

INDRA NOOYI

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THE READING / TAPESCRIPT

Indra Krishnamurthy Nooyi is the chairwoman and CEO of PepsiCo, which is the world's fourth-largest food and beverage company. She broke the mould at PepsiCo as all previous CEOs were white American men. Nooyi was fifth on 'Time' magazine's 2007 list of the world's 100 most powerful women. She is the most powerful woman in world business according to 'Fortune' magazine.

Nooyi was born in 1955 in Chennai, India. As a child, she always did things differently. She never accepted the traditional role of an Indian girl. She joined a cricket team and played guitar in a rock band. Nooyi got a Bachelor's degree in chemistry in 1974 and went on to do a Master's in management at Yale, graduating in 1978.

Nooyi's first job in the USA was with the Boston Consulting Group. She did well and moved on to a senior executive position at Motorola and then as head of strategy at ABB. Her skill in helping ABB achieve success in America caught the attention of PepsiCo boss Wayne Calloway. He told her he "would make PepsiCo a special place" for her.

Nooyi has transformed PepsiCo's fortunes and made it into a food and drink empire. She reshaped its brand identity and bought up many established brands including Tropicana and Quaker Oats. All of this helped double the company's profits. She was made CEO in 2006. In March 2008, Nooyi was elected chairperson of the US-India Business Council, strengthening US-Indian trade relations.

244 words
Flesch Kinkaid 9.6

SYNONYM MATCH: Match the words from the article on the left with their synonyms on the right. Are your answers the same as other students'?

Paragraphs 1 and 2

- | | |
|-----------------|----------------------|
| 1. beverage | a. group |
| 2. previous | b. consistently |
| 3. according to | c. former |
| 4. always | d. customary |
| 5. traditional | e. drink |
| 6. band | f. in the opinion of |

Paragraphs 3 and 4

- | | |
|-------------------|----------------|
| 7. executive | g. talent |
| 8. skill | h. famous |
| 9. attention | i. changed |
| 10. transformed | j. management |
| 11. established | k. reinforcing |
| 12. strengthening | l. notice |

PHRASE MATCH: Match the following phrases from the article.

- | | |
|-----------------------------|-----------------------|
| 1. food and | a. white American men |
| 2. all previous CEOs were | b. empire |
| 3. she always did | c. do a Master's |
| 4. the traditional role | d. beverage company |
| 5. went on to | e. company's profits |
| 6. She did well and | f. things differently |
| 7. caught the attention | g. trade relations |
| 8. a food and drink | h. of an Indian girl |
| 9. double the | i. of PepsiCo boss |
| 10. strengthening US-Indian | j. moved on |

LISTENING GAP FILL:

Indra Krishnamurthy Nooyi is the chairwoman _____ PepsiCo, which is the world's fourth-largest food _____ company. She broke the mould at PepsiCo _____ CEOs were white American men. Nooyi was fifth on 'Time' magazine's 2007 list of the world's 100 most powerful women. She is the most powerful woman in world business _____ 'Fortune' magazine.

Nooyi was born in 1955 in Chennai, India. _____, she always did _____. She never accepted the traditional _____ Indian girl. She joined a cricket team and played guitar in a rock band. Nooyi got a Bachelor's degree in chemistry in 1974 and _____ a Master's in management at Yale, graduating in 1978.

Nooyi's first job in the USA _____ Boston Consulting Group. She did well and moved on to a senior executive position at Motorola and then as _____ at ABB. Her skill in helping ABB achieve success in America caught _____ PepsiCo boss Wayne Calloway. He told her he "would make PepsiCo _____" for her.

Nooyi has transformed PepsiCo's fortunes and made it into a food and _____. She reshaped its _____ and bought up many established brands including Tropicana and Quaker Oats. All of this _____ the company's profits. She was made CEO in 2006. In March 2008, Nooyi was elected chairperson of the US-India Business Council, strengthening US-Indian _____.

CHOOSE THE CORRECT WORD:

Delete the wrong word in each of the pairs in italics.

Indra Krishnamurthy Nooyi is the chairwoman and CEO *of / for* PepsiCo, which is the world's fourth-largest food and beverage company. She *broke / broken* the mould at PepsiCo as all *previous / previously* CEOs were white American men. Nooyi was fifth on 'Time' magazine's 2007 list of the world's 100 most powerful women. She is the most powerful woman in world business according *for / to* 'Fortune' magazine.

Nooyi was born in 1955 in Chennai, India. *As/ Was* a child, she always did things differently. She never accepted the traditional *role / roll* of an Indian girl. She joined a cricket team and played guitar in a rock band. Nooyi got a Bachelor's degree in *chemists / chemistry* in 1974 and went *on / in* to do a Master's in management at Yale, graduating in 1978.

Nooyi's first job in the USA *was / is* with the Boston Consulting Group. She did well and moved *in / on* to a senior executive position at Motorola and then as head of strategy at ABB. Her *skill / skillful* in helping ABB achieve success in America *trapped / caught* the attention of PepsiCo boss Wayne Calloway. He told her he "would make PepsiCo a special place" for her.

Nooyi has *transformed / transformation* PepsiCo's fortunes and made it into a food and drink *colony / empire*. She reshaped its brand identity and bought up many established *brands / branding* including Tropicana and Quaker Oats. All of this helped double the company's *profits / profit and loss*. She was made CEO in 2006. In March 2008, Nooyi was elected chairperson of the US-India Business Council, strengthening US-Indian trade relations.

SPELLING:

These jumbled words are from the text. Spell them correctly.

Paragraph 1

1. food and egevaerb company
2. broke the lmoud
3. the most louewpfr woman
4. cdgorcian to 'Fortune' magazine

Paragraph 2

5. she always did things fyfrenitdle
6. She never pdacecet the traditional role
7. She nejoid a cricket team
8. dgeeer in chemistry

Paragraph 3

9. a enrios executive position
10. head of ttryages
11. caught the itantneot of
12. a aslpcie place

Paragraph 4

13. Nooyi has transformed PepsiCo's tfnorseu
14. She reshaped its ardnb identity
15. ueblod the company's profits
16. US-Indian trade aliesnrot

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

- () strategy at ABB. Her skill in helping ABB achieve success in America caught the
- () the company's profits. She was made CEO in 2006. In March 2008, Nooyi was elected
- () chairperson of the US-India Business Council, strengthening US-Indian trade relations.
- () beverage company. She broke the mould at PepsiCo as all previous CEOs were white American men. Nooyi was
- () fifth on 'Time' magazine's 2007 list of the world's 100 most powerful women. She is the most
- () well and moved on to a senior executive position at Motorola and then as head of
- () in chemistry in 1974 and went on to do a Master's in management at Yale, graduating in 1978.
- () powerful woman in world business according to 'Fortune' magazine.
- () Nooyi was born in 1955 in Chennai, India. As a child, she always did things differently. She never accepted the traditional
- () attention of PepsiCo boss Wayne Calloway. He told her he "would make PepsiCo a special place" for her.
- () Nooyi's first job in the USA was with the Boston Consulting Group. She did
- () identity and bought up many established brands including Tropicana and Quaker Oats. All of this helped double
- () Nooyi has transformed PepsiCo's fortunes and made it into a food and drink empire. She reshaped its brand
- (**1**) Indra Krishnamurthy Nooyi is the chairwoman and CEO of PepsiCo, which is the world's fourth-largest food and
- () role of an Indian girl. She joined a cricket team and played guitar in a rock band. Nooyi got a Bachelor's degree

SCRAMBLED SENTENCES

With your partner, put the words back into the correct order.

1. fourth-largest the food world's and company beverage

2. men previous were American all CEOs white

3. , differently she As always a did child things

4. of girl accepted role Indian never traditional an She the

5. management went do in Yale to Master's at on a

6. on moved and well did She

7. a he special would place make for PepsiCo her

8. Nooyi PepsiCo's has fortunes transformed

9. of All profits company's the double helped this

10. trade Indian - US strengthening relations

INDRA NOOYI DISCUSSION:

STUDENT A's QUESTIONS (Do not show these to student B)

1. What do you know about Indra Nooyi?
2. Would you like to meet Indra Nooyi?
3. What would you like to know about Indra Nooyi and why?
4. _____
5. _____
6. _____
7. _____
8. _____

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INDRA NOOYI DISCUSSION:

STUDENT B's QUESTIONS (Do not show these to student A)

1. What did you learn from this text about Indra Nooyi?
2. What questions would you like to ask Indra Nooyi?
3. What would her answers be to those questions?
4. _____
5. _____
6. _____
7. _____
8. _____

INDRA NOOYI SURVEY:

Write five questions about Indra Nooyi in the table. Do this in pairs/groups. Each student must write the questions on his / her own paper.

Without your partner, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

Return to your original partner(s) and share and talk about what you found out. Make mini-presentations to other groups on your findings.

WRITING:

Write about Indra Nooyi for 10 minutes. Show your partner your paper. Correct each other's work.

Lined writing area with horizontal lines for writing.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find more information about Indra Nooyi. Talk about what you discover with your partner(s) in the next lesson.

3. INDRA NOOYI POSTER: Make a poster showing the different stages of the life of Indra Nooyi. Show your poster to your classmates in the next lesson. Did you all find out similar things?

4. MAGAZINE ARTICLE: Write a magazine article about Indra Nooyi. Include an imaginary interview with her. Write about what she does every day and what she thinks about.

Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to Indra Nooyi. Ask her three questions about her life. Give her three suggestions on what she should do in her future. Read your letter to your partner(s) in your next lesson. Your "Indra Nooyi expert" partner(s) will try and answer your questions.

ANSWERS

SYNONYM MATCH:

Paragraphs 1 and 2

- | | |
|-----------------|----------------------|
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| 2. previous | b. former |
| 3. according to | c. in the opinion of |
| 4. always | d. consistently |
| 5. traditional | e. customary |
| 6. band | f. group |

Paragraphs 3 and 4

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| 8. skill | h. talent |
| 9. attention | i. notice |
| 10. transformed | j. changed |
| 11. established | k. famous |
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PHRASE MATCH:

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|-----------------------------|-----------------------|
| 1. food and | a. beverage company |
| 2. all previous CEOs were | b. white American men |
| 3. she always did | c. things differently |
| 4. the traditional role | d. of an Indian girl |
| 5. went on to | e. do a Master's |
| 6. She did well and | f. moved on |
| 7. caught the attention | g. of PepsiCo boss |
| 8. a food and drink | h. empire |
| 9. double the | i. company's profits |
| 10. strengthening US-Indian | j. trade relations |

ALL OTHER EXERCISES

Look at the text on page 2.