

## **7. BA to meet trade unions for crisis talks**

*Unofficial strikes cause chaos for UK flag carrier at critical stage in drastic restructuring*

By Kevin Done

British Airways is holding crisis talks with unions today in an effort to end the unofficial industrial action that pushed its operations into chaos over the weekend.

BA, one of the top three European airlines, had to cancel more than 500 flights affecting nearly 100,000 passengers in the past three days. Many passengers camped out at packed BA terminals trying to rebook their flights.

The worst disruption was on Friday and Saturday. Striking check-in staff returned to work yesterday, but BA was still forced to cancel another 36 flights as it struggled to reposition crew and aircraft.

The industrial action is the worst suffered by the airline since a strike by cabin crew in 1997.

Rod Addington was appointed as BA chief executive in May 2000 with the urgent task of improving the morale of the airline's staff and restoring its reputation for customer service after a troubled period under his predecessor, Robert Ayling.

The unofficial strike by some BA customer service staff – chiefly check-in and ticket desk employees – at London Heathrow comes at a critical moment for the airline.

It is in the middle of a drastic restructuring programme aimed at cutting 13,000 jobs or 23 per cent of the workforce in just over two years to the end of September and taking £650m of annualized costs out of the business in the two years to the end of March.

BA was already expected to slide back into loss this year, despite the cost-cutting flowing from the restructuring. The industrial action, which came on one of the busiest weekends of the year for the airline with the start of the school holidays in the UK, is estimated to have cost BA several tens of millions of pounds in lost revenues. The group's average daily turnover last year was £21m.

The strikes were over planned changes to working practices and the introduction of automated clocking in and out of work. The changes were due to be introduced tomorrow. BA was unable to say before today's meetings with the three unions involved, the T&G, GMB and amicus, whether it would still press ahead with the changes to working practices.

Chris Avery, aviation analyst at JP Morgan, said the "reputational damage to [BA among] business travellers is not yet so serious, but this depends on this being the end of the industrial action.

Financial Times, July 21<sup>st</sup>, 2003

**Első feladat**

Olvassa el a „BA to meet trade unions for crisis talk” c. szöveget, és döntse el a szöveg alapján, hogy a megadott állítások igazak vagy hamisak. Válaszát írja az alábbi táblázatba, a példa (0) szerint!

ÁLLÍTÁS	IGAZ	HAMIS
<b>0. The strike broke out because BA wants to check their employees' arrival to and departure from work.</b>	<b>X</b>	
1. The employees are against changing their working practices.		
2. This is an official strike.		
3. The reputation of BA has been damaged irreversibly.		

**Második feladat**

Olvassa el újra a „BA to meet trade unions for crisis talk” c. szöveget, és jegyzetelési technikával, (maximum 5-6 szóval) töltse ki az alábbi táblázatot, a példa (0) szerint!

SZEMPONTOK	JEGYZETEK
<b>Date of last strike at BA</b>	<b>0. 1997</b>
Number of flights cancelled in current strike	4.
Number of passengers affected	5.
Planned workforce cuts in 2 years	6.
Trade unions taking part in the strike	7.
	8.
	9.
Many passengers' accommodation during the strike	10.
Why the strike's timing is very bad	11.
Name of present chief executive	12.
His tasks	13.
	14.
Name of previous chief executive	15.

## **8. Business Awards 2003**

### **Case studies**

The judges will be looking for evidence of excellence in each field which has resulted in growth in profits, customer base or employees over the past 12 months.

#### **A. Chey Garland, Garlands**

Garlands Call Centres was established in the North-East in 1997 by Chey Garland. The company provides inbound and outbound contact centre services via phone, e-mail and the web. Services range from customer retention and customer acquisition to credit management and customer lifecycle management. The company has experienced great growth over the last few years and recently opened a new site in Middlesbrough, together with Freeserve, that will provide the extra capacity to meet a growing demand for its services.

#### **B. Sussane Chambers, Bizz Energy**

BizzEnergy is a low-cost supplier of electricity to businesses in England and Wales. Established in Worcester in May 2000 by industry experts, BizzEnergy was determined to do things differently from the start in this complex and competitive market. Sussane Chambers, director of marketing, takes up the story:

“We’ve based our business model on keeping costs low and passing these savings on to our customers. We’ve always had very ambitious growth plans for the business – we now have a turnover of £60 million and hold one per cent of the market, which we believe is a fantastic achievement considering we’ve only been established for three years. We have always been keen to establish our brand so it stands out against the competition as bright and charismatic. We have also developed an excellent reputation for customer service – in fact, we have one of the highest levels of customer retention in the industry.”

#### **C. Viv Marsh, Postal Plants**

Viv Marsh began working in the horticulture industry in 1986 when he established Q Plants, a wholesale business selling rare and new herbaceous perennial plants. In 1998, Viv and his business partner and girlfriend, Lamorna Stevens, set up the internet site, Viv Marsh Postal Plants, giving them a valuable distribution channel for selling plants via mail order.

#### **D. Sprue Aegis plc**

Sprue Aegis plc, headquartered in Coventry, has developed a range of innovative and high-technology safety protection systems under the FireAngel brand name.

The company was established in 1998 by two Coventry University design-engineering graduates, Sam Tate and Nick Rutter, who had discovered the deficiencies of conventional battery-charged smoke alarms. The duo brainstormed some ideas and came up with a mains-powered smoke alarm which fits between the light socket and bulb and recharges automatically whenever the light is switched on.

## Feladat

Olvassa el a “Business Awards 2003” című szöveget, és döntse el, hogy melyik cégre vagy cégekre vonatkoznak az alábbi állítások. Megoldásait jelölje be a táblázatba, a példa (0) szerint. A példán kívül összesen 15 jó válasz van.

ÁLLÍTÁSOK	MEGOLDÁSOK			
	A	B	C	D
<b>0. They are the oldest business of the four.</b>			<b>X</b>	
1. They make products and they provide a service.				
2. They grew dynamically in the past year.				
3. They were established by two people.				
4. Their products have a brand.				
5. They are located on more than one company site.				
6. They had a technical invention.				
7. They specialize in telecommunications.				

## 9. Mastering the art of networking

Business is about linking products and services with buyers and sellers. Creating a mutually beneficial relationship between the buyer and seller isn't as simple as "if you build it, they will come." To the contrary, many businesses fail to invest time and energy in networking or to make the most of its benefits. I've found that attending events is a useful way of building contacts and business opportunities for my company.

Just showing up at an event doesn't guarantee you a list of valuable contacts. Networking is about connecting with the right people. Events offer opportunities to introduce yourself and your business to a select group of people.

By effectively "working the room," you build powerful relationships that serve as sources of revenue, business partners and a channel to future customers, vendors and employees. Without a clear networking strategy, you may find that although you've met a lot of people, you really have not gained from it. These are my tips:

..... 0 ..... When you arrive, politely ask the event organizer if you can see the guest list for people you need to meet. Always carry business cards. Set specific goals for each event, such as obtaining five new contacts. Be prepared to describe who you are and what you do in a minute or less.

..... 1 ..... Always carry a pen and paper to put down contact details. Before you leave the event, write down on the back of each person's business card what you promised them and when you promised to get back to them.

..... 2 ..... Your business card is a representation of you and what you have to offer. Give your card to those with whom possible future business opportunities exist.

..... 3 ..... People want to be seen as more than just a business opportunity. By establishing a personal contact before talking business, you break the ice, making it easier for you to pitch yourself, your product, service or company.

..... 4 ..... I always keep my right hand free, holding drinks in my left to avoid cold, wet greetings. Moreover, trying to switch hands is time-consuming.

..... 5 ..... Be proactive since most people are shy or reserved. Take time to speak to as many people as possible to ensure you make the most contacts.

..... 6 ..... A few days after the event, follow up with those you met. The gesture will illustrate your interest, efficiency and desire to develop a business relationship.

Lillian Vernon

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### Első feladat

Olvassa el a “Mastering the art of networking” című szöveget, és döntse el a szöveg alapján, hogy melyik bekezdéshez (0-6) melyik alcím (A-H) tartozik. Válaszát írja a táblázatba, a példa (0) alapján. Vigyázat, egy alcím felesleges!

- A. Plan your networking strategy.
- B. Work the room.
- C. Keep to the dress code.
- D. Give a firm, confident handshake.
- E. Mind the business card etiquette.
- F. Follow-up.
- G. Establish a relationship before giving your sales pitch.
- H. Organize yourself.

0	1	2	3	4	5	6
A						

### Második feladat

Olvassa el újra a szöveget, és a szöveg alapján döntse el, hogy az alábbi állítások igazak vagy hamisak, a példa (0) szerint.

ÁLLÍTÁSOK	IGAZ	HAMIS
0. Networking comes naturally to all businessmen.		X
7. Going along to events will provide you with contacts automatically.		
8. When you “work the room”, you walk around and introduce yourself to the other guests.		
9. It is useful to learn a short summary of your activities for an introduction.		
10. In business events you might find even suitable workers for your firm.		
11. A business card is important only because it contains the availability of a businessman.		
12. It is useful to write down information gathered from the new contacts on the same day you met them.		
13. It is a good idea to start talking business straight after the introduction.		
14. The author gave advice about keeping both hands free for writing and for handshakes.		
15. After the event we should write or telephone to the new contacts to show that we mean business.		

## **10. 345,000 join job trail from eastern Europe**

More than 345,000 eastern Europeans have come to work in Britain since the expansion of the European Union in May 2004. Home Office figures published yesterday showed that workers from the eight former Soviet-bloc countries continue to arrive in numbers far higher than those predicted by the Government.

Britain is the only leading economy that allows easy entry to accession country workers. Other EU members such as Germany and France exercised an option delaying full entry to the labour market for up to seven years.

Before the expansion, the Home Office cited a report suggesting that between 5,000 and 13,000 additional workers would arrive annually from the east. Yet by the end of last year, 345,410 had signed up to a special work registration scheme and an unknown number has taken up employment without informing the authorities.

Poles made up the largest group, with more than half the total applicants, followed by Lithuanians (13 per cent) and Slovaks (11 per cent). More arrivals are now working outside London, with East Anglia seeing the largest growth.

Separate figures published yesterday confirmed a continuing fall in applications for political asylum, which are now at their lowest level for 10 years. There were 25,720 applications in 2005, not including dependants, a fall of 24 per cent on the previous year. The country with the largest number of applicants was Iran (820), followed by Eritrea (595) and Afghanistan (510).

David Davis, the shadow home secretary, said the fall in asylum numbers was welcome but questioned the reliability of information about the whereabouts of failed applicants or the impact of large-scale immigration on services and infrastructure.

Mr Davis said that, contrary to Government predictions that 13,000 immigrants a year would arrive from EU accession countries, there were now almost 200,000 coming into the country annually in a "wholly uncontrolled" manner.

"The fact that the number is 15 times the Government's own maximum estimate is a further sign of how the Government has no grasp on the facts and figures of immigration," Mr Davis said.

Tony McNulty, the Home Office minister, said there was no evidence that migration from eastern Europe causing higher unemployment.

The European Commission recently hailed Britain as an example to be followed by other leading EU countries that have imposed quotas on workers from the eight countries - the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovenia and Slovakia.

**Első feladat**

Olvassa el a '345,000 join job trail from eastern Europe' című szöveget, és töltsse ki a táblázat hiányzó rovatait jegyzeteivel, a példa (0) szerint.

SZÁMOK	AMIRE VONATKOZNAK
<b>Példa: More than 345, 000</b>	<b>(0). number of Eastern Europeans coming to work in Britain since 2004</b>
	(1) the actual number of immigrant workers is ..... times more than the Government estimate
11	(2)
820	(3)
25,720	(4)
	(5) percentage of Lithuanian applicants for work
13,000	(6)
	(7) percentage of decrease of political asylum seekers compared to the previous year
8	(8)
	(9) number of people seeking political asylum from Afghanistan
200,000	(10)

**Második feladat**

Olvassa el újra a szöveget és döntse el a szöveg alapján, hogy a megadott állítások igazak vagy hamisak. Válaszát írja az alábbi táblázatba, a példa (0) szerint!

ÁLLÍTÁSOK	IGAZ	HAMIS
<b>(0) The European Union enlargement took place in 2004.</b>	<b>X</b>	
(11) All the European countries allow unlimited number of people to work from the newly joined countries.		
(12) The shadow home secretary is worried about the effect of immigration on unemployment in some sectors.		
(13) The Home Office Minister also thinks that immigration raises unemployment figures.		
(14) Fewer people have asked for political asylum than in the last years.		
(15) Some new immigrants do not register for work with the authorities.		