

Intelligent Business

The acceptable face of Facebook WORKSHEET

A Before you read

- 1) Look at the photograph of the young woman at the top of the article. Describe the person you can see. Describe her clothes. Describe what she is carrying and what she is doing. Speculate about what her job might be.
- 2) Read the caption. Use your dictionary to find out about *yin* and *yang*.

B Comprehension

1] Read the first paragraph of the article. Complete the sentences below.

- 1) A *corporate type* is ...
 - a) a typical employee of a corporation.
 - b) a person who is slightly overweight.
 - c) a printing corporation.
- 2) A *hardened hack* is ...
 - a) an experienced journalist who has become insensitive.
 - b) a hard piece of skin on your hand.
 - c) a government committee.
- 3) If you *glad-hand* someone, you ...
 - a) try to bribe them with money.
 - b) greet them with a smile.
 - c) help them.
- 4) If you *upend a male-dominated culture*, you ...
 - a) are part of that culture.
 - b) protest against that culture.
 - c) demonstrate the limitations of that culture.
- 5) Sheryl Sandberg is ...
 - a) the person who invented Facebook.
 - b) the second most important person in Facebook.
 - c) the person with the second largest number of friends on Facebook.
- 6) Important American magazines have suggested that Sheryl Sandberg will ...
 - a) become the boss of Facebook.
 - b) get a job as a secretary.
 - c) have an interesting future career.

2] Read the second paragraph. Complete the sentences.

- 1) If you *lionise* someone, you ...
 - a) suggest they are very important.
 - b) appoint them to an important job.
 - c) change them into a lion.

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- 2) If you *float* a private company, you ...
 - a) help the company to survive in difficult circumstances.
 - b) sell shares in the company in the stock market.
 - c) invest money in the business.
 - 3) If investors are *bullish*, they are ...
 - a) very careful about investing their money.
 - b) very enthusiastic and eager to invest.
 - c) stubborn and not eager to invest.
 - 4) If you are *in sole charge* of a business, you are ...
 - a) one of the board of directors.
 - b) the person who started the business.
 - c) the owner and major decision maker in the business.
 - 5) If you are *socially awkward*, you ...
 - a) make friends easily.
 - b) are sometimes unintentionally rude to people.
 - c) usually rude to people who you dislike.
 - 6) Facebook may ...
 - a) allow the public to have Facebook pages this year.
 - b) be floated on the stock market this year.
 - c) be bought by Sheryl Sandberg this year.
- 3] **Read the third paragraph. Write questions for these answers. Look at the example.**
- X) She's 42 years old.
How old is Sheryl Sandberg?
- a) She was an executive at Google.
 - b) In 2008.
 - c) It was a start-up business which cost a lot of money but did not make a profit.
 - d) Last year the estimated sales were \$2billion.
 - e) No, she isn't, but Mark Zuckerberg is.
 - f) Yes, she is, and she's got a keen financial brain.
 - g) She provides adult supervision and a professional face.
 - h) He would probably make his irritation show.
 - i) No, she wouldn't.
- 4] Read the fourth paragraph. Answer the questions.
- a) What sort of people are rare in Silicon Valley?
 - b) What is Sheryl Sandberg encouraging women to do?
 - c) What sort of network is she building?
 - d) How can Sheryl Sandberg's work be seen in Facebook?
- 5] **Read the last paragraph. Correct the statements below.**
- a) Sheryl Sandberg is likely to leave Facebook soon.
 - b) Sheryl Sandberg's mission was to make Facebook the social utility of the online world.
 - c) Google One is not a rival to Facebook.

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C Vocabulary

1) Complete the sentences below with words from the box.

assertive	awkward	bullish	clash	complemented	floatation
hack	inevitable	lionised	sole	titan	upended

- a) Since my divorce, I have been my daughter's _____ parent.
- b) After the artist's death, it was _____ that his paintings would increase in value.
- c) He always dreamt of writing great novels but spent his life as a _____ writing for newspapers.
- d) Coca-Cola is a _____ in the soft drinks industry.
- e) If you want to influence people, you need to be more _____.
- f) I feel quite _____ about the prospects for my new business.
- g) There is bound to be a _____ between Democrats and Republicans over health care.
- h) I felt _____ at the meeting because I could not speak Swedish very well.
- i) Bob Geldoff is _____ for his charity work by people who hate his music.
- j) The discovery of oil in the North Sea, _____ the Middle Eastern domination of the petroleum industry.
- k) The _____ of the company generated much-needed capital for the business.
- l) Her skills as an illustrator _____ his talent as a writer of children's books.

D After reading

1) **Read the whole article again. Discuss the following questions.**

- a) How have female bosses affected businesses you know?
- b) Would you like to see more women appointed to senior positions in your industry?

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Sheryl Sandberg

The acceptable face of Facebook

Social skills for a social network

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FEW corporate types can charm hardened hacks so effectively. Sheryl Sandberg, the number two at Facebook, the world's biggest social network, has been glad-handing reporters with spectacular results. The *New Yorker* says she may "upend Silicon Valley's male-dominated culture". *New York* magazine puts her in line for Secretary of the Treasury. *Bloomberg BusinessWeek* speculates that she might one day be the president of the United States.

The yin to Zuckerberg's yang

Her sudden lionisation is well-timed. Facebook is expected to go public soon, perhaps this year. It may be the biggest internet flotation ever, with a market capitalisation of more than \$100 billion. Investors might be less bullish if the 27-year-old Mark Zuckerberg, the founder, were in sole charge. Many consider him somewhat socially awkward.

Ms Sandberg, a 42-year-old former Google executive, joined Facebook in 2008; without her, insiders say, it would not have grown from a cash-bleeding start-up to a titan with estimated sales of \$2 billion last year. She complements Mr Zuckerberg well. He is technologically brilliant and knows it. She is a good listener with a keen financial brain (she was once an aide to Larry Summers, the then treasury secretary). She provides adult supervision and a professional face to a firm growing so powerful and so quickly that it is bound to clash with governments. Were Mr Zuckerberg to be grilled by senators who have not yet grasped the concept of e-mail, he might let his irritation show. Ms Sandberg would not have that problem.

Since Carly Fiorina and Meg Whitman left HP and eBay, female bosses of big Silicon Valley firms have been rare. Ms Sandberg is doing her part to change this by encouraging women to be more assertive and by building an "old girls' network". Thanks to her efforts Facebook has more female executives than the average technology firm. (Strangely, though, she does not sit on its board.)

Speculation about her future is inevitable. But for now she is unlikely to move. Facebook has far to go before it fulfils its founder's mission to become the "social utility" of the online world and Google has launched a rival service. It may take a Google veteran to fight back.

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Key

A Open answers

B1] 1a, 2a, 3b, 4c, 5b, 6c

B2] 1a, 2b, 3b, 4c, 5b, 6b

B3]

- a) What did Sheryl Sandberg do before she joined Facebook?
- b) When did she join Facebook?
- c) What was Facebook like when she joined?
- d) How much were the estimated sales last year?
- e) Is Sheryl Sandberg an expert in technology?
- f) Is she a good listener?
- g) What does she give Facebook?
- h) What would Mark Zuckerberg do if grilled by senators?
- i) Would Sheryl Sandberg show her irritation?

B4]

- a) female bosses.
- b) Be more assertive.
- c) A network for women in the internet business.
- d) Facebook has more female executives than most businesses.

B5]

- a) Sheryl Sandberg is not likely to leave Facebook soon.
- b) Mark Zuckerman's mission was to make Facebook the social utility of the online world.
- c) Google One is a rival to Facebook.

C

- a) sole
- b) inevitable
- c) hack
- d) titan
- e) assertive
- f) bullish
- g) clash
- h) awkward
- i) lionised
- j) upended
- k) flotation
- l) complemented

D Open answers