

LESSON 11

VISIBILITY AT WORK

KEY POINT

Does your boss know what you do?
Do they like your work?
Do you get credit for your work?

Executive Management
Sensitive Delicate

Marianna Kennedy works in advertising. She wants to help people get recognition in a company. She talks about how to get visibility in a company.



LESSON PREPARATION

I am the guest speaker.
To meet the needs To get results
She meets the needs of her boss.
The digital media Media on a computer
We use digital media.
Sensitive Delicate
That is a sensitive subject.
Manipulative Process
Sales is manipulative.
Proactivity To react
It is important to be proactive.



An account A description
I have an account at the bank.
Executive management To take care of executives
You are an executive management company.
To advertise Publicity
He does not do advertising.
To present To give
She should present the project.
The visibility To see
We should have visibility on the project.
To influence Impact
They may influence the decisions.

A contribution Impact
The contribution will be great.
The leadership Direction
The leadership in the company can show great results.
Important Significant
Janet is an important person in the company.
To be careful Be cautious
You should be careful it is dangerous.
Right Correct
You are right.
The sale Transaction
The sales in the company are good.

SENTENCES

5 sentences

To influence you need visibility.

For great leadership you need contribution.

It is important to be careful.

You are right, they are doing the sale.

TEXT

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Getting visibility at work by Marianna Kennedy

Marianna Kennedy is an account executive for a Madison Avenue advertising agency. She is presenting on how to get visibility in a company.

What is visibility? Visibility is when people know you exist. They know what you do what you think and that you have influence. It is also your contribution to an organization. It is leadership.

How to get visibility? There are many different ways but be careful how you use it. Some methods are more effective than others.

Your communication is important for visibility. Remember, what other people say about you is more important. Find the right project and talk to the right people. Make sure there is a need and that you are helping people that can give you visibility.

Do a project that contributes to the most important needs of the organization. If it is sales, organize a guest speaker to present. If it is product do a presentation on innovation. Move in the direction where you meet the needs of the group, department and organization.

Let people know about you through communication. Once you have decided on a project you can communicate your ideas. Use digital media.

Visibility is part of our daily lives. It depends on the culture you are working in so be sensitive. It can be considered a manipulative process but not from the people that count. Proactivity is part of your job and one thing for sure, it will eventually get you a job promotion.

SENTENCES

Content questions

1) Marianna Kennedy is _____.

- a) very visible
- b) guest speaker
- c) an account executive

QUESTIONS

2) What is important for visibility?

- a) How you dress.
- b) Communication.
- c) Contribution.

3) How do you get visibility?

- a) By doing a project that contributes to the most important needs of a company.
- b) By doing a sales presentation.
- c) By being manipulative.

4) It is important to be sensitive to _____.

- a) being proactive
- b) the job promotion
- c) the culture you are working in

GRAMMAR

Grammar Point Pronouns

Subject pronouns I you he she it we you they

Object pronouns me you him her it us you (plural) them Sample

We work tomorrow. Yes i will work with you.

who does it belong to? It belongs to me.

Explanation

Exception boats and countries.

Structure

Subject pronouns are found after the verb.

Subject + verb + object pronoun.

Questions

1) That is my project, it belongs to _____.

- A. me B. you C my

2) Will you see Frank Tomorrow?. I found his phone. Can you give it to _____ ?

- A. him B. me C. them

3) I think the computers belongs to _____. They left them at the presentation.

4) The responsibility is _____. We signed a contract and agreed.

- A ours B. us C. its

5) Does it not fit _____? We measured the dress yesterday.

- A. her B. him C. it

6) We should meet _____ He said he was free around 5 pm.

7) We have a deadline and we should meet _____.

- A. us B. them C.it

GRAMMAR

8) The computer is broken it needs a new drive. You should fix _____.

A. us B. me C. it

9) That project is hard and we have to do _____.

10) That boat is beautiful. The colors are perfect for _____.

A. she B. he C. her

