

# 10

# Facilities

## Learning objectives in this unit

- Describing your place of work
- Making suggestions and recommendations
- Linking ideas
- Using nouns and quantifiers to talk about facilities

## Case study

- Organizing a cause marketing event

## Starting point

- 1 Name as many places of work as you can. Which ones would you most like to work in and which would you least like to work in? Why?**
- 2 Look at the picture of the building in the text on this page. What sort of place do you think it is? Would you like to visit it? Why / why not?**

## Working with words | Describing a place of work

- 1 Read this article and answer questions 1–3.**
  - 1 What makes this place of work really different?
  - 2 What facilities does it offer visitors?
  - 3 How many different words for buildings can you find?

## Dream factory

Does this complex look like an opera house? Actually, it has hosted Dresden Opera's highly successful production of *Carmen*, but ordinarily, it is tourists and customers who are welcomed to this state-of-the-art car plant. For a start, the Volkswagen 'Glass Factory' houses an interactive experience for learning about VW. A well-equipped and spacious customer centre invites buyers to choose the most up-to-date model, with specific colours and interiors. The ground floor houses a fine restaurant, but the amazing thing is that it stands in a city-centre park next to Dresden's beautifully-maintained baroque museums and churches.



- 2 Find words in the text in 1 that mean the opposite of these negative adjectives.**

1 badly-equipped: \_\_\_\_\_ 3 cramped: \_\_\_\_\_  
2 old-fashioned: \_\_\_\_\_ 4 run-down: \_\_\_\_\_

- 3 42▷ Listen to people visiting three different workplaces. Which adjectives from 2 can be used to describe each workplace they talk about?**

4 The speakers in 3 use adverbs like *very* to intensify the adjectives. Complete this scale with other adverbs from the list.

*pretty fairly quite not exactly extremely really*

weak intensifier ● ————— ● strong intensifier

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

» For more exercises, go to Practice file 10 on page 120.

5 Work with a partner. Add a suitable adverb from 4 to sentences 1–7 and take turns saying them.

- |                                 |                                 |
|---------------------------------|---------------------------------|
| 1 Your new offices are amazing. | 5 It's state-of-the-art.        |
| 2 It's all well designed.       | 6 The offices are not modern.   |
| 3 All the machines are old.     | 7 This is a successful company. |
| 4 Everyone is motivated.        |                                 |

6 42▷ Listen again and compare your sentences in 5.

7 Work with a partner. Look at this website with a range of offices for rent. Take turns to choose a property and describe it to your partner. Use adjectives from the list and adverbs from 4. Your partner must guess which property it is.

*well maintained wide spacious well equipped well located secure*

**Example:** A *These offices are fairly well located. The meeting room is not exactly spacious but there's a pretty wide range of telecom services.*

B *Is it property 1?*

## Top Office Rentals

Our rating: 5 = Excellent, 1 = Poor

### Property 1: Fallows Court Offices



5 individual offices on 3rd floor of four-storey building  
Location: 3 (mainline station 1 km)  
Maintenance / presentation: 2  
Range of telecom services: 4  
Conferencing facilities (1 meeting room): space = 2; equipment = 5  
Security: 4

### Property 2: High Towers



1 open-plan office (10 people) + 3 individual offices located on ground floor  
Location: 5 (mainline station 500 m)  
Maintenance / presentation: 4  
Range of telecom services: 3  
Conferencing facilities (3 meeting rooms): space = 4; equipment = 3  
Security: 5

### Property 3: Watson's Wharf



Up to 30 individual offices + 2 open-plan offices (up to 20 people in each)  
Location: 2 (mainline station 3 km)  
Maintenance / presentation: 4  
Range of telecom services: 5  
Conferencing facilities (6 meeting rooms): space = 5; equipment = 4  
Security: 4

8 Work with a partner. Take turns to describe the following. Use as many adverb + adjective combinations as you can.

- your place of work
- your company headquarters
- your favourite building in the world
- a place where you relax

i » Interactive Workbook » Glossary

## Tip | Asking for descriptions

When asking for a description of a person, place, film, job, etc. say:

*What is / are ... like?*

Don't say:

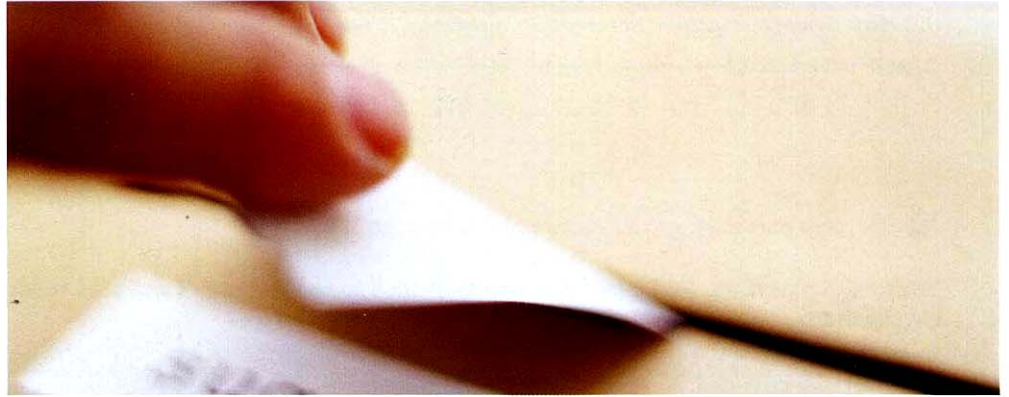
*How is ... like?*

Do say:

*What are your new offices like?*

*What is the CEO like?*

## Meetings | Making suggestions and recommendations



- 1** How do you make suggestions in your company? By email? Comment forms? Do you use a suggestion box?
- 2** Complete the comments below from a suggestion box using phrases from the list.  
*why don't    have you thought about    we could always    couldn't we do*

- 3** **43▷** An architect is making initial recommendations to a facilities manager for a new office layout. They have looked at employee suggestions and started to draw up plans for it. They are discussing ideas for a crèche and a relaxation area. Listen and answer questions 1–2.

- 1 Why can they only choose one of the ideas?
- 2 Which one do they choose and why?

- 4** Choose the correct answer from the words in *italics*.

- 1 Well, it might prove *difficult* / *difficulties* to have both.
- 2 I think we should consider *have* / *having* ...
- 3 Besides, I have a few *reserves* / *reservations* about ...
- 4 You might be *better* / *the best* off without it ...
- 5 I'd rather not *have* / *having* it.
- 6 I'd recommend *to put* / *putting* it here.

- 5** **43▷** Listen again and tick (✓) the responses you hear in the meeting.

- 1 I really like it. \_\_\_\_
- 2 Good idea. \_\_\_\_
- 3 Sorry, but I don't think that would work. \_\_\_\_
- 4 I'm not sure. \_\_\_\_
- 5 Great! \_\_\_\_
- 6 Exactly. \_\_\_\_

» For more exercises, go to Practice file 10 on page 120.

- 6** Work with a partner. An architect is redesigning your office space. Look at these two styles of office and read about some advantages and disadvantages for each in the table below. Can you add any more?



	Style A	Style B
Advantages	friendly, easy to communicate	good for concentration, private
Disadvantages	noisy, harder for private conversation	not as social, old-fashioned

- 7** Now prepare and give your recommendations for one of the office styles in 6 using phrases from 4. Student A, promote style A. Student B, promote style B. Respond to the recommendations you hear. Try to come to an agreement with your partner.

*Example: A I'd recommend having an open-plan office because ...*

*B I think we should consider building closed offices because ...*

- 8** Work in small groups. Imagine your company lets you have an Anarchy Zone – an area to relax and forget about work for a few minutes – with four items in it.

- 1 Make suggestions for what you would put in your Anarchy Zone. For example, a TV, computer games, books, etc. Give reasons for these suggestions. Respond to others' ideas. Decide on four items you will have in the zone.
- 2 Present your final recommendations to the rest of the class.
- 3 Comment on the other groups' recommendations.

» Interactive Workbook » Email

## Key expressions

### Suggesting

What / How about (+ -ing)?  
 Why don't we (+ verb)?  
 Maybe we should (+ verb) ...  
 Maybe / Perhaps we could (+ verb) ...  
 Couldn't we (+ verb) ...  
 Have you thought about (+ -ing) ...  
 We could always (+ verb) ...

### Recommending

I think we should consider (+noun / -ing) ...  
 We might be better off (+ -ing) ...  
 It's probably worth (+ -ing) ...  
 It might prove (+ adjective) ...  
 I have a few reservations about (+ noun / -ing) ...  
 I'd rather not (+ verb) ...  
 I'd recommend (+ that / -ing) ...  
 It would be better (+ infinitive) ...

### Responding

I really like it.  
 It's / That's a good idea.  
 Sorry, but I don't think that would work.  
 I'm not sure.  
 Great.  
 Exactly.

» Interactive Workbook  
 » Phrasebank

## Practically speaking | How to link ideas

- 1** Read sentences 1–5. Underline the two reasons given in each sentence. What word or phrase links the reasons?

- 1 I can't apply for the job because it's in Madrid. Besides, I don't have the right experience.
- 2 We chose this design because it's very modern and on top of that, it's cheaper.
- 3 Starting work at 8.00 a.m. means I avoid rush hour and also have longer evenings.
- 4 I like it here – my new colleagues are very helpful, as well as being friendly.
- 5 The company offers flexitime, which creates a better working atmosphere, and in addition to that, we have increased productivity.

- 2** Work with a partner. Talk about the topics below. Join the two reasons using the linkers from 1 above.

*Example: I want a new job because I dislike my current boss and also, the pay is very low.*

- 1 New job: dislike my current boss + pay is very low
- 2 Buy new car: current car is ten years old + it often breaks down
- 3 Take a holiday: very tired + no days off work for a year
- 4 Study English: important for work + useful for holidays abroad

## Language at work | Nouns and quantifiers



**1** Work with a partner. Make a list of all the facilities that a workplace can have. Compare your lists with another pair.

**2** 44▶ Listen to three employees commenting on their facilities at work. Which of the facilities in pictures a–c does each employee comment on?

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

**3** 44▶ Listen again and complete sentences 1–7.

1 There isn't \_\_\_\_\_ *space* in them to put personal belongings.

2 And when I get changed, they don't hold \_\_\_\_\_ *clothes*.

3 Perhaps if we had \_\_\_\_\_ *shelves*, it might help.

4 It would be a great idea to have \_\_\_\_\_ *running machines* ...

5 \_\_\_\_\_ *employees* only have \_\_\_\_\_ *time* after work ...

6 There aren't \_\_\_\_\_ *places* in the factory to relax.

7 There are \_\_\_\_\_ *chairs* in that room ...

**4** Put the nouns in *italics* from **3** into these categories.

1 Countable nouns: \_\_\_\_\_

2 Uncountable nouns: \_\_\_\_\_

**5** Complete this table with the quantifiers you wrote in **3**. Some words can go in both columns.

quantifiers for uncountable nouns,  
e.g. *time*

*some*

quantifiers for countable nouns,  
e.g. *chairs*

*some*

**6** Which of the quantifiers from **5** can you use to

1 talk about small quantities / amounts? \_\_\_\_\_

2 talk about large quantities / amounts? \_\_\_\_\_

3 ask questions about quantities / amounts? \_\_\_\_\_

4 make negative statements about quantities / amounts? \_\_\_\_\_

**7** Complete sentences 1–5 with words from **6**.

1 There is \_\_\_\_\_ extra space in my office – most of my cupboards are empty.

2 Have you got \_\_\_\_\_ spare time?

3 There's only \_\_\_\_\_ coffee left.

4 \_\_\_\_\_ people use our fitness room – but most people don't have \_\_\_\_\_ time.

5 We don't have \_\_\_\_\_ space, I'm afraid.

» For more information and exercises, go to Practice file 10 on page 121.

**8** Work with a partner. Changes have been made to the workplace facilities in pictures a–c in **2**. Turn to File 29 on page 142 and talk about the changes.

*Example: There's a lot of space in the lockers now.*

**9** Work with a partner. Make a list of the facilities you have or would like to have at work. Tell your partner why and how they are used, and what you think of them.

*Example: We have a canteen because there aren't many restaurants nearby.*

*There aren't any showers because there isn't enough space.*

## Organizing a cause marketing event

### Background

# All for a good cause

Cause marketing is a type of marketing where a typical, 'for profit' business and a non-profit organization (for example, a charity like Unicef or Médecins Sans Frontières) work together. This cooperation has benefits for both partners. In the United States, companies spend more than a billion dollars per year on cause marketing and this amount is increasing.

#### Example 1

The French-owned company, Yoplait®, specializes in yogurt and desserts, and offers some 2,500 products in approximately 50 countries worldwide. In the United States, Yoplait® is working with the Susan G. Komen Breast Cancer Foundation to help raise awareness and money for research into breast cancer through its Save Lids to Save Lives® programme. This asks customers to send the

company their pink Yoplait® yogurt lids. For every lid received, the company gives a sum of money to the Foundation.

#### Example 2

The UK-based mobile-phone company, Vodafone, is well known as a sponsor of the European football UEFA Champions League. Vodafone is also working with the National Autistic Society (NAS) to provide help for people with autism and their families. The company's role includes:

- setting up a database of services for people with autism which can be accessed online or by mobile phone
- paying for advertising and marketing campaigns to publicize the work of NAS and to raise awareness about autism
- recycling old mobile phones and giving the profits to NAS.

### Discussion

- 1 What are the advantages of cause marketing for both partners?
- 2 Why do you think these companies chose to work with these charities?
- 3 What possible disadvantages are there in this kind of arrangement?

### Task

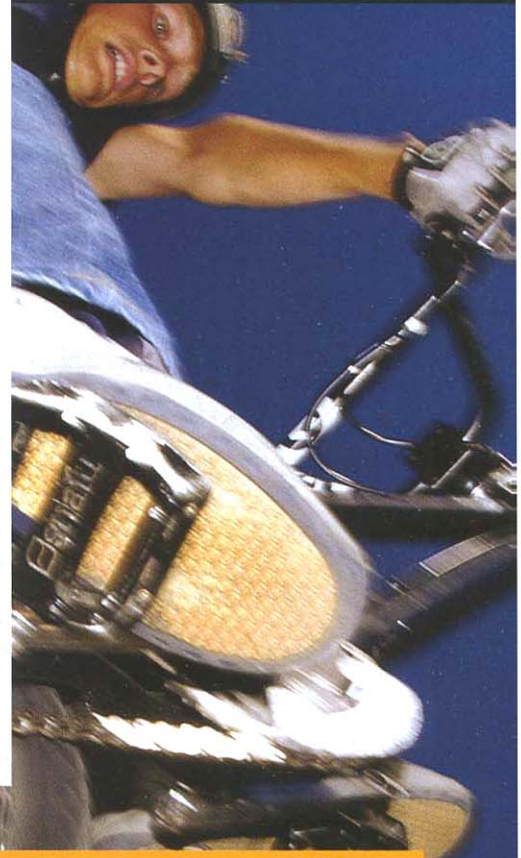
Your company produces bicycles. For the last two years the company has worked with a children's charity to promote health and fitness among young people. Last year, you held an open day at the factory for local people. The aim was to raise the company's profile in the community, and to create interest and raise money for the charity. You are on the committee to plan and organize another similar event this year.

- 1 Work in groups of three. Student A, turn to File 23 on page 140. Student B, turn to File 31 on page 142. Student C, turn to File 35 on page 144. Read the information in your files.
- 2 Take turns to make recommendations for this year's event. Respond to each others' recommendations and make further suggestions.
- 3 Decide on your final recommendations and present these to the class.

## The Expert View

Marketing a corporate brand today means developing sustainable business practices, and being more socially responsible. Major supermarkets like Tesco and Wal-Mart have started to improve all aspects of their businesses, from energy use and transportation to store merchandizing. This also involves the cooperation of their suppliers, from the big multinationals like Unilever and Frito-Lay, to smaller local suppliers. International banks, such as HSBC, are committing billions of dollars to promote research into climate change and to support the development of sustainable products and services. Businesses need to decide how they can reduce their effect on the environment, and what advantage their brand image will gain as a result.

Simon Knox, Professor of Brand Marketing  
Cranfield School of Management



# Case study

## File 20 | Unit 2

Case study, Task, Exercise 2, page 17

### Group C

You are working on publicity for the club and the launch party.

#### Your responsibilities:

- Advertising the launch party with leaflets and posters.
- Issuing special invitations for local business people.
- Recording a commercial for the local radio station.
- Setting up a website and making sure it is up to date.

**Your progress:** The leaflets and posters are ready. You are still waiting for the invitations. The website has been designed and is working well. The radio commercial has been recorded and needs to be approved by the team.

**Problems:** You need help to distribute the leaflets and posters. The website needs to be updated more frequently and expert help is expensive.

## File 21 | Unit 8

Case study, Task, Exercise 2, page 53

### Group A

Read these advantages of virtual working and share them with Group B.

- **More efficient use of time** – a team that stays in close contact and keeps an accurate record of its own progress is more likely to get something done on time and under budget.
- **Efficient use of training budget** – organizations that already have the necessary technology and skills for online communication have reported big savings on airfare, hotel and restaurant costs, and other expenses associated with face-to-face training.
- **Increased productivity** – too often organizations rely so much on meetings that a decline in overall productivity is experienced. Team members don't waste time walking down corridors, talking in the doorways along the way, and waiting for others to arrive.
- **Greater participation** – virtual team members can decide when and where they will participate and as a result they might feel able to participate more fully than they otherwise would.
- **Better use of individual time** – twelve minutes into a meeting, your reason for attending may be over. You could leave, then return later to 'listen in' and perhaps add something more.
- **Greater equality** – when you can't see the other people involved in the meeting, the organizational hierarchy doesn't completely disappear, but it does fade further into the background, allowing individuals to express their position more fully and easily.
- **Less air pollution** – when team members are able to work from home or the office, and avoid travelling for meetings, they lower their impact on the environment.

## File 22 | Unit 9

Business communication skills, Exercise 5, page 57

### Student A

#### Situation 1

##### Conversation 1

You are the customer. You work for an oil company. You want to order two drill pieces from S1 Engineering.

You have an account with the company. It is HK568.

Call S1 Engineering.

##### Conversation 2

You urgently need the pieces you ordered five days ago.

Call the company and find out about your order.

#### Situation 2

##### Conversation 1

You are a call handler for Haddows Trading, a fashion distributor. A customer calls you to place an order.

Give this order reference: HTGS899.

##### Conversation 2

You receive another call from the customer.

There has been a problem with the order. Find out what the problem is and invent an excuse / explanation.

Promise to take immediate action. (You can send a delivery van today – no extra charge.)

## File 23 | Unit 10

Case study, Task, Exercise 1, page 65

### Student A

Read this information on visitor numbers at last year's event. Decide what attractions and facilities were popular, and make recommendations for this year's events to the rest of the committee.

### Total number of visitors: 358 (adults)

#### Numbers of visitors (approximately) that

- watched a promotional video about the work of the charity: 27
- rode on the Tour de France simulator: 152
- had lunch at the outdoor barbecue: 289
- took the guided tour of the factory: 95
- completed the quiz about the company: 43
- tried out the bikes on a special course: 235
- bought a lottery ticket for the charity (bicycles as prizes): 117
- had children who used the children's play area: 145
- used the outdoor café: 231

## File 28 | Unit 8

Case study, Task, Exercise 2, page 53

### Group B

Read these disadvantages of virtual working and share them with Group A.

- **Over-reliance on email** – communication can take up to four times as long as one face-to-face meeting, especially as non-verbal communication transfers 63% of meaning.
- **Failure to respond to messages** – employees might have to wait for responses before they can continue their work. This means that their workflow is affected and they might waste a lot of time.
- **No socializing** – socializing with team members helps to improve relationships and often makes teamwork more effective. Face-to-face contact is also essential in building trust. Without trust, relationships can break down.
- **More time needed** – Multicultural teams can take up to seventeen weeks to become as effective as teams of the same culture, and without face-to-face contact this can take even longer.
- **Working over different time zones** – it is difficult to schedule meetings so that everyone can be involved.
- **Intercultural communication issues** – travelling to other countries increases awareness and understanding of cultural differences and this leads to improved communication. Without business travel, misunderstandings due to cultural differences are more likely.
- **Cost issues** – although virtual working means that less money will be spent on travel, the problems connected with developing effective virtual teams might actually cost the company more money in the long term.

## File 29 | Unit 10

Language at work, Exercise 8, page 64



## File 30 | Unit 9

Business communication skills, Exercise 5, page 57

### Student B

#### Situation 1

##### Conversation 1

You are a call handler for S1 Engineering, a company which provides spare parts for the oil industry.

A customer calls you to place an order.

Give this order reference: 965/LQ.

##### Conversation 2

Five days later you receive another call from the customer. Check the caller's account details and find out what the problem is.

Give the following explanation:

Explain that the order was delayed by two days because of a strike. The customer will receive the order later this afternoon.

#### Situation 2

##### Conversation 1

You are a customer from the fashion trade. You want to order fifteen green skirts from Haddows Trading, a fashion distributor. Your account number is VX890. Call Haddows Trading.

##### Conversation 2

You have just received the order from Haddows Trading. Unfortunately it contained fifty green shirts. You are very unhappy. Call and complain. Ask for a solution.

## File 31 | Unit 10

Case study, Task, Exercise 1, page 65

### Student B

Read this visitors' feedback from last year's event. Decide what attractions were popular, and make recommendations for this year's events to the rest of the committee.

### Comments and suggestions

'The Tour de France simulator was really amazing! Where can I buy one? I had a great day. Why don't you have more activities for children next year? And maybe a bicycle race?'

'We really enjoyed trying out the bikes on the special course. How about some cycle training next year?'

'The factory was very interesting and everyone was extremely friendly. The only thing was that there were a lot of people waiting for the Tour de France simulator, so we couldn't try it. Perhaps we can next year!'

'I liked seeing the factory, but my kids thought it was rather boring. What about having more family entertainment in the park outside? What about a display of extreme cycling?'

'We bought two bikes for our kids. The prices were very good and it was great to know we were helping the charity in their work at the same time.'



## File 35 | Unit 10

Case study, Task, Exercise 1, page 65

### Student C

Read this costing for the attractions and facilities for last year's event. Last year you went over budget on the event so make sure you don't this year. You have a total budget of €15,000. Decide what you think you can afford and make recommendations for this year's events to the rest of the committee.

- Promotional video about the work of the charity: no cost
- Tour de France simulator: €550
- Catering for outdoor barbecue: €3,000
- Guided tour of the factory: €195
- Quiz about the company: no cost
- Building a special course for bike trials: €1,200
- Charity contribution on sales of bicycles and / or clothing: €5,400
- Lottery tickets for the charity (bicycles as prizes): €500
- Public event insurance: €1,000
- Portable toilets: €450
- Children's play area: €550
- Overtime payments for staff: €2,000

## File 36 | Unit 14

Case study, Task, Exercise 1, page 89

### Student B

Read the information about the check-in procedure and present it to your group.

#### Online check-in

- 1 passenger goes to airline website and enters name and flight booking number
- 2 flight details are confirmed
- 3 passenger prints out their own boarding card
- 4 passenger arrives at airport
- 5 luggage to be checked in is taken to 'bag drop' area
- 6 boarding pass is scanned electronically at departure gate

#### Advantages

- will reduce costs because fewer check-in employees will be needed
- passengers will check in before arriving at the airport so there will be no waiting in queues – increased customer satisfaction
- business customers can check in at home or at work and will be more relaxed at the airport

## File 37 | Unit 13

Language at work, Exercise 6, page 82

### Student B

#### Situation 1

Listen to your partner's problem. Here are some possible solutions to give.

- Ask to move desks to be nearer your team.
- Arrange just one daily meeting at a halfway point in the building.
- Alternate days when you go to them and they come to you.

#### Situation 2

The air conditioning has broken in your building. It is summer and very difficult to work in these high temperatures.

- 1 Explain your problem to your partner.
- 2 Ask for advice.

## File 38 | Unit 13

Case study, Task, Exercise 1, page 83

### Student B

You work in sourcing and marketing the products. Read these complaints you have received from customers.

Hi,  
I have just received the hat I ordered. Unfortunately it's too big. It goes over my ears and I can't see anything! I think there's a problem with the way you describe your sizes. Normally I take size 56, but this is huge. Can I send it back for a smaller size?  
Carlo

Hi  
I ordered an amber ring from you to give to my mother for her birthday. It arrived yesterday and I have noticed that there is a dead insect inside the amber. Personally I find this quite interesting, but I'm afraid that my mother will not appreciate it. Could I send the ring back and get a replacement in time for her birthday? It's in two weeks.  
Darren

I ordered one of your beautiful Swazi dresses, but when I tried it on it was much too tight. I am normally a large – but with these sizes I imagine I would need extra large!! Can you be clearer about the sizes?  
PS I gave the dress to my niece – she looks lovely in it.