

UNIT 71



Individualism and Group Mentality 1

I. Express Yourself



II. Vocabulary

Match the word with its correct meaning.

whiz

a. one that is of equal standing with another; companion; co-workers; fellow

rewarded

b. activity of setting up a business or businesses; taking on financial risks in the hope of profit

peer

c. to receive what one deserves; make a gift of something to someone in recognition of their services, efforts, or achievements

entrepreneurship

d. a person who is extremely clever at something

III. Conversation Practice

Practice the conversation with your teacher by doing a role play.

Mr. Ito: Steve, it seems to me that successful businessman executives in America have different characteristics than their *peers* in Japan. Do you agree?

Steve: Yes, I do. I think that the business culture is very different in America and is very performance-driven.

Mr. Ito: What do you mean?

Steve: In America it's less important how old someone is, how long the person has been with the company, and if the person is male or female. It's more about their ability and skill level.

Mr. Ito: In Japan there's still more of a seniority system where years of service and age are important factors in your promotion.

Steve: In America, *individuality* and *entrepreneurship* are welcomed and *rewarded*. Many successful businessmen are creative and "think outside the box."

Mr. Ito: Can you give me an example?

Steve: Yes. Look at the company Google. It was founded by two young technology *whizzes* who were not afraid to try and compete with the larger companies in the search engine space. In a few short years they owned one of the most valuable companies in the world.



Key Points

<u>What do you mean?</u>	<ul style="list-style-type: none">- What does it mean?- What do you mean by that?- Explain more clearly / precisely, please.
<u>Look at the company Google.</u>	<ul style="list-style-type: none">- Think about the company Google.- For example, the company Google.

IV. Role-play

Ask your co-worker to work with you and your team for an upcoming project.

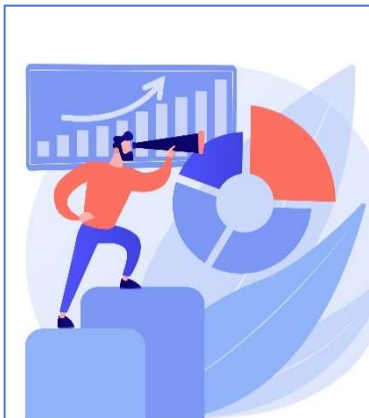


Part 2

I. Introduction

Express Yourself

What do performance-driven individuals do?



Give an example when a business becomes successful because the owner thinks "outside the box".



Compare Japan and America in terms of their business culture.



II. Discussion

Exercise A

How would you handle the following situations?

<p>One of your co-workers always competes with you and he even told your boss negative things about you.</p>	 An illustration showing four business figures running on a blue hill towards a white arrow pointing right. The word "COMPETITION" is written in large white letters above them.
<p>You are in a meeting with your seniors. You think your idea about a certain project is just wonderful but they seem to insist that their ideas are better.</p>	 An illustration of a group of seven business professionals sitting around a conference table, engaged in a meeting.
<p>You got promoted and your boss announced it to everyone including those who have been working in the company for a long time. But when you look at them, you see discontentment, jealousy and anger.</p>	 An illustration of a diverse group of business people working together at a table. The word "TEAM" is written above them, along with various icons like a clock, a gear, and a lightbulb.

 Exercise B

Role-play



**It is the company's 10th year anniversary!
You are in-charge of the celebration.**

**You are the Operations Manager and have to work with the
Finance Manager. However, both of you are in dispute over operation costs.**

Talk to the Finance Manager and say:

- **that you have to stop the bickering as it will jeopardize work operations**
- **that the budget for operations is another matter which both of you can discuss on a different day**
- **that you have to work together to make the celebration successful**