

Crisis at Clifton

In this fun, interactive reader you will learn and practise business English. The goal is to save the Clifton Creative Agency, but to do this you must make the correct decisions.

▶ section 1

Read the story carefully, look at the different options and then turn to the correct section to make your decision.



You can win bonus points as you move through the story. If you win a bonus point, mark it on the scorecard on page 186.

◀ section 1

If you make a bad decision, you will have to start the chapter again.



Sometimes you have to write down important information. If you see this symbol, write down the information on page 186.



You can listen to the audio at www.richmondelt.com/international/resources/richmond-mazes

suburb* You can check the meaning of words with this symbol in the glossary on page 187.

Good luck!

Chapter 1

Section 1

1



It is spring in Australia. The sun is shining and it is a beautiful day in the Sydney suburb* of Manly. In the street outside, people are smiling and chatting happily. Everyone seems cheerful* ... everyone except you! You are nervous – very nervous, because you are sitting in the reception of Clifton Creative Agency and today is the first day of your new job.

The staff* at Clifton are young and trendy*. As you sit in reception, you watch people walking past wearing slim-fit jeans, cool* glasses and fashionable clothes. It feels like a very different world from your last job in the auto industry*, and you feel slightly out of place.

Then you remember why Clifton gave you the job. Their biggest client* is a car company – Avoca Autos. In your last job, you were head of brand* advertising for a major Australian car manufacturer and you commissioned* advertising agencies to create your company's car adverts. Bored of your old position, you decided to look for a more creative job in advertising. Now you are an account director at Clifton – you will manage the agency's relationships with their clients. 'Everything's going to be OK,' you think. 'I'm not an expert in advertising, but I do know about the car business. Clifton needs me.'

While you are waiting in reception, you hear a lot of noise coming from the offices. Suddenly a door opens, and a man comes out. He has curly black hair which is a little grey at the sides. He is wearing a smart

dark suit. He seems stressed* and he walks up and down, talking under his breath. Then he takes a piece of gum* out of his pocket and starts chewing* it, angrily.

Do you ...

1 introduce yourself?

▶ section 2

2 wait to see what happens?

▶ section 3

2 Section 2

'Er ... excuse me,' you say.

'Can I help you?' the man asks. He comes closer to you. There is a security card on his jacket. Reading it, you see that his name is 'John Miller' and that he works for Clifton. This man is one of your new colleagues*.

'Oh, we're going to be working together,' you say. You tell him your name.

'Oh, yes,' says John. 'Welcome to Clifton. I'm John Miller.'

You shake hands. His handshake* is very hard – too hard, and you feel slightly uncomfortable. At last, he takes his hand away. 'I'm an account director, too,' says John.

'I'm pleased to meet you,' you say.

Strangely, John does not respond. He scratches* his head and chews his gum noisily. 'Come inside and meet the team,' he says. 'I hope you're ready for this job because we have a very busy day in front of us.' He swipes* his security card and the glass doors to Clifton's offices open. You follow him inside. As you walk down the corridor together, you have the opportunity to make small talk* with John.

What do you say?

1 'How did you get into the advertising business, John?'

▶ section 7

2 'So, John, how's everything going at Clifton?'

▶ section 8

Section 3

The man walks up and down, scratches* his head and talks angrily to himself. You think about introducing yourself, but in the end you decide to stay on the sofa. Finally, the man goes back through the doors into the office. He nearly walks into a woman who is coming out. 'Sorry, Sylvia,' he mutters* and then he goes through the door.

You recognise* her. She is Sylvia, the office manager. You met her at your interview. 'Hello,' she says. 'It's so nice to see you again. Welcome to Clifton.'

'Thank you, Sylvia,' you say. 'I'm very excited to be here.'

'Shall we go in?' Sylvia asks. She swipes* her security card and the door opens. As you walk down the corridor together, you have the opportunity to make small talk* with her.

What do you say?

1 'How are things going at Clifton?'

▶ section 4

2 'Who was that man in reception just now?'

▶ section 5

Section 4

Sylvia shakes* her head. 'That's a very good question!' she says. 'The company's been very successful over the years, but recently, we've started to get worried. There are lots of new agencies opening and they all want a piece of our business.'

'Is the company in danger?'

'I don't know,' says Sylvia. 'You'll have to ask Karen that, but I do know that the company needs new ideas. When we heard that you were going to start, everyone was talking about it. Why should the company recruit* an outsider* from the car industry? Nobody understood it.'

You are not sure what to say. Sylvia changes the subject. She chats about her home life. She is very friendly and she tells you about her teenage son. Apparently, she lives alone with him.

Finally, she opens the door of an office. 'This is Karen Booth's office.'

▶ section 6