

The 7 Steps - January



1. CONTEXT



Amazon

Listening Questions 1

1. When was Amazon founded and who founded the company?
_____.
2. What percentage of Amazon's global workforce is women as of 2019?
_____.
3. What is a 'fulfillment center' and how many of them does Amazon have?
_____.
4. In what year did Amazon start using their own planes?
_____.
5. How many planes will their fleet include in 2021?
_____.

Listening Questions 2

1. What does 'AWS' stand for and how old is it?
_____.
2. What are two things AWS has helped Formula 1 do?
_____.
3. In the 2020 NFL Draft, what did AWS do?
_____.
4. What other technology company did the NFL partner with?
_____.
5. Which came first, Alexa or Kindle?
_____.

Discussion Questions

1. Which online shopping website do you prefer and why?
2. How diverse is your company's workforce? What are the advantages of working with people from different backgrounds?

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

Read the listening questions to check your understanding. Look up any new vocabulary.

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

4. CHECK ANSWERS

☐

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

☐

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

☐

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

☐

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Amazon was founded in 1994 by Jeff Bezos and is headquartered in Seattle, Washington.

Amazon employs hundreds of thousands of people around the world, and according to the company, about 43% of them were women as of the end of 2019. Globally, roughly 73% of their managers were men. When it comes to a **breakdown** of race and ethnicity in their US workforce, about 35% were white, just under 27% were African American, and approximately 15% were Asian. About 59% of their managers in the United States were white.

Amazon handles an **enormous** number of packages every year that have to make their way from the company's warehouses to their customers' doors. Amazon's global distribution network includes more than 175 'fulfillment centers', or in-house packing warehouses, the majority of which are located in North America.

Part of Amazon's distribution system includes their own **dedicated** fleet of planes, which first took off in 2016. In June 2020, Amazon announced they would be adding more planes to their fleet in the coming year to eventually bring their total to more than 80 aircraft.

Breakdown	Enormous	Dedicated	Enhance	Crunch
Fill-in the blanks with the appropriate word / phrase above:				
1. The company wants to _____ its reputation across the globe by investing more in CSR activities.				
2. The reporter gave viewers a city-by-city _____ of new COVID-19 cases in the last 24 hours.				
3. The manager _____ the numbers and decided she would hire an extra 10 people.				
4. Compared to most Japanese cars, North American vehicles are _____.				
5. I work from home a lot, so I have a _____ room in my house that only I use for business.				

TRANSCRIPT 2

One of Amazon's subsidiaries is Amazon Web Services (AWS), the cloud platform division they launched in 2006. In the first quarter of FY20, AWS accounted for about 14% of Amazon's net sales.

AWS has partnered with the sporting world on a number of projects. In late 2019, AWS explained how they have worked with Formula 1 to help them design cars that they hope will lead to more exciting on-track racing in the near future. AWS has also **enhanced** the fan experience by **crunching** data and displaying graphics that show viewers things such as how difficult it will be for a driver to pass the person in front of them, or what the gap between two drivers will be after they make their pit stops.

In April 2020, the NFL worked with several partners to hold their first ever virtual draft, two of them being AWS and Microsoft. AWS hosted and managed the video feed while Microsoft Teams was used for communication between the league and their clubs for the draft picks.

Some milestones in Amazon's history include going public in 1997, launching Kindle in 2007, coming out with Alexa in 2014 and buying Whole Foods in 2017.