



2 1. What is a CEO?

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2. What is the meaning of the word 'founded'?

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3. Explain 'set it in the right direction'?

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4. How can you expand a company?

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5. Give a synonym for 'set up'.

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6. What is to 'fall through' as a company?

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7. What are the 'candidate requirements'?

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8. Find a word in the requirements which means 'income'.

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9. What do we mean by 'track record'?

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BIG TOP TOYS has just announced that is looking for a new CEO. The toy company was only founded 5 years ago and it seems to be in a bit of financial difficulty so it is looking for a dynamic new leader to set it in the right direction.

Company background:

At the moment there are only 50 stores in the United Kingdom but the company is looking to expand into other countries. The last CEO tried to set up a store in Dubai but it fell through and the company lost quite a lot of money. Big Top Toys is now looking at France, Italy and Canada to expand overseas.

Big Top Toys sells toys for all ages up to about 16 years old for both genders. They hold huge stocks of Barbies and other dolls for the girls and a huge collection of Lego for the boys. They don't stock much sports equipment or video games. Their focus is really on relaxed playing, with your own hands at home.

Candidate requirements:

For the job

- increase revenue
- open a new store overseas
- motivate staff
- develop a deeper customer relationship

For the person

- enthusiastic
- strong interest in the toy industry
- proven track record in previous positions
- able to work with people from different cultural backgrounds
- outstanding communication skills

You are going to interview people for the next top position at Big Top Toys. There are 4 candidates who have made it through to the final round of interviews.

You need to review each curriculum vitae (resume) and draw up a list of pros and cons for each one and then decide who will become the future leader of the company.

| | PROS | CONS |
|-------------------|------|------|
| Glenn Roberts | | |
| Rachel Rogers | | |
| Donald McKenzie | | |
| Gabriella Cassano | | |

THE CANDIDATES

Name: Glenn Roberts

Age: 27

Marital Status: Single

Education: Harvard University, Risk Management (MBA)

Experience: 3 years experience at a Starbucks as Marketing Director

Personal Skills: Confident, punctual, very sure of his own opinions.

Recent Achievements: Launched a new kind of Starbucks coffee worldwide.

Comments: He is unhappy at his current job. Says he needs a challenge and a change to a different type of business.

Name: Rachel Rogers

Age: 32

Marital Status: Married, with 2 children

Education: Edinburgh University, BSc in Business Administration.

Experience: 4 years as Sales Manager for a clothing company and 2 years experience as Regional Manager of a children's charity.

Personal Skills: Good personal skills, believes women are better than men at understanding peoples' problems.

Recent Achievements: Organized a charity music event between multiple charities and raised over 100,000 pounds.

Comments: She likes parties and dancing. She has travelled to lots of countries.

Name: Donald McKenzie

Age: 45

Marital Status: Married, with 3 children

Education: High school only.

Experience: 15 years in the British Army. 2 years as a toy manufacturing entrepreneur. Self-employed.

Personal Skills: Punctual, believes in sticking by the rules, very creative.

Recent Achievements: He launched his own line of interactive teddy dogs, iRover.

Comments: Sharp temper and a dislike for timewasters.

Name: Gabriella Cassano

Age: 35

Marital Status: Married, no children

Education: SDA Bocconi School of Management, Business Relations (MBA)

Experience: 7 years Advertising Manager for Walmart. 3 years International Advertising Manager Toys R Us.

Personal Skills: Speaks Spanish, Italian and English.

Recent Achievements:

Comments: Has spent the last year off work for personal reasons.