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GENERAL ELECTRIC

<http://www.BusinessEnglishMaterials.com/general-electric.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/general-electric.html>

The General Electric Company, or GE, is an American multinational conglomerate. It is usually listed in the top three largest companies in the world. The company was started by the inventor Thomas Edison in 1890. He originally called it Edison General Electric. A series of successful mergers made the company into an industry giant. It is involved in aviation, electronics, finance, healthcare, entertainment and more. It employs over 300,000 people and has yearly revenues in excess of \$150 billion. Its current slogan is 'Imagination at Work'. Its website says: "We consider our culture to be among our innovations. Over decades our leaders have built GE's culture — a place for creating and bringing big ideas to life. Today, that culture is the unifying force for our many business units around the world."





WARM UPS

From: <http://www.businessenglishmaterials.com/general-electric.html>

1. BRAINSTORM CHAT: Write all the words you can think of about General Electric on the board or on a piece of paper. Talk about these words with your partner(s).

2. GENERAL ELECTRIC MORNING: Each student pretends to be an employee of General Electric. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about General Electric. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about General Electric and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about General Electric. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

6. FACTS: In groups, students write down as many facts as they can about General Electric. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/general-electric.html>

The General Electric Company, or GE, is an American _____ . It is usually listed in the top three largest companies in the world. The company was _____ Thomas Edison in 1890. He originally called it Edison General Electric. A _____ made the company into an industry giant. It _____ , electronics, finance, healthcare, entertainment and more. It employs over 300,000 people _____ in excess of \$150 billion. Its current slogan is 'Imagination at Work'. Its website says: "We consider our _____ our innovations. Over decades our leaders have built GE's culture — _____ and bringing big ideas to life. Today, that culture _____ for our many business units around the world."





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/general-electric.html>

The General Electric Company, or GE, is an American multinational conglomerate. It is usually idfels in the top three largest companies in the world. The company was started by the nonretvi Thomas Edison in 1890. He ygalmio called it Edison General Electric. A series of successful mergers made the company into an tsdyniur giant. It is involved in aviation, electronics, nifcnea, healthcare, entertainment and more. It lysompe over 300,000 people and has yearly revenues in eessxc of \$150 billion. Its current ogsnla is 'Imagination at Work'. Its website says: "We consider our culture to be among our innovations. Over eddcesa our leaders have built GE's culture — a place for creating and bringing big ideas to life. Today, that culture is the unifying efroc for our many business units around the world."





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/general-electric.html>

The General Electric Company, or GE, is an American multinational conglomerate. usually in top is listed the It three largest companies in the world. The company was started by the inventor Thomas Edison in 1890. He Edison it called originally Electric General. A series of successful industry made company an mergers the into giant. It is involved in aviation, electronics, finance, healthcare, entertainment and more. It employs over yearly has and people 000 , 300 revenues in excess of \$150 billion. Its current slogan is 'Imagination at Work'. Its website says: "be We our to among consider culture our innovations. built Over our have GE's decades leaders culture — creating bringing a for and big place ideas to life. Today, the is culture that our for force unifying many business units around the world."





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/general-electric.html>

Th_ G_n_r_l _l_ctr_c C_mp_ny, _r G_, _s _n
 _m_r_c_n m_lt_n_t_n_l c_ngl_m_r_t_. _t _s
 _s__lly l_st_d _n th_ t_p thr__ l_rg_st
 c_mp_n__s _n th_ w_rld. Th_ c_mp_ny w_s
 st_rt_d by th_ _nv_nt_r Th_m_s _d_s_n _n 1890.
 H_ _r_g_n_lly c_ll_d _t _d_s_n G_n_r_l _l_ctr_c.
 _ s_r__s _f s_cc_ssf_l m_rg_rs m_d_ th_
 c_mp_ny _nt_ _n _nd_stry g__nt. _t _s _nv_lv_d
 _n _v__t__n, _l_ctr_n_cs, f_n_nc_, h__lthc_r_,
 _nt_rt__nm_nt _nd m_r_. _t _mpl_ys _v_r
 300,000 p__pl_ _nd h_s y__rly r_v_n__s _n
 _xc_ss _f \$150 b_ll__n. _ts c_rr_nt sl_g_n _s
 '_m_g_n_t__n _t W_rk'. _ts w_bs_t_ s_ys: "W_
 c_ns_d_r __r c_lt_r_ t_ b_ _m_ng __r
 _nn_v_t__ns. _v_r d_cd_s __r l__d_rs h_v_
 b__lt G_'s c_lt_r_ — _ pl_c_ f_r cr__t_ng _nd
 br_ng_ng b_g _d__s t_ l_f_. T_d_y, th_t c_lt_r_
 s th _n_fy_ng f_rc_ f_r __r m_ny b_s_n_ss
 _n_ts _r__nd th_ w_rld."





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/general-electric.html>

the general electric company or ge is an american multinational conglomerate it is usually listed in the top three largest companies in the world the company was started by the inventor thomas edison in 1890 he originally called it edison general electric a series of successful mergers made the company into an industry giant it is involved in aviation electronics finance healthcare entertainment and more it employs over 300000 people and has yearly revenues in excess of \$150 billion its current slogan is 'imagination at work' its website says "we consider our culture to be among our innovations over decades our leaders have built ge's culture — a place for creating and bringing big ideas to life today that culture is the unifying force for our many business units around the world"





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/general-electric.html>

The General Electric Company, or GE, (be) an American multinational conglomerate. It is usually (list) in the top three largest companies in the world. The company was (start) by the inventor Thomas Edison in 1890. He originally (call) it Edison General Electric. A series of successful mergers (make) the company into an industry giant. It is involved in aviation, electronics, finance, healthcare, entertainment and more. It (employ) over 300,000 people and (have) yearly revenues in excess of \$150 billion. Its current slogan (be) 'Imagination at Work'. Its website says: "We consider our culture to (be) among our innovations. Over decades our leaders have (build) GE's culture — a place for creating and bringing big ideas to life. Today, that culture (be) the unifying force for our many business units around the world."





REWRITE WITH SPACES

From: <http://www.businessenglishmaterials.com/general-electric.html>

TheGeneralElectricCompany,orGE,isanAmericanmultinationalconglomerate.Iti
susuallilylistedinthetopthreelargestcompaniesintheworld.Thecompanywasstart
edbytheinventorThomasEdisonin1890.HeoriginallycalleditEdisonGeneralElectr
ic.Aseriesofsuccesfulmergersmadethecompanyintoanindustrygiant.Itisinvolv
edinaviation,electronics,finance,healthcare,entertainmentandmore.Itemploys
over300,000peopleandhasyearlyrevenuesinexcessof\$150billion.Itscurrentslo
ganis‘ImaginationatWork’.Itswebsitesays:“Weconsiderourculturetobeamongo
urinnovations.OverdecadesourleadershavebuiltGE’sculture—
aplacforcreatingandbringingbigideastolife.Today,thatcultureistheunifyingforc
eforourmanybusinessunitsaroundtheworld.”





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/general-electric.html>

The General Electric Company, or GE, is an American multinational conglomerate. It is usually _____ in the top three largest companies in the world. The company was started by the _____ Thomas Edison in 1890. He originally called it Edison General Electric. A series of successful _____ made the company into an industry _____. It is involved in aviation, electronics, finance, healthcare, entertainment and more. It employs over 300,000 people and has yearly revenues in _____ of \$150 billion. Its current slogan is 'Imagination at Work'. Its website says: "We _____ our culture to be among our innovations. Over _____ our leaders have built GE's culture — a place for creating and bringing big _____ to life. Today, that culture is the unifying _____ for our many business _____ around the world."

- giant*
- consider*
- force*
- listed*
- ideas*
- mergers*
- units*
- excess*
- inventor*
- decades*





PROJECT GENERAL ELECTRIC

From: <http://www.businessenglishmaterials.com/general-electric.html>

Part 1. Your mission is to increase the profits and sales of General Electric. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How General Electric is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





GENERAL ELECTRIC – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/general-electric.html>

Role A – General Electric CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – General Electric worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – General Electric customer

You are a customer of General Electric. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about General Electric. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





GENERAL ELECTRIC – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/general-electric.html>

Role A – General Electric New Products Director

You have created a new product for General Electric. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to General Electric.

Role B – General Electric Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – General Electric Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – General Electric Shareholder

You know a lot about General Electric's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





GENERAL ELECTRIC SURVEY

From: <http://www.businessenglishmaterials.com/general-electric.html>

Write five GOOD questions about General Electric in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





WRITING 1 – SPEED WRITING

From: <http://www.businessenglishmaterials.com/general-electric.html>

**Write anything about General Electric for 10 minutes.
Show your partner your paper. Correct each other's work.**





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/general-electric.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





HOMework

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about General Electric. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about General Electric. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. GENERAL ELECTRIC POSTER** Make a poster about General Electric. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY GENERAL ELECTRIC LESSON:** Make your own English lesson on General Electric. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on General Electric. Share your findings with the class.

