

## Unit 1

# Do small things in a great way!



### After learning this unit, you will be able to:

- describe different opinions on small things at work;
- talk about the value of small things at work;
- enrich an invitation by adding “small things” to it.

### Look at the picture and discuss:

- 1 Are you busy with small things in your daily life?
- 2 What do you think of small things at work?

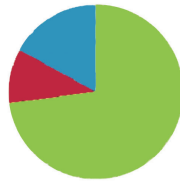
## Unit 1

### Warming up

Read and discuss the news and a survey result.

A new graduate refused to order lunch for co-workers after having a meeting. When asked why, she answered, "They hire me for real work, not for running errands."

Will you order meals for co-workers?



73% say Yes.  
10% say No.  
17% are not sure.

The result is based on the answers of 100 students from 14 colleges.

### Listening and Speaking

- 1 Listen to the dialogue between two new graduates about their first jobs. The following words, expressions and sentences may help you. 🎧

receipt      run errands      copier  
work one's way up      hang in there

I'm running errands all day, too.  
I don't feel like I'm growing.  
Start with the basics, and that's how people work their way up a company.

#### Tips

work one's way up: 从基层做起, 逐步晋升。职场新人从小事做起, 养成认真踏实的工作习惯比做了什么工作更重要。

**2 Listen again and tick the two speakers' day-to-day tasks.** 🎧

- |  |   |
|--|---|
| <input type="checkbox"/> answer telephones   | <input type="checkbox"/> take messages                |
| <input type="checkbox"/> type and send faxes | <input type="checkbox"/> copy a large number of files |

**3 Discuss in groups what the speakers think of their jobs. Then select your viewpoint from A or B.**

**Current job**

1. It is basic.
2. It is not useful.
3. I'm wasting my time.

A. Hang in there!

B. Quit! Start a new one!

**Ideal job**

1. It helps me grow.
2. It is challenging.
3. I enjoy doing it.

**4 Read the following words, expressions and sentences. Then listen to the story of a sales manager.** 🎧

office clerk    put... in order    general rule    promotion

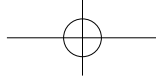
Just like you, I was busy doing "small things" all day.  
There were a few times I made real progress with nobody explaining the details to me.

**5 Listen again and choose the comment you like best after the story was shared on WeChat.** 🎧

- If you think you're too big for small jobs, maybe you're too small for big jobs.
- Big jobs usually go to people who prove their abilities in small jobs.
- If you cannot do great things, do small things in a great way.

**6 Jane finally quitted her job. Discuss in groups and write another ending to her story.**

The End	
An unhappy ending	A happy ending
Jane changed her job three times within a year. She was very upset that they were not the types of jobs she wanted. One day the manager got a text from her, which said, "I'm kind of understanding your story."	



## Unit 1

# Reading and Vocabulary

- 1 Read the courier Dou Liguó's story with the help of the following words and expressions. 

courier    run into    make a delivery    launch  
 at one's own expense    pick up    parcel  
 trivial    other than    add up

## Sweat the small stuff

Every day we may run into couriers making deliveries. Dou Liguó, a Beijing courier, has won superstar fame since he and seven other ordinary people were invited to ring the bell at Alibaba's IPO launch at the New York Stock Exchange in September 2014. Dou shared two stories of his own on the talk show *I'm the Speaker*.

### Story 1

"I got my first job as a restaurant doorman. One day it was raining very hard, and most of the customers hadn't brought any umbrellas with them. So I took an umbrella and walked them to their cars one by one. I soon got myself all wet. The manager saw that, and asked me the next day whether I had any plans for my future. I told him I wanted to be a cook if possible. He said, 'OK, you can go to the kitchen and learn to cook tomorrow.' The manager also raised my salary."



### Story 2

"I became a courier in 2004, when e-commerce was new in the country. I got no business when I started. So I printed 10,000 business cards at my own expense and handed them out to everyone

### Tips

IPO: Initial Public Offering, 首次公开募股, 是指一家企业或公司第一次将它的股份向公众出售。

I met on the street. Two months later, I got phone calls asking me to pick up their parcels. My business soon began to expand day by day, and I founded my delivery company in 2013. Many young people complain about the lack of jobs or promotions, when actually there are plenty of opportunities out there.”

Dou’s life turned on those small and seemingly trivial things, which anyone can do, but not everyone will do. They are mostly easy and don’t cost anything other than effort. Sometimes it’s hard to see how much small things matter, but when added up over time, they can make big differences.

**2 Read again. Write as many words and expressions related to the pictures below as you can.**

trivial things at work



e-commerce



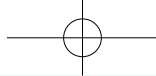
**3 Work in groups. Create an entry on Baidupedia according to the text.**



## Small stuff at work

From Baidupedia, the free encyclopedia

Small stuff at work refers to...



## Unit 1

### 4 Work in groups and discuss the following questions.

- In the stories of Dou Ligu, which of his qualities impressed you most?
- Do you know any other stories about doing small things well at work? Share them with your partner.

## Grammar for Use

在英语句子中，谓语要受主语支配，谓语动词必须与主语在人称和数上保持一致。读下面一段文字，画出文中主谓不一致的地方并改正。

Working on tasks that seem pretty unimportant often let people down. But interestingly, we often learn more from such experiences. In his autobiography, Colin Powell tell a story of a summer job he had in college at a soft-drink bottling plant. "When I reported in, I were handed a mop. One day 50 cases of cola fell and smashed onto the floor. The huge mess and stickiness was noticed by other cleaners and they all walked away. But I decided to be the best mop user ever, and left the floor cleaner than before. At the end of the summer, the foreman said, 'Kid, you mop pretty good. Come back next summer, I'll have a job for you, not behind a mop.' And next year I worked on the bottling machine." All work are honourable. Always do your best, because someone are watching.





## Practical Reading

### 1 Read the following invitation email.

More and more companies are using emails for official invitations today. Here is one sent to a VIP client to invite him to a conference.

Subject—INVITATION TO IN TECH ENTREPRENEUR FORUM

Dear Mr Duran,

On behalf of In Tech Inc., we would like to invite you to attend the In Tech Entrepreneur Forum to be held on 30 May, 2016, from 9:00 am to 4:00 pm at the Lijing Hotel.

The Forum will bring together the best brains from 5 top e-commerce firms to discuss how new technology has changed our businesses. The keynote speech is *Taking Your Business to the Next Level via Online Marketing*, given by Mr John Marcus.

We would be delighted to have you join the Forum. Please kindly respond to this invitation before 30 April, 2016. We look forward to confirmation of your attendance at the Forum.

Yours sincerely,  
Liu Lei  
Business Assistant, In Tech Inc.  
010-6541XXXX

Liu Lei writes several invitation emails every month. And he can copy the samples, change the key information, like what other assistants usually do. “But that’s not enough, especially for VIP clients,” Liu Lei thinks. So for this invitation, he made a small change by adding a route map for Mr Duran’s convenience.



### 2 Discuss in groups what other small changes can be made to let the client feel special and valued.



## Unit 1

# Practical Writing

Read the invitation card for a VIP client. Add something to it so that the client would feel valued.



**To Mr Wilson**

**Welcome to the celebration of our 5th birthday!**

On 25 August, it will be exactly five years since ABF Automobile became an independent company. We will be celebrating this important milestone with a party at our factory in Beijing. Please join us for an enjoyable and special afternoon.

Date: 25 August, 2015

Place: ABF factory in Beijing

Time: 11:00–16:00

11:00	Registration begins at Main Gate
11:15–11:25	Remarks by CEO Victor Xu
11:30–13:30	Exclusive products review and lunch
13:40–15:40	Factory tour and celebration events
16:00	Events conclude

If you would like to attend, please kindly reply to the sender of this mail no later than 10 August. Welcome!



## Project

### The small things foodservice staff can do

Dining is always an important part of the college experience. Moreover, this is one thing that students always tend to complain a lot about. Actually a little extra effort might help foodservice staff improve their services.

1

Work in groups of four. Survey 20 students on the problems they have found with food service at the campus dining hall. Either questionnaires or interviews can be used.

2

Sort out major problems. Discuss what “small changes” can be made for better service.

For example

- The breakfast is too cold to eat.  
→ Heat the food more frequently. / Provide some microwave ovens in the canteen.
- Can half a serving, hometown dishes and set meal be provided?  
→ They may be provided at special counters.

3

Write a letter to the Foodservice Director about the survey results and possible solutions.

## Around the World

### Little things create “raving fans”



According to a new report by the US Customer Satisfaction Index, Chick-fil-A took the lead as the most popular fast-food restaurant in the rankings. The chain got a customer service score of 86, the highest the survey has ever recorded. It's the little things in its “second-mile service” that generate repeat customers. Let's take a look at some of these.

#### 1. “My pleasure” instead of “You're welcome”

In responding to thanks, employees don't say “You're welcome”, but say “My pleasure”. This subtle change in vocabulary sends an entirely different message to their customers. It feels like you're ordering food from a fancier and more expensive restaurant.

#### 2. Greeting customers with an umbrella when it's raining

An employee will walk you in and out of the restaurant with an umbrella when it is raining. Are we at a fancy restaurant again? Anyone who receives this type of service would probably say something to their friends.

#### 3. Calling customers by their first names, not by numbers

Most fast-food restaurants use numbers to handle orders. Chick-fil-A uses names. When you are treated as a person, you remember it. You feel special and valued. Most people would be far happier responding to their own names than to a number like 348.

These little things go beyond usual expectations and are talked about among friends and shared on social media, helping to create more “raving fans”.

# My Progress Check

## Listening Comprehension

### 1 Listen to the dialogue and choose the information you hear.

- One girl in the office is a vegetarian.
- Everyone will order lunch for colleagues at the beginning of a new job.
- Ordering lunch for colleagues is not a hard job.
- Taking lunch orders for colleagues is “useful” in some way.

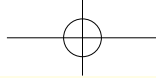
### 2 Complete the form according to the dialogue.

The Opinion	Taking lunch orders for colleagues is useful.
The Reasons	1. <u>It helps make some connections with other colleagues.</u> 2. _____ 3. _____ 4. _____

## Vocabulary and Structure

### 1 Complete the sentences with the proper form of the given verbs.

1. Running errands in the office, like typing and copying, \_\_\_\_\_ (help) you grow.
2. Whether you treat the “small things” seriously \_\_\_\_\_ (make) big differences.
3. Not everyone \_\_\_\_\_ (realise) how much “small things” matter to their future jobs.
4. There \_\_\_\_\_ (be) no small jobs, only small people.
5. The company \_\_\_\_\_ (generate) a lot of new jobs for local communities.
6. The company \_\_\_\_\_ (launch) a new R&D plan in a month.



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### 2 Complete the sentences with the proper form of the words or expressions.

other than    e-commerce    work one's way up  
seemingly    promotion    run into

1. \_\_\_\_\_ applications such as online ticketing are popular among young people.
2. He \_\_\_\_\_ an old friend at the supermarket.
3. I want a job with good prospects for \_\_\_\_\_.
4. She has no close friends \_\_\_\_\_ her sister.
5. This person is \_\_\_\_\_ far away, but is actually right before your eyes.
6. He started as an office junior and \_\_\_\_\_ the company to become a senior manager.

## Translation

Translate the following sentences into English using the given words or expressions.

1. 请保留好收据以备退货之用。(receipt)
2. 一切都取决于有多少钱可以用。(turn on)
3. 不要把时间都浪费在这些琐事上。(trivial)
4. 如果可能的话, 请帮我预订一间带浴室的单人房。(if possible)

## Reading and Writing

Read the paragraph and complete the following tasks.

*Dou's life turned on those small and seemingly trivial things, which anyone can do, but not everyone will do.* They are mostly easy and don't cost anything other than effort. Sometimes it's hard to see how much small things matter, but when added up over time, they can make big differences.

1. Translate the underlined sentence into Chinese.
2. Write down your understanding of the italicised part in about 80 words.