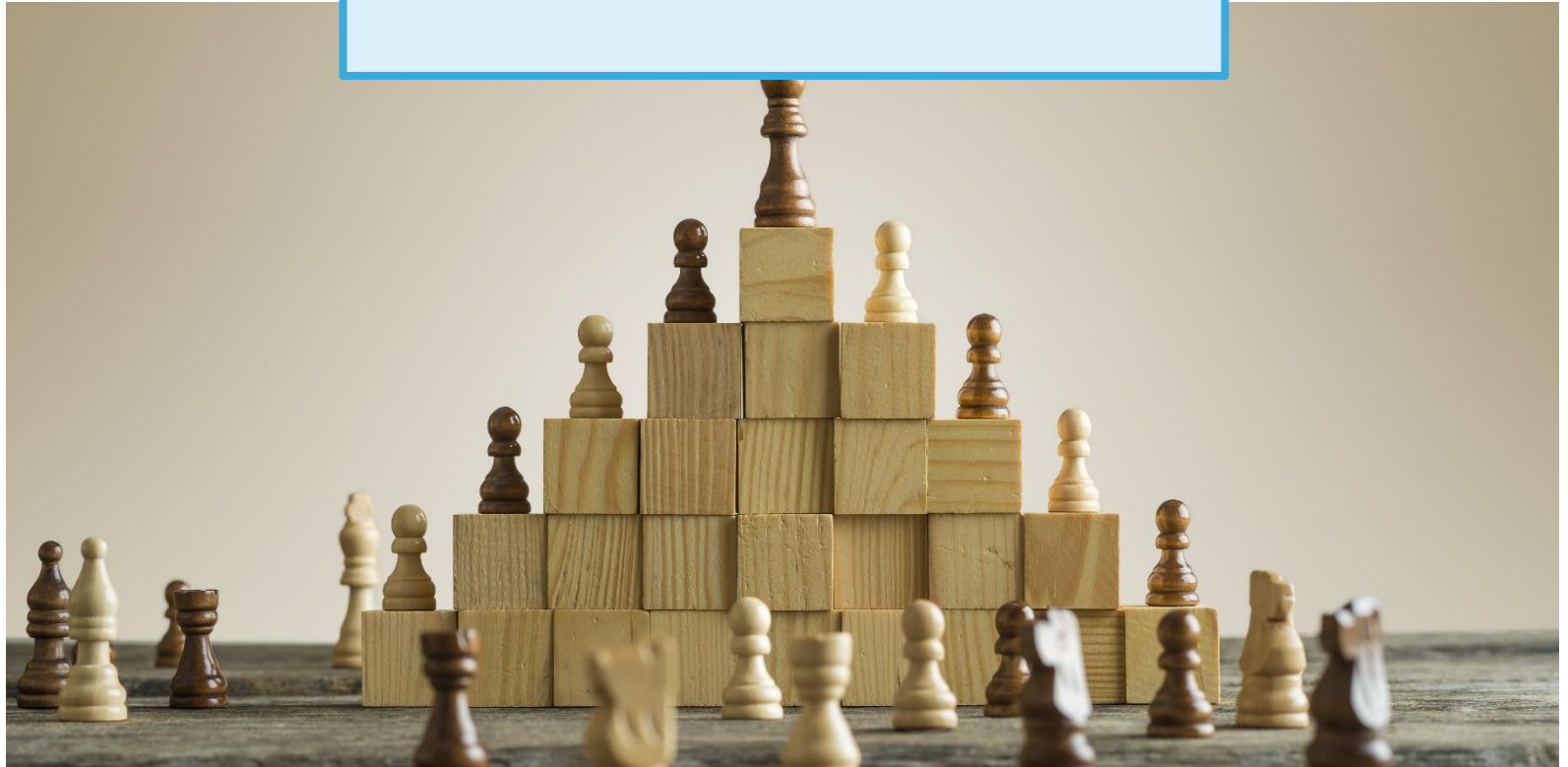
Warm-up discussion

What kinds of **positions** exist in your profession?

Talk about the different **roles** occupied by the staff.



hierarchical



He made an effort to understand the **hierarchical** structure of the company.

company structure

A **company** is organised into a specific **structure** so that **people** and **tasks** can be arranged in an **efficient** way.

Employees are usually grouped into different teams, each of which focuses on a different area of operation.

Traditional company structure is based on **divisions** between directors, management and the rest of the staff.



It took me a few weeks in the office to understand the workings of the **company structure**.



Changing structures

Technological change has resulted in new trends in the way companies are organised.

Talk about each topic below with the teacher.

flat hierarchies

start-ups

freelancing

remote work

company positions

Most companies follow a clear **hierarchy**. Each employee has a specific set of **responsibilities** and **tasks**.

Each **position** (or **role**) is important for the day-to-day running of the company. From the CEO to the newest trainee, each position has its own set of skills and areas to focus on.



I am pleased to offer you the **position** of graphic designer!



New words

CEO (chief executive officer)

The new **CEO** is planning to make some substantial changes to company policy.

PR (public relations) officer

Our **PR officer** is in charge of publicity and marketing for the company.

trainee

Our new **trainee** is doing a great job, don't you think?

senior

After 15 years in the company you could say I am a **senior** employee.

manager

Please defer any questions to your department **manager**.

junior

I think this project will be a good chance for the **junior** staff to get some experience.



Hierarchy

Create a company hierarchy using some of the vocabulary you have learned so far. Where do you think you fall in the ranking?

Directors

Management

Staff

A vertical stack of six lined notepad pages with punch holes on the left side, intended for writing a company hierarchy.

PR

HR

Public relations manages the communication and information flow between the company and the public. Public relations departments promote a company's image and products, as well as updating the public with any important news.

Human resources departments manage the staff in a company. This involves overseeing the recruitment, training, dismissal and administration of the employees in a company.



Do you have any experience in **public relations**?



The **human resources** department will be able to help you with your problem.



Tell your teacher

Describe the primary roles of the PR and HR divisions of a company in your own words.



Use the prompts below to help you with your sentences.

The primary responsibilities of a public relations team are...

Human resources departments are in charge of...

Research & Development

Customer Service

The **Research and Development**, or **R&D**, department is in charge of **innovation**. This involves developing new services and products or improving the efficiency of existing products.

Customer Service staff field customer enquiries and complaints. They are often the first **point of contact** that customers have with a company, and so have a significant role in a company's perceived **image**.



There are many **Research and Development** opportunities in the field of wearable gadgets.

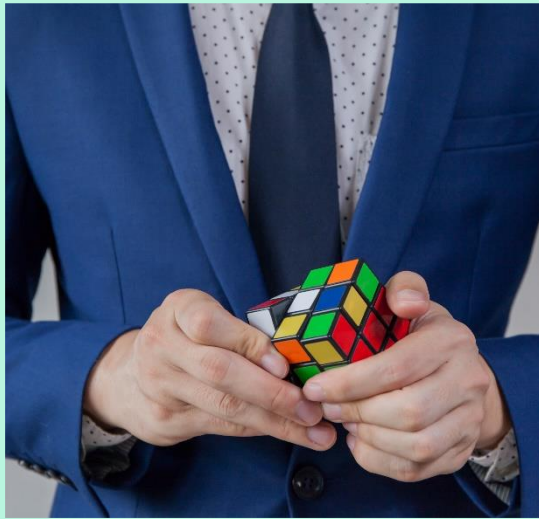


Our **Customer Service** representatives are trained to handle any customer enquiries and complaints in the call centre.



Research and development

**Describe the duties of an R&D department.
Why is their role so critical for a company's success?
Speak your mind.**



creating new
products

fixing the
problems of an
old product

brainstorming
ideas

refining a
successful product



Customer service

List some of the challenges a Customer Service department might face.

A vertical sheet of lined paper with a blue margin on the left and horizontal lines for writing.





Types of companies

- A **private company limited by shares** (Ltd.) is a type of company that only allows certain people to buy its shares. This is determined by the law and by the company's own rules.
- In contrast, a **public limited company** (PLC) is a limited liability company, meaning the company's shares can be sold and traded to the public. Public limited companies generally care less about the profit side of business.

Other types of company abbreviation include;

- **LLC**
- **Corp**
- **NGO**
- **One man company (sole trader)**
- **Limited partnership**





Types of companies

**Imagine you have your own company.
Which type of company would you like it to be?
Explain your reasons to the teacher.**

public limited company

one-man company

private company limited by shares

A notepad with a blue vertical line on the left and horizontal lines for writing. The notepad is white with a blue vertical line on the left side and horizontal lines for writing. There are 10 horizontal lines in total.



Back to you

What do you know about the structure of your company?
Do you think it's the best option according to the company's activity?



Write an email

Write an email to your friend, who is interested in working for your company. Using your answer in the last activity to help you, describe the structure of your company, as well as the various departments to them.

Aim for 100 – 150 words.

The form is a light gray rectangular box with a window-like appearance. At the top right, there are three small buttons: a minus sign, a square, and a red 'x'. Below these, there are three main sections:

- To:** A text input field with a horizontal line for writing the recipient's name.
- Subject:** A text input field containing the text "Corporate structure in my new company".
- Body:** A large rectangular area with horizontal lines for writing the email content.



Which of these duties apply to your position?

Look through the different duties listed below and identify which ones are involved in your position.

Try to fill out the blank boxes with duties unique to your role.





Structured description

When **explaining** and **describing something** in a structured way, it is useful to use **sequencing vocabulary** to help clarify the importance of what you are explaining. Sequencing words can be used to **give direction** or outline a **structure**.

Take a look at the vocabulary below – these terms can be used to define **priority** and **structure**.

- Firstly
- Secondly
- Thirdly
- Finally

Using these words are effective ways to mark different sections of a text, allowing the writer to better describe something in an orderly fashion.





Describe!

Write a short description of what an average day at work looks like for you.

Length should be roughly 100 words.

Try to order the events of the working day using the sequencing vocabulary on the previous slide.

A blank sheet of lined paper with a blue vertical margin line on the left and horizontal ruling lines.





Writing a job description

The process of **describing your position and responsibilities** is useful in a range of contexts.

Being able to write about your tasks and responsibilities is highly useful when **preparing a CV**. What's more, employers can potentially ask for an explanation of your current role or description of your responsibilities in the early phases of a **job interview**.

Vocabulary

To report to...	To work closely with...	To liaise with...
To communicate with...	To manage the...	To develop the...



Explain in detail

Talk to the teacher about your tasks and responsibilities
Try to be thorough. Use the boxes below for prompts and ideas.

directing and
managing other
members of the
team

represent the
company on
social media

organising
meetings

reviewing the
status of
projects

developing new
products

liaising with
customers and
clients

A vertical notepad with a blue binding on the left and horizontal lines for writing.



Roleplay

**You are directing the new trainees on their first day at work.
Pick one of the areas of responsibility below and explain the role, tasks and responsibilities to the teacher. Remember to be clear – it is their first day!**

directing and
managing other
members of the
team

liaising with
customers and
clients

managing the
team (human
resources)

organising
meetings

reviewing the
status of
projects

repairs and
maintenance

developing new
products

represent the
company on
social media

financial affairs



Practise

First...

Second...

Finally...

Describe a day at your workplace to the teacher. Try to practise using the sequencing vocabulary above and go into as much detail as you can.



Write a job description

Write a description of your job.

Try to describe the structure of the company, and details about your tasks, duties and responsibilities in detail.

Try structuring your answer using **sequencing words!**



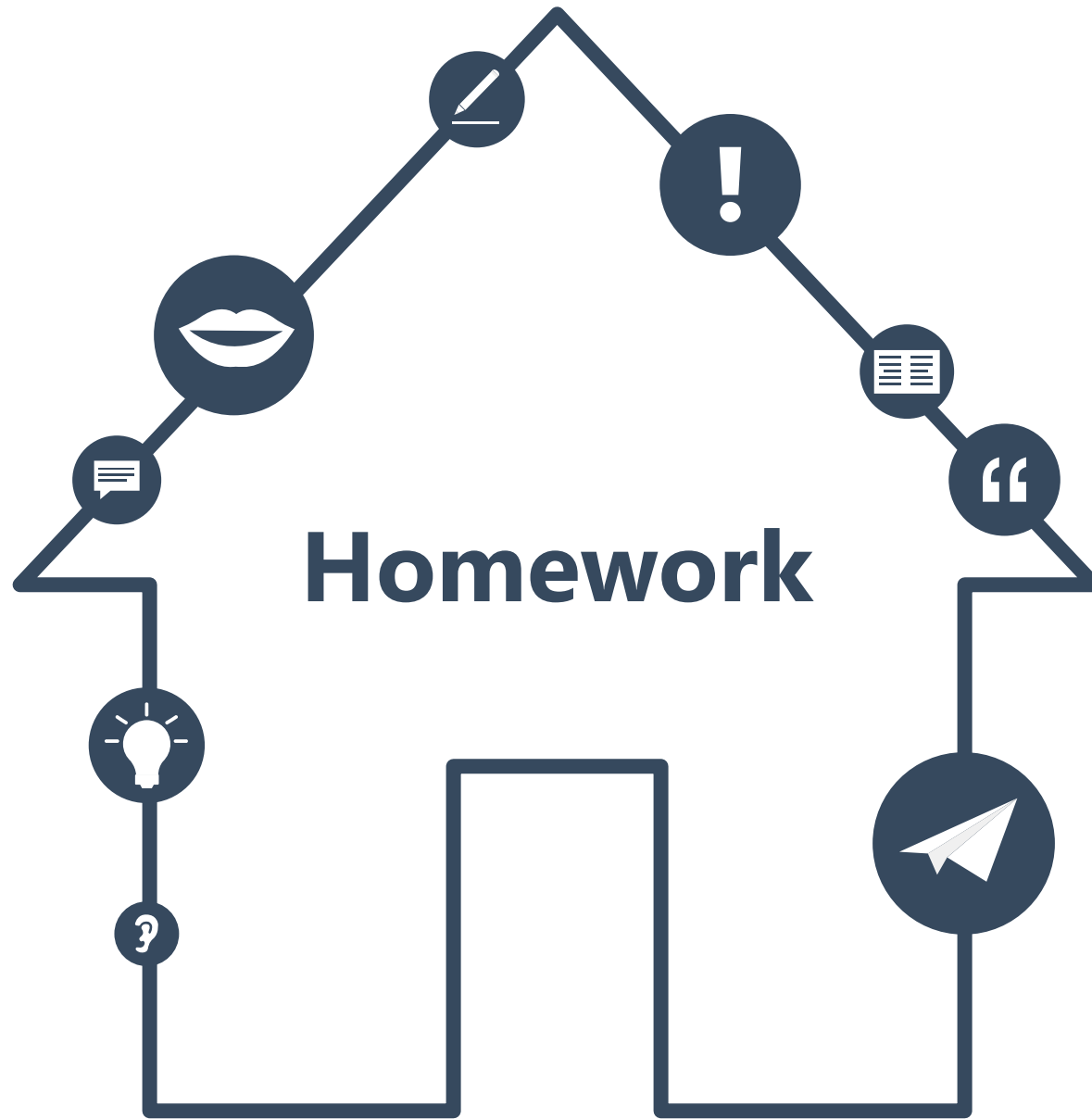


Reflect on the lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

Review them with your teacher one more time to make sure you don't forget!







Vocabulary review

Create flashcards to help you memorise the useful positions and structures related to a company.





Reflect

Evaluate the difficulty of this lesson. Did you find it difficult? Or was it easy?





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