

AUDIO SCRIPT

[F1: Female Interviewer; M1: Male Interviewee]

F1: Good morning, viewers. Today's guest is Andy Dragusha. Andy is the Managing Director of WizTech Media, a company that develops applications for tablets and smartphones. Welcome to the program, Andy. I hope I pronounced your name correctly.

M1: Close enough, Laura. Good to be here.

F1: Andy, I want to talk about two things. Firstly, the apps you're developing for kids, and secondly, your creative workplace. Other companies are developing similar apps, but your company is generating a lot of interest because... Well, why don't you explain...

M1: Certainly, Laura. Well, my colleagues and I have similar interests—we love science. For example, we read everything we can about ecology and oceanography. We're concerned about the environment and the future of our planet. For instance, climate change is our number one problem in my view. Ten years ago, we started building video games based on these important scientific themes. Last year, we decided to concentrate on apps because the future is mobile. Almost everyone carries a device these days.

F1: It sounds like a great way to get kids involved in serious issues and have fun at the same time.

M1: Exactly, Laura. We're convinced that kids learn faster when they're enjoying themselves. So, the important thing is to have fun while learning. Kids can't concentrate when they're bored. Adults are similar.

F1: That leads me to my next question. A lot of companies treat their employees like children. They have a lot of rules and a set schedule. People can't come and go as they please. But research shows that this is a terrible idea. Employees are more likely to work less and take more time off.

M1: That's right, Laura. It's true. I don't know why more companies don't concentrate on making their employees happier. There's so much convincing data that demonstrates happy employees help to increase their company's profits. For example, I read an article recently that said the number one thing employees want is respect. It doesn't matter how much they earn, respectful treatment is the most important factor in job satisfaction. Respect is more important than money.

F1: So, how do you treat your employees, Andy? Respectfully, I assume...

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M1: Well, you'd have to ask them, but I certainly try to. We certainly have no set schedule at the office. People can come in or they can work from home. It's entirely up to them.

F1: But doesn't research also show that people generate more creative ideas when they're working together?

M1: Yes, that's true. But if you force people to work in an office, they're not going to feel creative. They're going to feel miserable.

F1: Okay, so what else?

M1: Well, we have a gym, a daycare center, and a movie theater. Employees get six weeks' vacation each year. The menu in our cafeteria has a different theme every week. For example, last week we had Indian food and this week we have Moroccan food.

F1: That's wonderful, Andy. Stay tuned viewers. We'll be back after this short break...