The Way You do Things

EAE Learning objectives for this lesson

Practice Intonation and Stress and Modal Verbs whilst using the core vocabulary of your company values.

Activity One - **Answer** the following **discussion questions**:

1. What is unique about the way you do things in your company?
2. Have you worked for other companies? If so, how were the values and culture different from those in IKEA?
3. What does your company do to safeguard its culture for the future?
4. Why do you think IKEA is so successful in the world today?
5. Which values characterise the way you do things in IKEA?
6. What do you like best about the IKEA way of doing things?



Activity Two - Intonation and stress in English. Read the information.

Stress *is the relative emphasis that can be given to certain syllables in a word, or to certain words in a sentence. In English, stressed syllables are louder than non-stressed syllables. Also, they are longer and have a higher pitch. English is a stress-based language. That means that stressed syllables appear at a roughly steady tempo, whereas non-stressed syllables are shortened.*

In spoken language, grammatical words (auxiliary verbs, prepositions, pronouns, articles, …) usually do not receive any stress. Lexical words, however, (nouns, verbs, adjectives, adverbs, …) must have at least one stressed syllable. There is no rule, however, about which syllable is stressed in a word with more than one syllable. You will need to learn the stress of words by heart. You can also choose which words to stress in order to emphasise the most important ideas.

(For more information at home - http://www.learning-english-online.net/areas/pronunciation/stress-and-intonation/)



Activity Three - ***Read the article*** *paying attention to your intonation and stress. Try to imitate the intonation your teacher uses. Listen and repeat and then read alone.*

"The IKEA culture is the result of more than 70 years of hard work. It has been formed by IKEA co-workers working towards goals and objectives together and sharing IKEA values. IKEA values are the heart and mind of the IKEA culture. They shape the way IKEA co-workers behave and act. Co-workers often refer to IKEA values as "the way we do things around here" or simply "the IKEA way"." (IOS)

IKEA culture is noticeable to an observer, or to people working closely with IKEA and probably to some loyal and regular customers. IKEA workers are part of a close unit, there is a 'family' feeling between them. The IKEA approach encourages teamwork whilst promoting individual creativity and problem solving.



The Testament of a Furniture Dealer, which was published at the end of 1976 explains the vision of IKEA's founder Ingvar Kamprad in some detail. IKEA continues to refer to this original material nearly 40 years later. It has helped the company to remain close to it's original values and grow into its own unique culture even on a multi national scale.

IKEA values are very unique and quite different from those of other international companies. They invest heavily in training in order to secure their values for the future. IKEA has a culture of 'democratic design', design for the masses. Of 'humble', 'simple' ways of problem solving, in the home, in the workplace. As Ingvar said in 1976 "we approach problems from a different perspective". This desire to "reach good results with small means" makes IKEA an appealing company to work for an an exciting place to shop.

The IKEA way of doing things is human, practical and often, common sense. Kamprad teaches his employees to have an inquisitive mind: "By always asking why we are doing this or that, we can find new paths." He wants his workers to learn from their mistakes, "Only while sleeping one makes no mistakes." He encourages "Consideration, respect, friendliness, generosity, sincerity, admitting your mistakes, listening to others". IKEA culture continues to thrive and develop. It's the story of spelling out simple concepts and will survive if it's passed down to new co-workers in an era of great expansion.

"*Tillsammans* is not just a Swedish word. It is "the way we do things around here". (Kamprad)

"In the early days, the few IKEA co-workers in Småland learned that it was easier to find clever solutions, when they worked together. That is still the way to do it. All IKEA operations work more efficiently with the same small company spirit, motivating everyone to make common efforts, working hands on in teams, keeping costs low and connecting with each other to find better ways *tillsammans*, i.e. together!"

Working in an environment, where people feel motivated, satisfied and enthusiastic, strengthens the entire IKEA operation. That is why leaders everywhere in the IKEA world are expected to create such an environment with co-workers understanding that they play an essential part." (IOS)

Activity Four - Modal Verbs. Read the quick review of modals. Then give your own examples. *(Try to prepare your own example sentences at home).*

Can

To show ability

I can speak English.

To suggest a possibility /give an option

Customers can get reductions with the family card.

To ask for or to give permission

Can you call me? You can leave now.

Could

To show past ability

I could run 10 miles when I was young.

To ask a polite question



Could I call you?

To show possibility

The manager could come to meeting late today if there is a train strike in his area.

You could try doing it this way.

To show impossibility

He could not be here at the meeting. He is out of town.

Might

To show possibility

Why are there no co-workers in the department? They might be busy.

Should

To show advisability

You should really where protective shoes.

To show obligation

You should use the new system for your holiday request.

To show expectation

You should receive my report in two days.

Had better

To show advisability

We had better stop the meeting now. It is getting late.

Must

To show probability or to make a logical assumption

Ingvar must be out of the office this week as there is a meeting in Stokholm.

To show necessity

I must organise a staff meeting soon about targets.

To show prohibition

You must not lift parcels that are over a certain weight.



Have to

To show necessity

Anna has to send the report before tomorrow.

To show lack of necessity

I am glad that I do not have to cook tonight.

Would

To ask a polite question

Would you help me with these boxes?

To indicate future time in the sentence that is in the past

Mark promised that he would help me with my presentation.

Would rather -To show a preference

I would rather work in the kitchen department than the sofa department.

Would like - To express a desire

I would like to go to take my holiday in August.

Activity Five - What should you do, what would you do… explain a course of action in each of the following situations, that would be **the IKEA way**.

A. You are on the shop floor working on something and there are a lot of customers waiting in a department all in one place with not enough co-workers available.

B. A lorry load of very popular items arrives broken. Your are already low on stock.

C. You have not sold enough of an item which you was in a special offer and there is only a day left to reach your targets.

D. Customers are regularly leaving their plates and food trays on tables in the restaurant area.



E. A large family makes a big purchase in the store and there are at least three trolley loads of furniture. The mother is alone with small kids.

Activity Six - ***The Way You Do the Things You Do. Listen to the song and fill the gaps.***

"The Way You Do The Things You Do"

(The Temptations -https://www.youtube.com/watch?v=xHstlUiEaos)

You got a smile so bright
You know you could have been a
……..
I'm holding you so tight
You know you could have been a
……..
The way you swept me off my feet
You know you could've been a ……..
And baby you smell so sweet
You know you could've been some
……..

[Chorus:]
Well you could of been anything that you wanted to
I can tell
The way you do the things you do

As pretty as you are
You know you could've been a ……..
If good looks were minutes
You know you could have been an
……..
The way you stole my heart
You know you could have been a crook

And baby your so smart
You know you could have been a school
……..

[Chorus]

You make my life so rich
You know you could've been some money
And baby you're so sweet
You know you could have been some
……..

[Chorus]

As pretty as you are
You know you could've been a ……..
If good looks were ……..
You know you could have been an
……..
The way you stole my heart
You know you could have been a crook
And baby your so smart
You know you could have been a school
……..

- Which of the words you replaced in the song are things that you sell in IKEA?
- Which modal verbs are used in the song?
- Can you try to change the words of this song to reflect the IKEA culture and values - the way IKEA does things?

