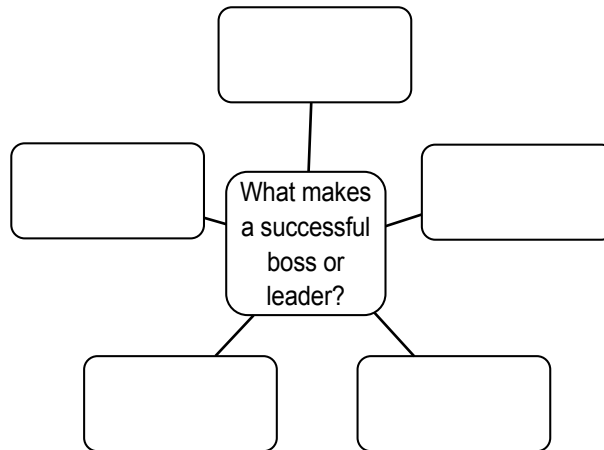


\$2bn woman: how Sheryl Sandberg became one of tech's most successful bosses

Level 1: Elementary

1 Warmer

a. What words describe a good boss? Complete the mind map. Then, discuss your answers.



2 Key words

a. Write the correct words from the wordpool to complete the definitions below. Then, find and highlight them in the article to read them in context.

advertising Chief Operating Officer (COO) fire hire strategy

1. the person who manages the daily work of a company _____
2. telling the public about a product or a service so they buy or to use it _____
3. a plan made to achieve a particular purpose or goal _____
4. give someone a job _____
5. force someone to leave their job _____

deal with equality feminist leadership social-media platform

6. talk to or meet someone to solve a problem, especially as part of your job

7. someone who believes that women should have the same rights and opportunities as men

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8. a website or app that allows users to create, share, and see content while connecting with other people or companies _____
9. the right for all people to receive the same treatment and opportunities _____
10. being in charge or having power in a situation, a company, or the government _____

b. Complete the sentences with words from the previous activity. You might have to change the form of the word.

1. How are you going to _____ the problem?
2. Which _____ do you use?
3. The new company is _____ their products on social media and TV.
4. Having _____ qualities is important to become a manager.
5. _____ have been asking for equal pay for many years.
6. Many people hope that there will be _____ for all in the future.

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18 January, 2024

- 1 Mark Zuckerberg hired Sheryl Sandberg as Facebook's chief operating officer in 2008. Zuckerberg, who founded Facebook at Harvard University, was just 23 – Sandberg, then 38, was “the adult in the room”.
- 2 The former sales executive at Google and chief of staff at the US Treasury became important in the global technology sector and was one of very few women at the top of the industry. She also made a lot of money and is now worth close to 2 billion US dollars.
- 3 Sandberg, now 54, left that role in June 2022, and on 17 January, she announced she was leaving Meta's board too.
- 4 Zuckerberg, the world's sixth-richest person, with an estimated 133 billion US dollars, thanked Sandberg for the work she did for “our company and community over the years.”
- 5 Zuckerberg has said Sandberg “handles things I don't want to. All that stuff that in other companies I might have to do. And she's much better at that.”
- 6 That “stuff” included an advertising strategy and hiring and firing employees. She also dealt with other complicated issues, such as the Cambridge Analytica scandal, the January 2021 attack on the US Capitol, and the documents leaked by Frances Haugen.
- 7 “Sheryl Sandberg may believe that she is a feminist, but her decisions at Meta made social-media platforms less safe for women, people of colour, and the American electoral system,” Shaunna Thomas, a feminist, said.
- 8 However, Debra Williamson, at Insider Intelligence, said that from a business point of view, “What she built at Facebook is pretty powerful and will go down in the history books.”
- 9 She has also written two books. 2013's *Lean In: Women, Work, and the Will to Lead* became an international bestseller.
- 10 “What we realised is that to really get to equality, equality in leadership everywhere, we're going to have to go younger,” she said last year. “Who wants to say to a girl seven years before she enters the workforce, ‘One day you're going to be in a meeting, and some man is going to talk over you, voice something you just said and get credit for your ideas.’”
- 11 Her second book, *Option B*, is about facing challenges, building emotional strength and “finding joy” after her husband's death.
- 12 Sandberg will now spend more time working with a charity she set up to focus on women and work.

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3 Comprehension check

a. Answer the questions using information from the article.

1. What was Sheryl Sandberg's job at Facebook in 2008?
2. Which two places did Sandberg work before Facebook?
3. How much money is Sandberg worth, according to the article?
4. Who is worth more, Sandberg or Zuckerberg?
5. When did Sandberg leave the COO role at Facebook?
6. What is some of the "stuff" Sandberg did at Facebook?
7. What does Shaunna Thomas think Sandberg's decisions did?
8. What does Debra Williamson think about Sandberg's decisions?
9. What are the names of her two books?
10. What is Sandberg planning to do now?

4 Key language

a. Find each sentence from the article and fill in the verb.

1. Mark Zuckerberg (hire) _____ Sheryl Sandberg as Facebook's chief operating officer in 2008.
2. Zuckerberg, who (found) _____ Facebook at Harvard University, was just 23.
3. She also (make) _____ a lot of money and is now worth close to 2 billion US dollars.
4. On 17 January, she (announce) _____ she was leaving Meta's board.
5. Zuckerberg (thank) _____ Sandberg for the work she (do) _____ for "our company and community over the years."

b. Choose three verbs from task A and write personalised examples using simple past.

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5 Discussion

a. Discuss these statements.

- "Good leadership leads to success."
- "Age and experience are important for leaders."
- "When women are leaders, they are treated differently."

6 In your own words

a. Do some research about women in leadership positions.

- Which industry has the most/fewest female leaders?
- Which country has the most/fewest female leaders?
- How can we improve equality in leadership?

b. Report your findings to the class and share your opinions. Here are some phrases to help you when you discuss facts.

It's interesting that ...

According to my research, ...

One example is ...

Another idea is ...

Here are some phrases to use when stating your opinion.

I think (that) ...

In my life, ...

From what I've seen/heard/read, ...

In my understanding/opinion, ...

I (dis)agree with ...