

1 Google: the New Garden of Eden

Why do tech giants in the US offer a large range of perks?

1 Success and happiness

A. Read the text and answer the following questions:

- What is a unique job that you can find at Google?
- Why does Google spend so much on their employees?

B. Focus on Mark Twain's quote (l. 23-25). What does he mean? Do you agree with him? Justify.

C. **Go further.** Is Google's new management a trend of the future?

2 Perks at Google

A. Read the list below and pick out three perks that would motivate you to work at Google. Explain your choices.

B. **Debate.** Are job perks the only way to enjoy work?

C. **Have your say.** Do you think that other companies should adopt the same methods as Google? Why (not)?

It's pretty well documented that Google has a unique culture. It's not the typical corporate culture. Just by looking at pictures inside the Googleplex¹, you can see that it looks more like an adult playground², not a place for work.

- 5 But Google's success can be attributed to this culture. Google has people whose sole³ job is to keep employees happy and maintain productivity. It may sound too controlling to some, but it's how this world-changing organization operates. [...]
- 10 Obviously, all these perks come at a cost for Google. But so does employee dissatisfaction and high turnover⁴. There is a lot of competition for talent in Silicon Valley and when you can retain your employees, it means less time and money spent recruiting.
- 15 This culture has paid off for Google, as they consistently rank among the best places to work. [...] And Google doesn't view their culture as a "set it and forget it" program. They're actively changing and maintaining it, because it's crucial to their success.
- 20 With any business, it all starts with people. And if you want to run great business, you need great people. One way to get them there and keep them is by making their work fun. As Mark Twain said: "Work and play are words used to describe the same thing under differing conditions."

1 headquarters of Google • 2 a place for children to play
• 3 unique • 4 renouvellement du personnel

Some of the perks for working at Google

- Free breakfast, lunch, and dinner (the organic¹ food is chef-prepared)
- Free health and dental care
- On-site physicians²
- Free haircuts
- Free dry cleaning
- Gyms and swimming pools
- Nap pods
- Video games, table football, ping pong
- Indoor rock-climbing walls
- Massages, music lessons, and the option to bring their dogs to the office
- Hybrid car subsidies³
- Death benefits
- A median salary of \$140,000
- Free shuttle bus to work each day
- New dads can take up to six weeks off
- New moms can take up to 18 weeks off

1 bio • 2 doctors • 3 subventions

HELP!

Nouns

- perk = advantage
- prisoner
- trap
- workaholic

Verbs & expressions

- blur the line
- improve life on a daily basis

- increase productivity
- lure sb: attirer qqn
- make sb feel at home
- side with ≠ differ from
- take a stand against
- as a matter of fact / actually
- due to / considering that

Cultural fact

Each year, Google gets over 2.5 million applicants. That's equal to 6,849 per day and about 5 per minute – and Google reviews each one.