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Week 10

Name of the lesson: Corporate culture

Lesson objectives:

- To differentiate different types of companies according to their culture
- To learn job titles and hierarchies in a company
- To explain tasks and responsibilities within a job
- To practice pronunciation by reading riddles

This lesson will be

- recorded

Week 10 – LEVEL 1

Corporate Culture

Weekly plan

Class 19

Corporate culture

- ✓ What is corporate culture?
- ✓ Quiz: Find a company that suits you
- ✓ Job positions vocabulary
- ✓ Solve some riddles!

Class 20

Written focus

- ✓ [Describe a job position and the tasks involved.](#)

Today's agenda

- **Talk about** corporate culture
- **Solve** a quiz to find a suitable type of company
- **Learn** vocabulary related to companies and job positions
- **Solve** riddles

Getting started

What is corporate culture?



DEFINITION

What is corporate culture?

Corporate culture refers to the shared values, beliefs, norms, attitudes, and behaviors that characterize an organization.

It is the collective personality of a company and influences how employees interact with each other, how they approach their work, and how they interact with external stakeholders.





DEFINITION

What is corporate culture?

Components of company culture

Although company culture is unique to each individual organization, several broad elements make up every company culture:

- Mission, vision and values
- Relationship between leadership and employees
- Employee acknowledgment
- Professional development
- Aesthetics and culture



Quiz



Let's take a quiz!

Discover your ideal company culture!

Take this quiz to know which type of company suits you best. Take note of your answers to see the results.

ESTIMATED TIME: 15/20 minutes

1. What kind of work environment do you prefer?

- a) A structured and organized office with clear hierarchies
- b) A creative and dynamic workspace with innovative ideas

2. How do you feel about teamwork?

- a) I like being part of a team and following a leader's direction.
- b) I love collaborating with others and contributing my ideas equally.

3. What motivates you the most at work?

- a) Achieving set targets and seeing the results.
- b) Being part of innovative projects and making an impact.

4. Which phrase best describes you?

a) "Customer satisfaction is our top priority!"

b) "Let's think outside the box and challenge the status quo!"

5. What work-life balance do you prefer?

- a) I prefer a stable work routine with fixed hours.
- b) I prefer flexibility and to adapt my schedule as needed.

6. How important is continuous learning to you?

- a) I appreciate learning opportunities, but it's not my top priority.
- b) I actively seek out chances to learn and grow in my role.

7. Which values are more important for you?

a) Integrity, discipline, and respect for rules.

b) Innovation, creativity, and adaptability.

RESULTS

Mostly A's: You would suit best in a **Traditional** and **Hierarchical** Culture. You thrive in a **structured** and **organized environment** where you can **follow clear guidelines** and work as part of a **team**.

Mostly B's: You would flourish in an **Innovative** and **Entrepreneurial** Culture. Your **creativity** and desire to **challenge the norm** align well with a company that encourages **new ideas** and values **individual contributions**.



WHOLE CLASS DISCUSSION

IT companies

Do you know any of these companies? What do they do?
What are they good at? Why are they famous?

Do they belong to group A (Traditional and Hierarchical)
or group B (Innovative and Entrepreneurial)?

- Google, Slack, Tesla, Airbnb, Netflix, Adobe
- IBM, Oracle, HP, Fujitsu, Intel

Where would you like to work?

RAISE YOUR HAND TO PARTICIPATE.
ESTIMATED TIME: 5/10 minutes





Corporate culture vocabulary

Complete the sentences with the words in the box

innovation – values – mission – teamwork

1. The company's _____ is to provide sustainable energy solutions to combat climate change.
2. Our core _____ include honesty, integrity, and teamwork.
3. Effective _____ is crucial for completing complex projects on time.
4. The company's success is driven by its commitment to _____ and constant improvement.

ESTIMATED TIME: 5/10 minutes



Corporate culture vocabulary

Complete the sentences with the words in the box

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1. The company's **mission** is to provide sustainable energy solutions to combat climate change.
2. Our core **values** include honesty, integrity, and teamwork.
3. Effective **teamwork** is crucial for completing complex projects on time.
4. The company's success is driven by its commitment to **innovation** and constant improvement.

Business Hierarchies



WHOLE CLASS ACTIVITY

Match the words with their definitions

1- CEO

a- The responsible person of a team or department. They guide and coordinate their work.

2- Manager

b- A worker who carries out specific tasks assigned by their manager or supervisor.

3- Supervisor

c- The highest-ranking executive in a company who makes important decisions and leads the organization

4- Team leader

d- A person who directly guides employees in their daily tasks and ensures they follow company policies.

5- Employee

e- A person who leads a specific group of employees, often in a project or specific task,

ESTIMATED TIME: 5 minutes



WHOLE CLASS ACTIVITY

KEY

Match the words with their definitions

1- CEO

c- The highest-ranking executive in a company who makes important decisions and leads the organization

2- Manager

a- The responsible person of a team or department. They guide and coordinate their work.

3- Supervisor

d- A person who directly guides employees in their daily tasks and ensures they follow company policies.

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b- A worker who carries out specific tasks assigned by their manager or supervisor.



WHOLE CLASS ACTIVITY

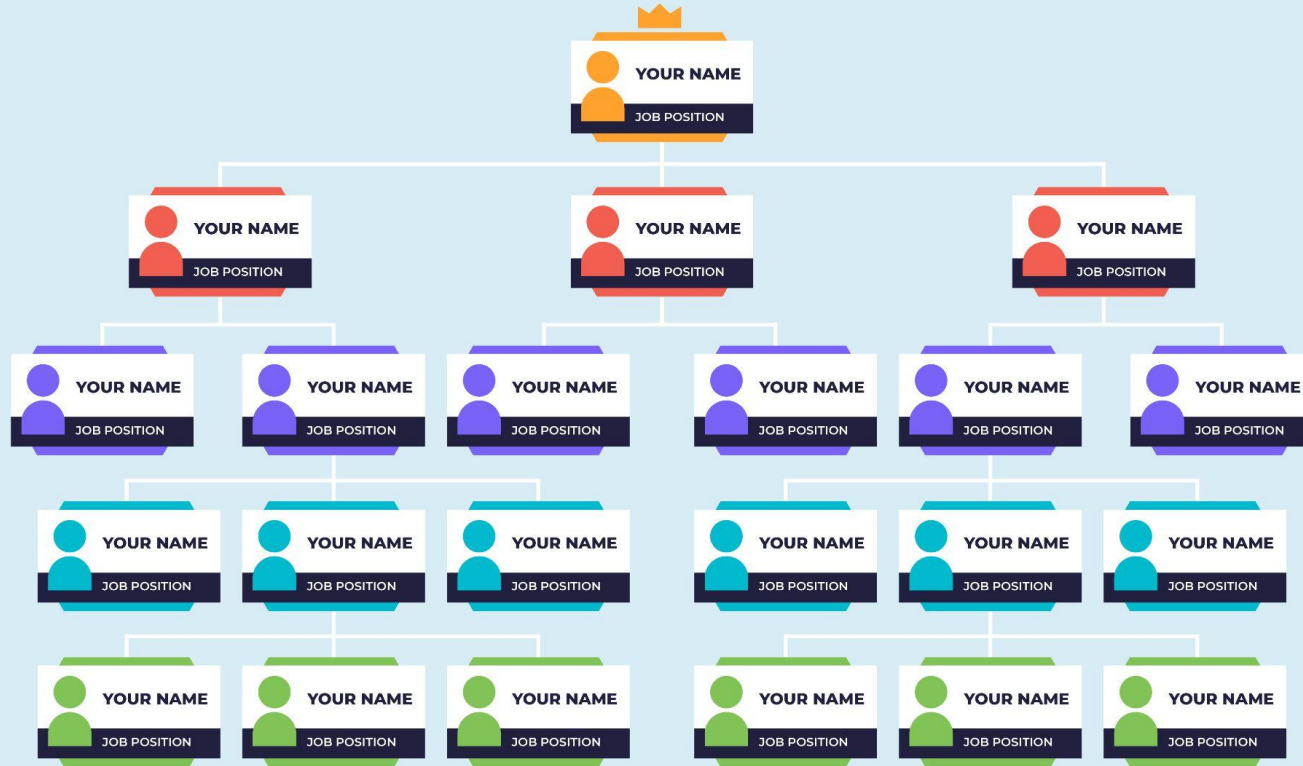
Organizational chart

It is a graphical representation of the hierarchical structure of an organization. It visually illustrates the relationships and reporting lines between various positions, job roles, and departments within the company. The chart provides a clear overview of how different individuals and units are connected and organized in the organization.

Complete the names of the positions in the following organizational chart

TYPE YOUR ANSWER IN THE CHAT
ESTIMATED TIME: 5 minutes





Talking about tasks and responsibilities



WHOLE CLASS ACTIVITY:

Use the words in the box to complete the sentences

job - charge - responsible - responsibilities

- 1) I'm _____ for managing projects in the marketing area.
- 2) I'm in _____ of developing the company's long-term strategy.
- 3) My _____ include recruiting new employees and organizing training for company staff.
- 4) It's also my _____ to improve the company's working conditions.

TYPE YOUR ANSWERS IN THE CHAT
ESTIMATED TIME: 5 minutes



WHOLE CLASS ACTIVITY:

KEY

Use the words in the box to complete the sentences

job – charge – responsible – responsibilities

- 1) I'm responsible for managing projects in the marketing area.
- 2) I'm in charge of developing the company's long-term strategy.
- 3) My responsibilities include recruiting new employees and organizing training for company staff.
- 4) It's also my job to improve the company's working conditions.

TYPE YOUR ANSWERS IN THE CHAT

ESTIMATED TIME: 5 minutes



COMMUNICATIVE FOCUS

Explaining your role in a company

Complete the charts in the following slides with vocabulary from this class

TYPE YOUR ANSWERS IN THE CHAT

ESTIMATED TIME: 10 minutes



COMMUNICATIVE FOCUS

Explaining your role in a company

POSITIONS ACCORDING TO THEIR HIERARCHY



COMMUNICATIVE FOCUS

Explaining your role in a company

POSITIONS ACCORDING TO THEIR HIERARCHY
CEO Manager Supervisor Team leader Employee



COMMUNICATIVE FOCUS

Explaining your role in a company

PHRASES TO EXPLAIN YOUR JOB



COMMUNICATIVE FOCUS

Explaining your role in a company

PHRASES TO EXPLAIN YOUR JOB

I'm responsible for

It is my job to

I'm in charge of

My responsibilities include



Breakout rooms task

Solve the riddles about job positions

Estimated time: **10 minutes**



Riddle 1

I'm a vital part of the company's scheme,
Working hard, I'm not just in a dream.
I follow instructions and play my part,
In the IT world, I'm an essential part.
Who am I, contributing with glee?
I'm the one you'll find, known as the _____.

KEY



Riddle 1

I'm a vital part of the company's scheme,
Working hard, I'm not just in a dream.
I follow instructions and play my part,
In the IT world, I'm an essential part.
Who am I, contributing with glee?
I'm the one you'll find, known as the employee.



Riddle 2

I'm a step below the big boss, it's true,
Managing projects and people, a lot to do.
Coordinating tasks and reaching goals,
In the company, I play an essential role.
Who am I, leading a team to succeed?
I'm the one you'll find, known as the ____.



Riddle 2

KEY

I'm a step below the big boss, it's true,
Managing projects and people, a lot to do.
Coordinating tasks and reaching goals,
In the company, I play an essential role.
Who am I, leading a team to succeed?
I'm the one you'll find, known as the manager.



Riddle 3

I'm at the top, making decisions that matter,
Steering the company to reach for the stars.
Who am I in the IT world, leading with might?
I'm the head honcho, the one called the ____.



Riddle 3

KEY

I'm at the top, making decisions that matter,
Steering the company to reach for the stars.
Who am I in the IT world, leading with might?
I'm the head honcho, the one called the CEO.



Riddle 4

I oversee teams, I guide and direct,
Ensuring tasks are done to perfection, I inspect.
In the corporate ladder, I'm not too high,
But as a leader, I soar in the sky.
Who am I in the company, standing tall?
I'm the one you'll find, called the ____.

KEY



Riddle 4

I oversee teams, I guide and direct,
Ensuring tasks are done to perfection, I inspect.
In the corporate ladder, I'm not too high,
But as a leader, I soar in the sky.
Who am I in the company, standing tall?
I'm the one you'll find, called the supervisor.



Riddle 5

'm a leader of a small group, it's clear,
In the IT company, my team is dear.
I motivate, support, and help them shine,
Together we create solutions so fine.
Who am I, guiding a group with speed?
I'm the one you'll find, called the ____.



Riddle 5

I'm a leader of a small group, it's clear,
In the IT company, my team is dear.
I motivate, support, and help them shine,
Together we create solutions so fine.
Who am I, guiding a group with speed?
I'm the one you'll find, called the team lead.



Break-time

We'll be back in 10
minutes!

Written focus



Written focus lab

We will carry out different class activities to understand and put into practice the theoretical concepts we have seen.

In what way?

First, we will make a collaborative brainstorming to revise together some theoretical concepts and ask doubts. Then, you will work individually. When you are done, you will present your work and receive feedback. Finally, you will work individually to revise concepts with on-demand tasks.

Estimated time: **80 minutes + 10-minute break**

Step by step

1

Step 1

Revise collaboratively
and clear up doubts

Estimated time: 10 minutes

2

Step 2

Work individually, share your
work and receive feedback.

Estimated time: 50 minutes

3

Step 3

Revise concepts with
on-demand tasks.

Estimated time: 20 minutes

Let's get started!



Whole class



Step 1

Collaborative revision and doubts. We'll revise together the contents seen last class. As we read together, you will ask any questions orally or type them in the chat.

Estimated time: **10 minutes**



COMMUNICATIVE FOCUS

Explaining your role in a company

POSITIONS ACCORDING TO THEIR HIERARCHY

CEO
Manager
Supervisor
Team leader
Employee



COMMUNICATIVE FOCUS

Explaining your role in a company

PHRASES TO EXPLAIN YOUR JOB

I'm responsible for
It is my job to
I'm in charge of
My responsibilities include

Any questions?



STEP 1

Let's clear your doubts!

Let's do some revision

Firstly, think individually about any questions you may have. Then ask your questions orally or type them in the chat.



Estimated time: 25 **minutes**



Step 2

Work individually, share your work and receive feedback.

Estimated time: **50 minutes**



Step 2 – Part I

Work individually

Estimated time: **20 minutes**

Individual work

Written **task**

You are going to describe a worker's position and role in a company. You can choose a famous CEO, your own job, or invent one.

Write the text in your own individual document.

Estimated time: **20 minutes**

Breakout rooms



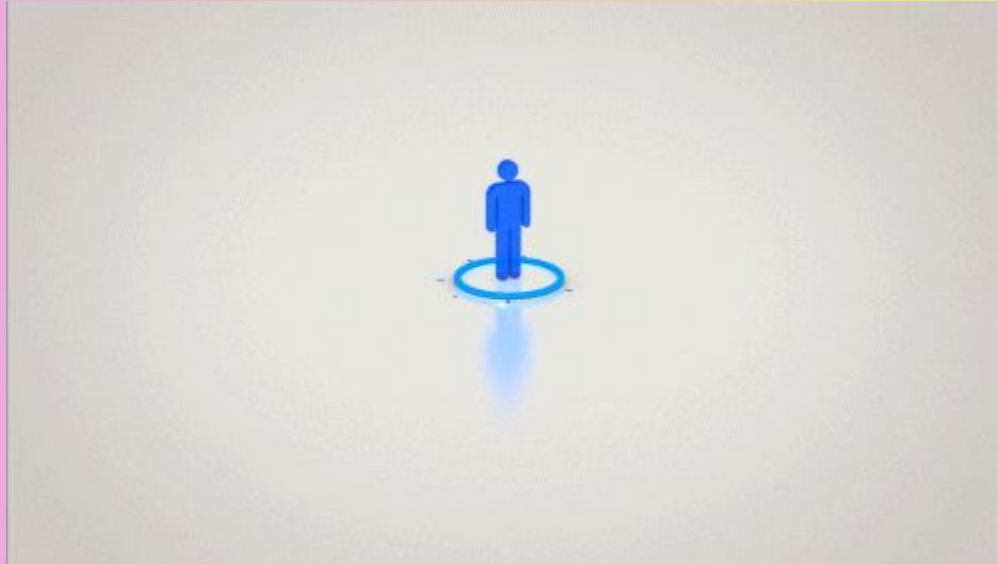
Step 2 – Part II

Get in small groups. Share your work orally with peers in breakout rooms while you wait for your teacher. Make changes according to the feedback you receive from peers. Then wait for the teacher and take turns to receive personalized feedback.

Estimated time: **30 minutes**

Breakout rooms

**Let's share your work orally
with peers and teacher!**



Estimated time: **30 minutes**

Individual work



Step 3

Revise concepts with
on-demand tasks.

Estimated time: **20 minutes**

On Demand



Fill in the blanks with words and phrases from the box

responsibilities - manager - CEO - job - company - responsible

1. As a _____, I am _____ for making important decisions and leading the company.
2. The _____ oversees a group of employees in a company.
3. I work as a software developer, my _____ includes creating and coding programs for our clients.
4. Our company's designers _____ are to create user-friendly and visually appealing interfaces for our products.
5. The community manager's role include maintaining a positive relationship between the _____ and its customers.



Fill in the blanks with words and phrases from the box

KEY

responsibilities - manager - CEO - job - company - responsible

1. As a CEO, I am responsible for making important decisions and leading the company.
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Fill in the blanks with words and phrases from the box

team lead - role - includes - job - employees - supervisors

1. Supervisors are responsible for managing a team of ____ and guiding them towards success.
2. In my position as a community manager, my ____ is to handle social media interactions and engage with our online community.
3. As a ____, my role is to lead and coordinate our group's efforts on projects.
4. The supervisor ensures that _____ follow company policies and maintain a productive work environment.
5. In my tech company, my ____ includes working with different programming languages and software tools.



Fill in the blanks with words and phrases from the box

KEY

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1. Supervisors are responsible for managing a team of employees and guiding them towards success.
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Read the companies descriptions and decide which is the mission, which is the vision and which are the values

Apple:

_____ To create innovative and user-centric products that inspire creativity, enrich lives, and empower people to achieve more every day.

_____: To be the world's most admired technology company, revolutionizing the way people interact with technology and setting new industry standards.

_____: innovation, customer focus, excellence, sustainability and collaboration.



Read the companies descriptions and decide which is the mission, which is the vision and which are the values

KEY

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Samsung:

_____: To be a global leader in technology, known for our commitment to excellence and creating a better future for humanity.

_____: integrity, continuous learning, customer-centric, diversity and inclusion

_____: To enrich people's lives through advanced technology, delivering meaningful innovations that make a difference in the world.



Read the companies descriptions and decide which is the mission, which is the vision and which are the values

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Read the companies descriptions and decide which is the mission, which is the vision and which are the values

Oracle:

_____: customer success, excellence, collaboration, ethics and integrity, innovation

_____: To empower organizations with the world's most comprehensive and integrated suite of cloud applications, platform services, and engineered systems.

_____: To be the leading cloud solutions provider, enabling businesses to thrive in the digital age through innovation and efficiency.



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Ubuntu:

____: To be the leading open-source platform, uniting a global community in the spirit of collaboration and shared knowledge.

____: To bring the benefits of free and open-source software to the world, providing a user-friendly and secure computing experience for all.

____: inclusivity, freedom and privacy, simplicity, community contribution, human-centric design



Read the companies descriptions and decide which is the mission, which is the vision and which are the values

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Today's agenda – checkout

- **We talked about** corporate culture
- **We solved** a quiz to find a suitable type of company
- **We learned** vocabulary related to companies and job positions
- **We solved** riddles

**See you next
class!**