Lead and Organise your Workplace

EAE Learning objectives for this lesson

Review modal verbs. Review will and going to for future predictions. Discussion about the future of retail. Comprehension activities.



Activity One - **Ask and answer with your teacher.**

1. What function do you work in and what job do you do?
2. How are your tasks organized?
3. How long have you worked there?
4. What is going to change about your job in the next few months?
5. How can you adapt to change?

Activity Two - **Read the text and answer the questions.**

(*The modals Should, Would, Can, Will and Could are used in the questions about the future. Will shows the future, Would shows the conditional, Can and Could show possibility.)*

In retail throughout the world, transformation is taking place. This is because consumer behavior and expectations are changing. Technology has changed the world and the habits of all consumers in most areas over the last twenty years. Even in the last year or two technology has enhanced and changed the retail experience. Today most shoppers will connect first with the internet before ever making a trip to a store to buy any larger item such as furniture, household appliances or accessories. If you think about how your own behavior has evolved over the last three years, you suddenly realize the scope of change! This means that the way a store functions must change. This also means that the jobs of all the people working in and around those stores have to change too. In IKEA you have a big blue box, people are used to this box and everything it contains, and the experience it offers. But things are being shaken up in the blue box! With face to face contact with customers you have the opportunity to create an emotional connection and to feel really positive about your brand. You have the chance to make the store an exciting place to be and a place to come back to.

1. What do you think **should** change in IKEA stores?
2. What **would** you change if you were in charge?
3. What **should** a store experience be like to attract new young visitors today?
4. How **could** the blue box be the place to be?
5. To what extent **should** IKEA try to adapt to online shopping?
6. **Should** IKEA focus more on the in store experience or on the online experience?
7. What new models, moving away from mechanical sales, can IKEA offer in the future?
8. How **will** IKEA jobs change in the next six months in your opinion?
9. How **can** you organise your workplace to optimise the customer experience?
10. **Will** still be the leader in home furnishings in five years time?



Activity Three - Making predictions about the future - Future tenses.

We use both will and to be going to when we want to make a prediction about the future.

When do we use the structure *to be going to + infinitive?*

We use the structure to be going to + infinitive if we make a prediction about the future because *we have evidence now that supports us in making that* ***prediction*****. This means that something now (in the present) tells us what is going to happen in the future.**

> *'It is going to be sunny tomorrow. Temperatures are going to be between 20 and 22 degrees Celsius. It is going to rain on the east coast in the evening. Tomorrow night is going to be cloudy'.*
>
> *"Unemployment levels are going to fall next year. The economy of the country is going to grow by 2%. Tax rates are going to decrease slightly. Taxes are not going to increase."*

When do we use the structure *will + infinitive*?

We use the structure **will + infinitive** to make a prediction about the future. However, if we use this structure we are *guessing*. We *do not have any evidence* in the present telling us what the future is going to be.

> *I will probably take a week off in December to go away on holiday.*
>
> *I don't think that I will be able to come to your party, I'll be busy finishing this report.*

Activity Four - Predictions about retail - Comprehension activity. Read the article and then watch the video and answer the comprehension questions.

"Chore" shopping will become easier, but the demand for "cherish" retail will be stronger than ever. In 2018, the act of buying commodities (i.e. buying things because we HAVE to) will become less of a chore. Players like Amazon and subscription businesses will make this part of retail easier through offerings like auto-renewals, one-tap purchases, and same-day delivery. In other words, the "chore" or routine component of shopping will become more streamlined.

Meanwhile, the experiential side of retail — the part that involves discovering great products and socializing with others — won't be going away. People will still make their way to physical stores, not because they want to "buy stuff," but because they want to get experiences that they won't find anywhere else.

"There is no doubt that Amazon will continue to disrupt distribution, in particular in the chore side of retail that not many of us like. Technology can predict our behavior and preferences and automation can deliver our bread, toilet paper or a replacement phone charger just in time. Alexa can be your personal assistant simplifying the chore of retail. "Alexa, we need more dishwashing liquid, and something eco-friendly please". I think this leads to a more delightful experience because it removes the chore.

But there is also no doubt that retail is becoming more vibrant and diverse. More independent stores not fewer. More artisan products. More carefully curated sets of products for you to fall in love with and cherish. It has never been easier to run a retail store than before. And technology is driving this."

Vaughan Rowsell Vend.



1. What is chore shopping?
2. What can technology predict?
3. What does Rowsell predict about experiential retail?

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Watch the video - https://www.youtube.com/watch?v=Bju5rMiFlsk

1. What is unique about this retailer?
2. What's interesting about the products they sell?
3. How have they been able to grow fast?
4. What technology are they using?

Activity Five - **Role Play.**

1. You are an external marketing company. You want to offer your services to IKEA to organise events in the store which will really create a buzz. You present to the store manager.

2. You are a young IKEA co-worker. You think that your store could do more with social media to get customers excited about renewal and events in the store. You approach your store manager with your ideas.

3. You are an anxious co-worker worried about their future because you have heard about transformation but you don't know what it entails. You talk to your manager.

Activity Six - Organisation for change.

A/ Complete the following sentences about the future of your job in retail:



1. I predict that there will be…
2. I would like to see…..
3. I will try to…..
4. In my work I could…..
5. I think that we should….
6. Moving forward we are going to…
7. In the future I can imagine that…..
8. In the near future it should be possible to….

B/ New Tools.

In view of the changes in technology and customer behavior what new tools do you think you could use to streamline your work? Predict some new tools which you think will be used in IKEA stores and in IKEA organisations in the next few months and years.

