

## Promotions and Demotions



### Warm up:

- When was the last time someone was promoted at your company? What were the circumstances?
- If you were offered the job of CEO at your company, would you take it? Why or why not?
- Have you ever been promoted? What changed for you?
- Would you accept a promotion and a raise if it meant managing your friends?
- What traits would you look for if you were promoting someone to be a manager or team leader?



### 1. Read the story and match the underlined phrases to their definitions on the next page.

Daryll is the regional manager of a shipping and logistics company, and he has a very hard choice to make. He's been told by the board of directors to promote one of his sales team members to the position of team leader, as the previous team leader resigned. The promotion comes with a significant raise, but it's always tricky to select who would be good at managing people. So far, he's narrowed it down to three candidates.

There's Michael, an ambitious young sales rep who has made it very clear he intends to climb the career ladder. He only finished his probation period 8 months ago, but he's already one of the best sales reps in the company. In his first year he surpassed the sales target by 30%, which was a new record. Michael seems to get along very well with his colleagues, but he's only been at the company for a year and a half.

Then there is Janet, a sales rep who has worked there for almost 20 years. Janet is not the best sales rep, but she is solid and reliable. She seems to always just reach her KPIs, but never does exceptional work. She is respected by her colleagues and seen as 'the veteran' of the team. That being said, Janet has a track record of being quite critical of decisions from upper management. She often sides with the workers, and may struggle to transition into a management position for this reason.

And last but not least is Gerry. Gerry is the nephew of the CEO, and choosing to promote him would almost certainly be seen as nepotism by the rest of the team, and there is already a perception that he is 'protected' because of his family. But the catch is, Gerry is actually fantastic at his job. He consistently hits his goals, has incredible networking skills, and also has a talent for understanding group dynamics.

? Who would you promote if you were in Daryll's place and why? Discuss with a partner.

- a) Measurable goals used to assess performance. *KPIs*
- b) Building professional relationships to create opportunities. *Networking*
- c) The time when someone first starts a job in which their performance is assessed to see if they are a good fit. *Probation period*
- d) An increase in salary. *A raise*
- e) A person's past performance or achievements. *Track record*
- f) Giving jobs or advantages unfairly to friends or family. *Nepotism*
- g) To leave a job voluntarily. *Resign*
- h) Strongly motivated to achieve success or goals. *Ambitious*



## 2. Ask and answer the questions with a partner.

- a) What are the important KPIs in your job or business?
- b) When was the last time you resigned from a job? Why did you decide to leave?
- c) If someone wants to ask for a raise, what tips would you give them?
- d) Why do you think it is important for companies to have probation periods when they hire people?
- e) Would you describe yourself as ambitious? Do you know anyone who is particularly ambitious?
- f) How important is networking in your job? What are the major opportunities for networking?

### Desirable and Undesirable

When discussing possible candidates for a job, there are many phrases we can use to discuss the experience, qualifications, and traits that are desirable or necessary.

E.g. *"They would have to have a degree or a master's in finance."* (necessary qualifications)

*"It would be good if they have at least 5 years relevant experience."* (desirable experience)

*"They have to be easy to get along with, but also hardworking."* (necessary traits)

There are also many phrases for traits or qualities that are undesirable.

E.g. *"They can't be anyone with a background in sales, it's more of a technical job."* (undesirable background)

*"We don't want anyone who is not good under pressure."* (undesirable traits)

### They/Them

When discussing a person whose gender is unknown, English uses they/them.

E.g. "If someone asks us for a raise, the first thing we do is ask them why we should give them one. If they have a good answer, they get a raise."

Note that in the sentence above, the speaker is talking about a single person, but uses they/them because the gender of the person is irrelevant. They are speaking about any single person.









3. Write a list of traits, qualifications, and experience someone should have in order to be a good candidate to do your job. Try to use 'they/them.'


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.....  
.....  
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4. You are a general manager who needs to promote someone into the positions below. Make a list of traits, experience, and qualifications the candidates should have. Feel free to research the jobs. Write your answer on the next page, try to use they/them.

<p>1. Key Account Manager at a multinational supermarket chain.</p> 	<p>2. Police Chief in a large city with a high rate of crime and corruption.</p> 	<p>3. Hospital Chief of Surgery at a small private hospital.</p> 
<p>4. Airline Captain on international and domestic flights.</p> 	<p>5. CFO (Chief Financial Officer) at a large toy company.</p> 	<p>6. Head of Marketing at a medium sized tea company.</p> 

- 1) .....
- 2) .....
- 3) .....
- 4) .....
- 5) .....
- 6) .....

 5. Now compare and combine your answers with a partner and present what traits, experience, and qualifications you would look for to the class.

 6. You are going to watch a video with the vocabulary in the box. Complete the sentences below with the vocabulary in the box.

addictive	incompetence	prescribe	dare
odd	FDA	relieved	eventually

- a) It seemed *odd* that she left the party without saying goodbye.
- b) The new medicine must be approved by the *FDA* before it can be sold in the United States.
- c) The project failed because of poor planning and general *incompetence*.
- d) They don't dare *fire* him, he's the CEO's son.
- e) I felt so *relieved* when I heard that everyone was safe.
- f) The doctor decided to *prescribe* antibiotics for the infection.
- g) After hours of discussion, they *eventually* reached an agreement.
- h) Sometimes even prescription medicine can be very *addictive*.



7. Watch the video<sup>1</sup> and answer the questions.

- a) What kind of company do David and Diana work for? *Pharmaceutical, a company that makes painkillers*
- b) Why is Diana not happy as a manager, and what happens as a result? *Because she is not good at it, and is disrespected by her colleagues because of that. As a result, she puts less effort into her job.*
- c) Why is David not good as a director, and what is he insecure about? *He does not have the analytical skills to understand the numbers. He is insecure about that.*
- d) What does the scientist say at the meeting? *That the medicine is highly addictive.*
- e) Why are incompetent employees often unhappy? *Because they left a job they were good at, and now must do a job they are bad at.*
- f) In your own words, what is the Peter Principle? *People are often promoted if they are good at their job, until eventually they are promoted to a job they are not good at. They stay in this job.*



<sup>1</sup> <https://www.youtube.com/watch?v=IbFr5DAyZBM>