**Руководство к практическому занятию по теме**

**PEOPLE AT THE TOP**

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**Active vocabulary**

* **senior** *adj*

The **senior** people in an organization or profession have the highest and most important jobs.

*Each group presents its findings to senior managers.*

*... the company's senior management.*

* **executive** (executives) *n-count*

An **executive** is someone who is employed by business at a senior level. Executives decide what the business should do, and ensure that it is done.

*Several top executives subsequently resigned.*

 *…an advertising executive.*

* **executive** (executives) *adj*

The **executive** sections and tasks of an organization are concerned with the making of decisions and with ensuring that decisions are carried out.

*A successful job search needs to be as well organised as any other executive task.*

 *I don't envisage I will take an executive role, but rather become a consultant on merchandise and marketing.*

***Common Collocations***

an executive director

an executive officer

an executive chairman

an executive committee

* **non-executive** *adj*

Someone who has a **non-executive** position in a company or organization gives advice but is not responsible for making decisions or ensuring that decisions are carried out.

*Mr Margetts is a non-executive director of Anglo American.*

*The issue became whether he should leave altogether or remain as chairman in a non-executive role.*

***Common Collocations***

a non-executive director

a non-executive officer

a non-executive chairman

a non-executive committee

* **director** (directors) *n-count*

The **directors** of a company are its most senior managers, who meet regularly to make important decisions about how it will be run.

*...Karl Uggerholt, the financial director of Braun UK.*

*There were two female directors employed at the station.*

* **board of directors** (boards of directors) *n-count*
* **board** (boards) *n-count*

A company's **board of directors** is the group of people elected by its shareholders to manage the company. The **board** of a company or organization is the group of people who control it and direct it.

*The Board of Directors has approved the decision unanimously.*

*He wants her to put it before the board at a special meeting.*

*...the agenda for the September 12 board meeting.*

* **company secretary** (company secretaries) *n-count*

A **company secretary** is a person whose job within a company is to keep the legal affairs, accounts, and administration in order.

*...David Jackson, company secretary of Powergen.*

* **chairman** (chairmen) *n-count*
* **chairwoman** (chairwomen) *n-count*
* **chairperson** (chairpersons) *n-count*
* **chair** (chairs) *n-count*

The **chairman** of a company is the head of it.

*I had done business with the company's chairman.*

The **chairman**, **chairwoman**, **chairperson** or **chair** of a meeting, committee, or organization is the person in charge of it.

*The chairman declared the meeting open.*

*I hear you, Mr. Chairman.*

 *As chairperson and party president, she'll be in charge.*

*She is the chair of the Committee on Women in the Military.*

* **managing director** (managing directors) *n-count*

**MD** (MDs) *n-count*

The **managing director** of a company is the most important working director, and is in charge of the way the company is managed. The abbreviation **MD** is also used.

*...Nick Webb, managing director of Simon & Schuster UK.*

*He's going to be the MD of the Park Lane company.*

* **chief executive officer** (chief executive officers) *n-count*

**CEO** (CEOs) *n-count*

The **chief executive officer** of a company is the person who has overall responsibility for the management of that company. The abbreviation **CEO** is often used.

*Dr Fredrik С Verkroost has been appointed chief executive officer of the Domain Dynamics Croup.*

*...Geoffrey Paterson, CEO of Teamphone.*

* **annual general meeting** (annual general meetings) *n-count*

**AGM** (AGMs) *abbreviation*

The **annual general meeting** of a company or organization is a meeting which it holds once a year in order to discuss the previous year's activities and accounts. The abbreviation **AGM** is also used.

*The club has its annual general meeting at the end of this month.*

*The CCBA is holding its AGM at 3pm on January 8.*

**Practice your vocabulary**

1. **The diagram shows who controls a public limited company. Use the terms in the box to complete it.**

|  |
| --- |
| board of directors managers shareholders |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (owners of the company)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (responsible to the shareholders)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (appointed by the board to run the company)

1. **Use the terms in the box to complete the paragraph.**

|  |
| --- |
| board of directors board senior executives chief executive officer managing director company secretary chair |

People at the head of an organization are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_or senior managers. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the person who has overall responsibility for the day-to-day

running of an organization. In the case of a limited company the CEO is normally the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, appointed by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_on the authority of its members. The same person is usually the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of meetings of the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, i.e. the people who are legally responsible for a company. The person responsible for keeping the minutes of board meetings is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **Which of the following people are likely to be on the board of directors of a company?**

**a** company secretary **с** CEO **e** executive directors

**b** non-executive directors **d** managers **f** members of staff

1. **Match each of the roles (1-4) to the correct definition (a-d).**

**1** director **2** executive director **3** non executive director **4** board of directors

**a** A company director with a seat on the board who is also a salaried employee of the company, and actively involved in the running of the company.

**b** A director with a seat on the board who is not a working employee of the company, sometimes brought onto the board for his or her specialist knowledge. He or she takes no part in the running of the company.

**с** The management committee of a limited company, the members of which are appointed by the shareholders whose interests they represent. They meet under the company chairman to decide on major policy matters and the appointment of key managers.

**d** A person who is appointed an elected officer of the company at the annual general meeting (AGM) and manages the company on behalf of the shareholders. He or she acts by resolutions made at meetings of the board.

**Active vocabulary**

***Managers and executives: UK***

All the **directors** together are the board. They meet in the **boardroom**.

**Non-executive directors** are not managers of the company; they are outsiders, often directors of other companies who have particular knowledge of the industry or of particular areas.

The marketing director is the **head of marketing**, the IТ director is the head of IT, etc. These people **head** or **head up** their departments. Informally, the head of an activity, a department or an organization is its boss.

An **executive** or, informally, an **exec**, is usually a manager at quite a high level (for example, a **senior executive**). But ‘executive’ can be used in other contexts to suggest luxury, as in ‘executive coach’ and ‘executive home’, even for things that are not actually used by executives.



*Fun and Sun Holidays management organigram*

***Managers and executives: US***

In the US, the top position may be that of **chairman**, **chairwoman** or **president**.

This job is often combined with the position of **chief executive officer** or **CEO**.

Some companies have a **chief operating officer** to take care of the day-to-day running of the company. The finance director may be called the **chief financial officer**.

In the US, senior managers in charge of particular areas are often called **vice presidents** (**VPs**).

|  |  |
| --- | --- |
| **president****chief executive officer (CEO) chief operating officer (COO)** | *non-executive directors* |

|  |  |
| --- | --- |
| **chief financial officer (CFO)****vice president (VP) marketing** **vice president (VP) human resources** **vice president (VP) research** | *senior executives / top executives / executive directors* |

**Match each task (1-6) to the manager most likely to be responsible for doing it (use information about managers and executives in UK)**

**1** Meet with advertising agency to discuss new advertisements for the company’s holidays.

**2** Study possible new holiday destinations in detail.

**3** See the research director to discuss new holiday destinations.

**4** Contact newspapers to advertise new jobs.

**5** Deal with complaints from customers.

**6** Discuss sales figures with sales team.

**Who’s who on this company board? Use information about managers and executives in US**

 **and complete the diagram.**

1. My name’s Montebello and I’m president and CEO. We have some excellent people on our board, including two who are not involved in the day-to-day running of the company: Gomi and Jones.
2. My name’s Smith and it’s my job to look after the accounts and balance the books.

I work closely with Chang and Roberts, as they tell me what their departments need for marketing and research, and I allocate them an annual budget.

1. My name’s Dawes and I head up personnel, on the same level in the company as Chang and Roberts.

 

**Reading *Who’s in charge here?***

**What job title is on the business card?**

***A lot of executives use different cards in different countries because job titles vary. Study this table to find out more.***

|  |  |
| --- | --- |
| **Who’s in charge here?** | *For travellers confused by the differing titles for top jobs around the world, here is a map to help you find your way around. It was compiled by a US executive recruitment agency, Paul Ray and Carre Orban International, and it compares North America's relatively consistent job titles with the strange mixture used in Europe.* |
| FUNCTION | FRANCE | GERMANY | SPAIN | UK | US |
| To act as Honorary Spokesperson for an association (not a company). |  | Präsident |  |  |  |
| To direct the actions of the advisory board (no operating responsibility). | President du Conseil | Ehrenvorsitzender / Vorsitzender des Aufsichtrates | PresidenteHonorario | HonoraryChairman |  |
| To organize and lead the board. To develop and maintain the definition of the board's role. | PresidentDirecteurGeneral;Gerant | Sprecher des Vorstandes (AG); Vorsitzender der Geschaftsfuhrung (GmbH) | Presidente del Consejo de Administracion | Chairman | Chairman |
| To take the final responsibility for profits. To establish long and short term objectives, plans and policies and implement them. To co­ordinate operations between divisions and departments. To represent the company with major customers, the financial community and the public. | PresidentDirecteurGeneral;Gerant | Vorsitzender des Vorstandes (AG); Geschaftsftihrer (GmbH) | Director General | ManagingDirector | Chief Executive Officer |
| To assist the top executive in directing, administering and co-ordinating company operations, personnel financial performance and growth. | Directeur Financier |  | SubdirectorGeneral |  | ChiefOperatingOfficer |
| To be accountable for the company's overall financial plans and policies. | Directeur Financier et Gestion | Finanzvorstand(AG)Finanzgeschafts- fuhrer (GmbH) | DirectorFinanciero | Financial Director | Chief Financial Officer |
| To be responsible for the company's accounting practice. | Directeur Financier et Tresorier | Leiter des Rechnungswesens | Jefe de Contabilidad |  | Controller |
| To be responsible for the company's relationships with financial institutions. |  | Finanzdirektor | Tesorero |  | Treasurer |
| To manage a division of a company. | Directeur General; Directeur; Directeur Adjoint | Geschaftsfuhrer | Director General | ManagingDirector | President |

1. **Highlight or underline all the verbs (actions) in the table that describe jobs and responsibilities.**
2. **Sum up the main job titles at the top and describe their responsibilities, using as many of the verbs as you can.**