



SERVICES CULTURE ÉDITIONS
RESSOURCES POUR
L'ÉDUCATION NATIONALE

**Ce document a été numérisé par le CRDP de Bordeaux pour la
Base Nationale des Sujets d'Examens de l'enseignement professionnel**

Campagne 2009

Ce fichier numérique ne peut être reproduit, représenté, adapté ou traduit sans autorisation.

BREVET DE TECHNICIEN SUPÉRIEUR
Assistant Secrétaire trilingue

E2 - LANGUE VIVANTE
ANGLAIS

Durée : 2 heures

Coefficient : 2,5

**Aucun dictionnaire unilingue, bilingue
ou électronique n'est autorisé**

Team-building on a project for charity

Companies have been using off-site meetings and retreats to foster a sense of camaraderie among employees for decades but obstacle courses or golf tournaments are becoming dated.

5 Today, more corporations are turning to volunteer projects to get their people motivated and working as a team. In many cases, participants say such activities help them forge bonds that remain even after they return to the office. When the breweries Molson and Coors merged, the new leadership team wanted to start things off on the right foot with a team-building exercise.

10 The 11 members of the executive team spent a full day this year helping build a house under the tutelage of Habitat for Humanity. "We had to unload this truck full of cement roof tiles. We actually had to figure out how to have a bucket line, handing these very heavy tiles from one person to the next. That's the ultimate team-building exercise" a manager said. The number of organizations setting aside an afternoon or even a full day during an off-site meeting or convention to frame a house, build a playground or paint an after-school center is on the rise.

15 A. Ranzer, director of Impact 4 Good, an organization that matches corporate groups with volunteer opportunities, said the number of requests had gone up 50 percent in the past year. "We really are getting a lot more calls. It's something companies are picking up for multiple reasons", Ranzer said. "They see values in it for image purposes. Consumers are looking for companies that care." Statistics back up his assertion. According to a study, 86 percent of American consumers who responded said that they were very likely to switch to a brand associated with a cause, if product price and quality were equal.

25 A company perceived as a good corporate citizen could reap benefits ranging from better recruitment and retention to stronger relationships with customers and suppliers. "Young people today and new employees are looking for organizations that really do demonstrate ethical core values," said S. Allen of Deloitte & Touche USA. At a Deloitte meeting, about 250 participants built a playground with Kaboom, a non-profit group that builds and refurbishes outdoor play areas in disadvantaged neighborhoods.

30 Allen said that many employees did not have the chance to get to know one another while at the office. Labouring side by side on a volunteer project gave them the opportunity to build relationships that enhanced their communication and productivity when they returned to the office.

35 United Parcel Service orchestrates volunteer projects for new managers. For example, it organized for them a day trip to a cooperative that collects second-hand medical equipment and distributes it to hospitals in developing countries. New managers were put to work sanitizing equipment like operating tables and wheelchairs, loading them onto pallets and wrapping them for shipping.

40 An employee said that when she had worked on a project refurbishing a Boys and Girls Club in Las Vegas, youngsters turned out to thank her. "Frankly, in your day job you don't get that type of appreciation."

By Martha C. White

Adapted and abridged from *The International Herald Tribune*, May 19-20, 2007

I - COMPRÉHENSION DE L'ÉCRIT (30 POINTS)

1 - Rédaction d'un compte rendu en français (20 points)

Vous rédigerez un compte rendu structuré du texte (**200 mots ± 10%**).
Vous indiquerez **impérativement** le nombre de mots utilisés.

2 - Version (10 points)

Traduire en français de : «Allen said ...» (l. 31) à «...to the office.» (l 34).

II - EXPRESSION ÉCRITE (20 points)

Rédaction d'une lettre en anglais

- Vous êtes l'assistant(e) de Cassandra SMITH, directrice des ressources humaines de l'entreprise CATSKO à Chicago.
- Cette entreprise a été créée il y a six ans ; elle est spécialisée dans la fabrication d'équipement informatique et de logiciels pour l'industrie automobile. Le personnel compte 100 employés dont de nombreux cadres expérimentés, mais, face à une demande en hausse, vous avez, ces derniers temps, engagé un assez grand nombre de jeunes diplômés et commerciaux.
- Madame SMITH a lu sur le site Internet de The International Herald Tribune l'article paru le 19 mai 2007. Elle vous demande d'écrire une lettre qu'elle signera à A. RANZER, directeur de IMPACT 4 Good.

Vous devez :

- l'informer de l'intérêt porté par l'entreprise CATSKO aux programmes de IMPACT 4 Good,
- présenter l'entreprise CATSKO,
- montrer les bénéfices de tels programmes pour CATSKO,
- dire que CATSKO souhaite entrer en contact avec une association pour : séminaire de 2 jours / 10 cadres, 5 commerciaux,
- préciser les objectifs de ce projet : travail d'équipe, engagement dans une cause commune,
- demander la visite d'un des responsables de IMPACT 4 Good pour l'organisation du projet et l'établissement d'un devis,
- proposer la semaine du 06 au 10 juillet 2009 pour cette visite / possibilité de modifier ces dates si besoin,
- joindre une plaquette de présentation de CATSKO pour les aider.

Formules et présentation d'usage

CATSKO
4850 Math St Louis
CHICAGO, IL 60625

IMPACT 4 Good
229 West 43rd Street
NEW YORK, NY 10036