1. You are going to watch the TED talk of the Facebook COO Sheryl Sandberg. Start with watching only the first 24 seconds of the video. From what you’ve seen, try to guess if Sheryl is going to talk about:

- How she started her career with Facebook
- The role of women in her company
- The role of women in our society

2. Now watch the whole video for the first time and answer the following questions.

- Were you right about 1?
- How many recommendations does she offer to the women?

3. Take a look at some of the collocations she uses and match up their parts. Then watch the video again and check yourself. Do you remember how each of the expressions is connected to the text?

<table>
<thead>
<tr>
<th>Career</th>
<th>to the top</th>
<th>Making it</th>
<th>pressure on</th>
<th>Face harder</th>
<th>opportunities</th>
<th>Underestimate</th>
<th>choices</th>
<th>Put more</th>
<th>the difference</th>
<th>Reach for</th>
<th>a choice</th>
<th>Reach for opportunities</th>
<th>A really deep</th>
<th>choices between</th>
<th>Feel like you are making</th>
<th>irony</th>
<th>To have</th>
<th>your abilities</th>
</tr>
</thead>
</table>

4. Look at the following CAREER collocations and phrases from MCMILLAN Dictionary. Are they connected to the topic of Sheryl Sandberg’s speech? In what way?

<table>
<thead>
<tr>
<th>career break</th>
<th>career woman</th>
<th>glittering career</th>
<th>end/ruin someone’s career</th>
<th>excellent career prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>career gapper</td>
<td>career structure</td>
<td>the peak/height of someone’s career</td>
<td>a good career choice</td>
<td>a good/smart/clever career move</td>
</tr>
</tbody>
</table>

5. Now choose the most appropriate answer for each of the questions:

a. At the very beginning of her talk, Sheryl refers to a lot of different numbers (13% of people in parliament are women; in the corporate world, 15-16% of seats are taken by women). She does it to:

i. show that women play a very important role in our society
ii. emphasize that women are not represented enough at the top
iii. show that men are much more important in our world and there is no way women could achieve that level
iv. demonstrate that women are represented in our society fairly well
b. She then tells a story about her pitching a deal in an office and the women’s room in order to make the audience understand that...
   i. Men don’t care about women’s feelings and needs
   ii. There are not enough women in the corporate world and that’s why their needs are not met
   iii. Men have to get used to more women in business

c. Sheryl’s personal example about her daughter who didn’t want her to leave for San-Francisco proves that..
   i. She also suffers because she has to make a choice between home and work, and she doesn’t have any right answer for all the situations
   ii. She always chooses work over personal life
   iii. She can make mistakes too

d. The phrase “sit at the table” in Sheryl’s talk stands for
   i. “don’t stand up when someone else is talking”
   ii. “stay at the table even when you are asked to leave”
   iii. “don’t sit at the side, you have every right to take part in a discussion”

e. Sheryl then tells a story about her college times, “intellectual history” course and her brother because..
   i. She wants to show that men pass exams much better in most cases
   ii. She wants everyone to remember women very often underestimate themselves, unlike men
   iii. She’d like to show that men and women have equal chances and abilities in studies

f. The phrase “don’t leave before you leave” is about...
   i. Finishing your work before you are allowed to
   ii. Women being not very confident about when they have to let the men take their place
   iii. Making room for the child the woman is going to have and her leaning back from the job

6. Work in pairs/ small groups. Answer the following questions as fully as you can.

<table>
<thead>
<tr>
<th>What was the point of substituting the name of Heidi Roizen with Howard Roizen? Did anything change after that? How do you feel about this example and the names substitution (Howard instead of Heidi Roizen)? Do you believe the results would be the same where you live?</th>
<th>What do you think your friends and family would say about the topic? Would their opinions differ a lot? Does it depend on their gender? What counter arguments do you think they would offer?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does Sheryl have children? If yes, how does this fact relate to her talk?</td>
<td>How do you feel about Sheryl’s ideas? Do you generally agree or disagree with her main points?</td>
</tr>
<tr>
<td>Why does Sheryl feel embarrassed about her own speech at Facebook and the conversation with a woman afterwards? Have you ever noticed anything like this in your life?</td>
<td>Would you expect the opinions to vary in your country and outside, in other countries?</td>
</tr>
<tr>
<td>Coming back to your country, do you think the opinions would be different now and 10-15 years ago?</td>
<td>Write an email to Sheryl and comment on her talk. What are the things you’d support her about? What are the points you’d like to disagree on?</td>
</tr>
</tbody>
</table>

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7. Look at the recent news cutouts from various websites. What conclusions can you make? What are the main trends you can spot? Does anything surprise you? Is it the same in your country? Are any of the ideas/opinions represented here very different from what Sheryl Sandberg thinks?

**To boldly go where few have gone before**

Women do not lack ambition, but they need to be more assertive in marketing their skills when they have boardroom aspirations.


**Gender Matters: Why Marketers Must Use Different Approaches When Advertising to Women vs. Men**

*Avoided by Techvibes Newsdesk on 13 Mar, 2013*

News flash: there are big differences between men and women.

But does this translate to marketing approaches in the digital age?


**MARKETING TO WOMEN**

**Harleys for Ladies**

Harley-Davidson, long a symbol of male pride, in November added a section on its Web site dedicated to women motorcyclists, with tips on how to ride a bike safely with the right gear. Harley was responding to the growing popularity of motorcycles among women. In 2003, women bought 16%, or 23,009, of all Harleys sold, vs. just 2% in 1985.

[Image: http://images.businessweek.com/ss/05/women/11.htm?slideShowSpeed=200]

**The best reason I can think of for staying at home is to enjoy being with your children while they are young - they'll be grown up and leave home soon enough. Also, so many kids these days are out of control because there is not consistent discipline... It can be acquired when one parent is home monitoring the kids.**

**Next best is if you stay at home you don't have to wear yourself out 'juggling' (a dread word) trying to manage job and home and kids.**

**The next best reason is you have plenty of time to do things that interest you, reading, watching TV, pursuing hobbies etc. and you are not stuck in some dreary office all day.**

**Another good reason is that they will not lose their beauty in pollution or after stressful work. After she will have more time to cook delicious food for their family.**

**Another one: work inside the home is as hard and as contributing to society and in many cultures women are expected to do all or most of it. Why should women do double work (outside and inside the home)?**

[Image: http://www.debate.org/debates/Should-woman-work-or-stay-at-home/2/]

**Seventy-eight per cent of dads say mums should stay at home, but more women with children actually WANT full time jobs**

By Associated Press and Daily Mail Reporter

Published: 20:59 GMT, 14 March 2013
Updated: 20:59 GMT, 14 March 2013

Comments (0) Share 254 Tweet 192

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8. Now watch Mckinsey presentation “Women matter” at http://www.mckinsey.com/features/women_matter groups. Make a summary answering the following questions:

- What are the main Mckinsey survey figures?
- What are the main questions brought up in the video?
- Why can it be beneficial for the company to have more women on board?
- What are a woman’s strengths in an organization if compared to a man’s?
- What “embedded mindsets” does our society have about women in management?
- Comment on your own feelings and reflections from the video. Is there something you can strongly relate to?

9. Look at the diagrams from PEW Research Center and comment on them, taking into consideration the information you can get from both of the graphs and from Sandberg’s presentation.

http://www.feministe.us

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10. Read an article from the financial Times “Taiwan: more women at the top” [http://blogs.ft.com/beyond-brics/2013/03/20/taiwan-more-women-at-the-top/#axzz2R6cQaHw6] Compare the situation discussed in the article to what is happening in your country.

Taiwan: more women at the top

Mar 20, 2013 12:24pm by Sarah Mishkin

How serious is Taiwan about gender equality and, specifically, getting women onto the boards of its listed companies? The stock exchange in Taipei recently amended its corporate governance guidelines to encourage companies “to take the factor of gender equality into consideration” in forming boards. Hardly the language of a determined crusader. But by regional and even global standards, Taiwan is not doing at all badly at getting women into senior positions.

The “number one reason” for suggesting companies think about board diversity, says Michael Lin, a senior executive vice president of the exchange, is to keep up with a global move towards considering diversity as an important indicator of good corporate governance. Nearby, he says, Singapore and Malaysia have been promoting it a lot.

“We see that is the international trend, so we just put this into so-called best practices,” Lin told beyondbrics. “It’s an encouragement mechanism, currently it’s not enforced or mandatory.”

So how does Taiwan rank in terms of boardroom gender equity? Not badly, compared at least to the relatively low level of board diversity globally.

Lin says about 11 per cent of the TWSE’s 6,000-odd board directorships are held by women. Of its more than 800 listed companies, 4.8 per cent have women as chairperson. That puts Taiwan ahead of both Hong Kong and Singapore, though all are behind the US and some European markets.

In Hong Kong, 10.7 per cent of directors are women, according to the 30% Club, an advocacy group for board diversity that recently started working to nudge groups listed there towards greater representation of women.

In Singapore, a few more than 7 per cent of the directors of companies listed on the SGX were women in 2011, according to research released last year by the National University of Singapore. The boards with the highest percentage of women — 10.3 per cent — were those of companies linked with Temasek Holdings, the government’s investment company.

By comparison, 15 per cent of directors in the UK and 16.1 per cent in the US are women, according to the 30% Club.

It probably helps that, at least in regional terms, Taiwan is a comparatively egalitarian society. Recent research by MasterCard found that Taiwan ranked ahead of Singapore, Hong Kong, Japan and Korea on women’s workforce participation, although it was behind Singapore and Hong Kong on the proportion of business leaders who are women.

The issue now, says Benson Liu, director of the Taiwan Corporate Governance Association, is that gender diversity is not high on the agendas of most local companies, although outright gender discrimination is illegal.

While local companies have some diversity at their executive level, it is not as high as foreign companies’ offices in Taiwan, he says.

“We haven’t gotten to that point,” says Liu.

What information can women get from this or such organizations? What is the mission of WIBN and how does it help to introduce the ideas of Sandberg and her supporters?

On the other hand, do you see any danger in such organizations?


- Make your own list of 5 women who you’d like to interview and think of at least 5 good questions you’d ask them. Compare them to your partner and choose the best 5 (out of 10) after that.

13. Congratulations!!! You are invited to a “men vs women at the top” talk show! Be ready to prove your point referring to some of the sources and ideas you’ve worked with in the previous sections. Prepare the notes for your speech!