"We Have to Adapt "



EAE Learning objectives for this lesson

Learn and practice the verb HAVE TO, Learn and practice using the PRESENT PERFECT. Practice giving OPINIONS and learn new EXPRESSIONS for giving your opinion.

Activity One - Read the ***statement*** below and, using the following expressions to express agreement or disagreement, give your opinion about it:

"Ikea has to adapt in order to meet new customer demands all the time. They cannot keep acting as they have done the past 10-20 years. We need to be more attentive and prepared to change our behavior. If we don't, we risk losing even more visitors than we already are. They will shop somewhere else."

Absolutely,	It seems to be that..
Indeed,	Ultimately we will have to..
I agree entirely	Basically we are face with..
I don't really agree with that statement because..	Essentially there is..
As a matter of fact	It's true that..
Actually I don't see things that way	I feel that..
I agree in part, however	It looks like..
Yes indeed. Furthermore..	From my perspective
This is a good point.	In my experience
	From my standpoint

Activity Two - Read the following **quotations** and again give your opinion:

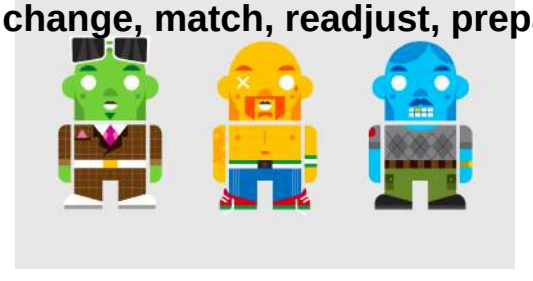
1."The measure of intelligence is the ability to change". Albert Einstein.
2."Those who cannot change their minds cannot change anything." George Bernard Shaw
3."You must be shapeless, formless, like water. When you pour water in a cup, it becomes the cup. When you pour water in a bottle, it becomes the bottle. When you pour water in a teapot, it becomes the teapot. Water can drip and it can crash. Become like water my friend." Bruce Lee
4."We cannot direct the wind, but we can adjust the sails!" Dolly Parton
5."It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."

Activity Three - **ADAPT** = *"To make suitable to or fit for a specific use or situation."*

Make a sentence with each of these **verbs** (all **synonyms** of adapt) to **talk about:**

*'The situation of **Ikea in France today.** '*

Verbs: acclimate, prepare, accommodate, accustom, alter, confirm, fit, modify, suit, change, match, readjust, prepare, conform



ADAPT CHANGE

Activity Four: You **HAVE TO** adapt. Let's study the verb : **Have to (objective obligation)**
We use **have to** to say that something is **obligatory**, for example:

- In France Children **have to** go to school.

Note that we can use the **have to** expression in **all tenses**, for example:
I have to, I had to, I have had to, I will have to

In general, **have to** expresses **impersonal** obligation. The subject of **have to** is obliged or forced to act by a separate, external power (for example, the Law or school rules). **Have to** is **objective**. Look at these examples:

- In France, you **have to** drive on the right.
- In England, most schoolchildren **have to** wear a uniform.
- Ikea workers **have to** wear a uniform at work.

In each of the above cases, the obligation is not the subject's opinion or idea. The obligation is imposed from outside.



REMEMBER - **Don't have to** is used when there is **no obligation.**

For example: **In the service office employees don't have to wear a uniform.**

(People often confuse 'I can't with I don't have to).

We can use **have to** in **all tenses**. We conjugate it just like any other main verb.

Past simple - I had **to** work yesterday.Present simple - I have **to** work today.

Future simple - I will have **to** work tomorrow.

Present continuous - She is having **to** wait until the end of the day before she goes home.

Present perfect - We have had **to** change the time of the meeting.

Now give some examples of things you HAVE TO DO today.

Activity Five - How things **HAVE CHANGED** - In the statement from Ikea in the first part of this lesson, the point is that you have to adapt because **times have changed** and because **customer expectations have changed.**

When we use **HAVE + Past participle** it's the **PRESENT PERFECT TENSE.** Let's *revise* that now.

- *Do you know when to use the present perfect?*
- *Do you feel confident about using it?*

Do you agree?



ADAPT CHANGE

Activity Six: The Present Perfect. Read the information about how and when to use the present perfect. It will help you to feel more confident about using it.

How do we use the Present Perfect Tense?

This tense is called the **present** perfect tense. There is always a connection with the past and with the **present**. There are basically three uses for the present perfect tense:

1. ***experience***
2. ***change***
3. ***continuing situation***

1. Present perfect tense for experience

We often use the present perfect tense to talk about **experience** from the past. We are not interested in **when** you did something. We only want to know **if** you did it:

He has lived in Stockholm. Have you been there? We have never been to Sweden.

The action or state was in the past. In my head, I have a memory now.

Connection with past: the event was in the past.
Connection with present: in my head, **now**, I have a memory of the event; I **know** something about the event; I have **experience** of it.

2. Present perfect tense for change

We also use the present perfect tense to talk about a **change** or **new** information:

I have been promoted. Has the price gone up?
Things have changed in the CRC. We have more employees there now.
Our strategy has changed this year.
The sofa department has changed places with the kitchen area.

Connection with past: the past is the opposite of the present.
Connection with present: the present is the opposite of the past.

3. Present perfect tense for continuing situation

We often use the present perfect tense to talk about a **continuing situation**. This is a state that started in the **past** and continues in the **present** (and will probably continue into the future). This is a **state** (not an action). We usually use **for** or **since** with this structure.

I have worked here since June. He has been ill for 2 days.
How long have you known Marion? We have had a new manager since Friday.

The situation started in the past. It continues up to now.
(It will probably continue into the future.)

Connection with past: the situation started in the past.
Connection with present: the situation continues in the present.



Activity Seven - Read the information about **Customer expectations** and then for each of the ten expectations give your **opinion** on the two following points:

1.How this **has changed**.
2.What you **have to** do now to meet their new expectations.

EXPECTATIONS

"Customers have a number of specific expectations of the IKEA shopping experience.

Ikea has summarised them into this list, the 10 customer expectations. This is what the customer has said that they expect Ikea to deliver when they come to the store. It's clear that a low price simply isn't not enough anymore!" Source IOS.

1."It is easy to plan and prepare my shopping."
2."Products are in stock and are easy to find."

3."Shopping at an IKEA retailer is always an unbeatable good deal."

4."It is easy and convenient to shop on my own."

5."There is helpful, knowledgeable, informed staff when needed."

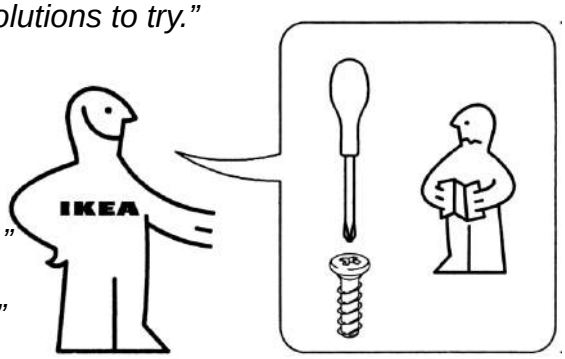
6."It is inspiring and surprising with many home furnishing solutions to try."

7."It is easy and fast to check out."

8."Services are offered to help and save time."

9."It is a smooth and consistent experience in every contact."

10."If something does not work, I can trust the IKEA retailer."



Activity Eight ; Role Plays:

Act out the following customer conversations with your teacher.

1.A customer complains because their expectations were not met. You explain which new services are now available and how IKEA is changing to make sure that customers will be satisfied.
2.A customer calls with a technical question about the Metod kitchen and you explain what they **have to** do to solve the problem.
3.A customer calls to ask for information about the Metod range in order to prepare their trip to the store and you help them as much as you can.
4.A customer calls to ask if something is in stock and it is not, so you offer a solution.
5. A customer calls because there were pieces missing. You explain what he **has to** do and try to make it all sound as easy as possible.

Activity Eight - Listen to the song and **fill the gaps** with the **words below** :

The Times They are A' Changing.

Bob Dylan



Come gather 'round people
Wherever you .....
And admit that the waters
Around you have .....
And accept it that soon
You'll be drenched to the bone
If your time to you
Is worth saving
Then you better start swimming
Or you'll sink like a .....
For the times they are a-changing.

Come writers and critics
Who prophesize with your pen
And keep your eyes wide
The chance won't come again
And don't speak too soon
For the .....'s still in spin
And there's no telling who
That it's naming
For the ..... now
Will be later to win
For the times they are a-changing.

Come senators, ...
Please heed the call
Don't stand in the .....
Don't block up the .....
For he that gets hurt
Will be he who has stalled
There's a battle outside
And it is .....
It'll soon ..... your windows
And ..... your walls
For the times they are a-changing.

Come mothers and fathers
..... the land
And don't criticize
What you can't understand
Your sons and your daughters
Are ..... your command
Your old road is
Rapidly agin'
Please get out of the new one
If you can't lend your hand
For the times they are a-changing.

The line it is .....
The curse it is cast
The slow one now
Will later be fast
As the present now
Will later be past
The ..... is
Rapidly .....
And the first one now
Will later be last
For the times they are a-changing.

doorway - grown - shake - beyond - roam hall - loser - Throughout -stone - order - raging drawn - congressmen fading - wheel - rattle