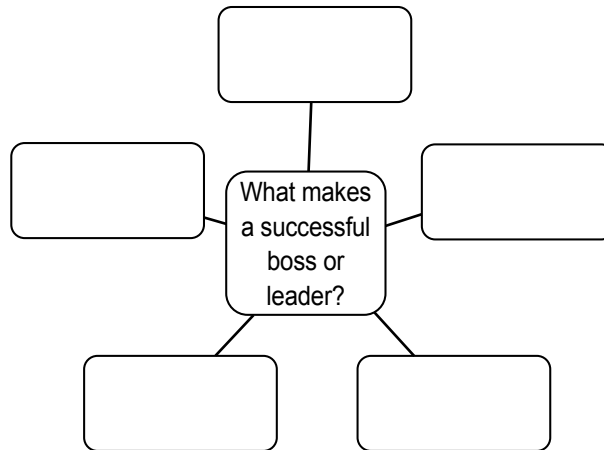


## \$2bn woman: how Sheryl Sandberg became one of tech's most successful bosses

Level 2: Intermediate

### 1 Warmer

a. What makes 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.

controversy	equality	ethical	feminist
initial public offering	investment	political	resign
scandal	social network	whistleblower	workforce

- \_\_\_\_\_ a social-media site or app where users can communicate with each other by adding information, messages, images, etc
- \_\_\_\_\_ giving money to a business to help it grow
- \_\_\_\_\_ the first sale of a company's shares to the public
- \_\_\_\_\_ connected to the state, government, or public affairs
- \_\_\_\_\_ connected to beliefs and principles about what is right and wrong
- \_\_\_\_\_ a person who tells people in authority or the public that the company they work for is doing something wrong or illegal
- \_\_\_\_\_ behaviour or an event that happens which people think is morally or legally wrong and causes public feelings of shock or anger
- \_\_\_\_\_ officially tell somebody that you are leaving your job, an organisation, etc.



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### Level 2: Intermediate

9. \_\_\_\_\_ someone who believes that women should have the same rights and opportunities as men and acting on that belief
10. \_\_\_\_\_ public discussion about something many people strongly disagree about
11. \_\_\_\_\_ the right of different groups of people to have a similar social position and receive the same treatment
12. \_\_\_\_\_ the people who work in a company, industry, country, etc.

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

1. The \_\_\_\_\_ told the news about the company's harmful actions.
2. Which \_\_\_\_\_ do you use the most?
3. Remote work has changed where the \_\_\_\_\_ do their jobs.
4. Do you think the governor's decision was good for the people, or was it a \_\_\_\_\_ move?
5. \_\_\_\_\_ have been asking for equal pay for many years.
6. The new start-up company needed a huge \_\_\_\_\_ to continue operating.
7. The politician spoke on the news about the corruption \_\_\_\_\_.
8. After the drop in revenue, the CEO \_\_\_\_\_ because people did not trust him to do a good job anymore.

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### Level 2: Intermediate

Rupert Neate

18 January, 2024

- 1 Mark Zuckerberg hired Sheryl Sandberg as Facebook's chief operating officer in 2008 as the social network was growing fast and trying to attract investment. Zuckerberg, who founded Facebook in his Harvard dorm room, 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 an important figure in the global technology sector and 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 “Thank you, Sheryl, for the extraordinary contributions you have made to our company and community over the years,” said Zuckerberg, the world's sixth-richest person with an estimated 133 billion US dollars.
- 5 Sandberg was one of six executive officers named when Facebook filed for an initial public offering in 2012. With her exit, only Zuckerberg remains. She had been seen as so critical to the company's success that she was named alongside the founder as a potential risk to investors' money if they were to leave.
- 6 Describing her role at Facebook, Zuckerberg has said she “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.”
- 7 That “stuff” included developing an advertising strategy to make the company hundreds of billions a year and hiring and firing employees. She also handled political and ethical issues, dealing with the Cambridge Analytica breach, the January 2021 attack on the US Capitol and the documents leaked by the whistleblower Frances Haugen.
- 8 The series of scandals prompted calls for Sandberg to resign and led to questions about her as a women's rights supporter.
- 9 “Sheryl Sandberg may believe 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,” a woman's activist said. “Sandberg had the power to take action for 14 years, yet consistently chose not to.”
- 10 However, Debra Williamson, an analyst at Insider Intelligence, said: “There have been plenty of controversies surrounding Meta, but from a purely business standpoint, what she built at Facebook is pretty powerful and will go down in the history books.”
- 11 Sandberg went in front of Congress in 2018 to answer for Facebook's mistakes and allegations connected to the 2016 election, and again in 2021 regarding the company's role in the Capitol riots.
- 12 As well as running one of the world's largest technology companies, she has also found time to write two books. 2013's *Lean In: Women, Work, and the Will to Lead* became an international bestseller and established Sandberg as a leader in female empowerment.
- 13 “What we realised is that, in order to really get to equality, equality in leadership everywhere, from our parliaments to our statehouses to our homes, 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.’”
- 14 Her second book, *Option B*, is about facing challenges, building emotional strength and “finding joy” after her husband's death.
- 15 Sandberg will now spend more time working with a foundation she set up to focus on women's issues in the workplace and “build a more equal and resilient world”.

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First published in *The Guardian*, 18/01/2024

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### Level 2: Intermediate

#### 3 Comprehension check

a. Answer the questions using information from the article.

1. What was Sheryl Sandberg's first role at Facebook in 2008?
2. What were two of Sandberg's jobs 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 happened at Facebook in 2012?
7. What is some of the "stuff" Sandberg did at Facebook?
8. What did advocates call for Sandberg to do because of scandals?
9. What are the names of her two books?
10. What is Sandberg planning to do now?

#### 4 Key language

a. Complete the sentences from the text using the verb in brackets in Simple Past or Present Perfect. Then, go back to the article and check your answers.

1. Mark Zuckerberg (hire) \_\_\_\_\_ Sheryl Sandberg as Facebook's chief operating officer in 2008.
2. She (make) \_\_\_\_\_ a lot of money and is now worth close to 2 billion US dollars.
3. Zuckerberg (say) \_\_\_\_\_ she "handles things I don't want to."
4. She also (handle) \_\_\_\_\_ political and ethical issues.
5. Debra Williamson said, "There (be) \_\_\_\_\_ plenty of controversies surrounding Meta."
6. She also (find) \_\_\_\_\_ time to write two books.

b. Write three sentences using Present Perfect to talk about an indefinite time in the past.

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### Level 2: Intermediate

#### 5 Discussion

a. Discuss these statements.

- "Good leadership leads to success."
- "Age and experience matter for leaders."
- "Women face different expectations when they are leaders."

#### 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 ...*

*Some ways to do this are ...*

*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 ...*