



This Company's Travel Program is Popular Among Gen-Z Employees

Description

Even junior employees within the marketing team at a California-based company are given the opportunity to partake in business travel. The company's leadership explains the rationale behind this innovative approach.

The younger demographic is increasingly enthusiastic about experiencing new places. Therefore, why not harness this enthusiasm to benefit the business?

This concept emerged at Verkada, a San Mateo-based physical security firm, in 2022. With six global offices at the time, a member of the marketing team expressed interest in gaining insights into the operations of these international offices, which intrigued the leaders.

Subsequently, the marketing department introduced a business travel initiative, enabling one to three employees from the 108-member marketing team to visit another office location, either domestically or internationally, for approximately one to two weeks per quarter. The inaugural trips occurred in April 2022.

As of now, over 35 employees have participated in the program, with more than half being Gen-Z professionals, as per a company spokesperson.

Young team members like to seize any chance to travel, states Priyanka Srinivasan, the VP of product marketing. Their eagerness to explore destinations such as Sydney showcases this inclination.

This aligns with a study by Morning Consult, which reveals that 52% of Gen-Z individuals are already frequent travelers, akin to their Millennial counterparts.

The Verkada team recognizes the opportunity to meet this desire while ensuring a distinct business objective for each trip, ensuring that applicants articulate this purpose and post-trip utilization of acquired insights.

Vocabulary List:

1. **Enthusiasm** /ɪnˈθjuː.zi.æ.zəm/ (noun): Intense and eager enjoyment interest or approval.
2. **Innovative** /ˈɪn.ə.və.tɪv/ (adjective): Involving new ideas or methods; creative and advanced.
3. **Participated** /pɑːrˈtɪs.ɪ.peɪ.tɪd/ (verb): To take part in an activity or event.
4. **Objective** /əbˈdʒek.tɪv/ (noun): Something that one aims to achieve; a goal or target.
5. **Demographic** /ˌdɛm.əˈɡræf.ɪk/ (noun): A specific segment of a population characterized by shared traits.
6. **Utilization** /ˌjuː.tɪ.laɪˈzeɪ.ʃən/ (noun): The action of making practical and effective use of something.



Comprehension Questions

Multiple Choice

1. Where did the concept of junior employees partaking in business travel first emerge?
Option: San Francisco
Option: San Mateo
Option: Los Angeles
Option: San Diego
2. How many global offices did Verkada have in 2022 when the concept of business travel for junior employees was introduced?
Option: 3
Option: 6
Option: 9
Option: 12
3. In what year did the inaugural trips for the business travel initiative occur?
Option: 2020
Option: 2021
Option: 2022
Option: 2023
4. What percentage of participants in the program are Gen-Z professionals?
Option: Less than 25%
Option: Around 25%
Option: Around 50%
Option: More than 75%
5. According to the study by Morning Consult, what percentage of Gen-Z individuals are already frequent travelers?
Option: Less than 25%
Option: Around 25%
Option: Around 50%
Option: More than 75%
6. Who is credited with stating that young team members like to travel and explore destinations such as



Sydney?

- Option: Priyanka Srinivasan
- Option: VP of Sales
- Option: CEO of Verkada
- Option: Company Spokesperson

Answer

Multiple Choice: 1. San Mateo 2. 6 3. 2022 4. Around 50% 6. Priyanka Srinivasan

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is a significant achievement or event called?
 - Option: A. Turning point
 - Option: B. Obscure
 - Option: C. Increment
 - Option: D. Subpar
2. What is the act of working together towards a common goal called?
 - Option: A. Discord
 - Option: B. Unity
 - Option: C. Isolation
 - Option: D. Alienation
3. What term describes something causing a significant change or improvement?
 - Option: A. Static
 - Option: B. Mediocre
 - Option: C. Transformative
 - Option: D. Apathetic
4. Which word means the action of using something effectively?
 - Option: A. Wastefulness
 - Option: B. Utilization
 - Option: C. Neglect
 - Option: D. Depletion
5. What term is used to describe something that is highly praised or recognized?
 - Option: A. Ignored



- Option: B. Rejected
- Option: C. Overlooked
- Option: D. Acclaimed

6. What word describes something featuring new ideas or methods?

- Option: A. Traditional
- Option: B. Repetitive
- Option: C. Innovative
- Option: D. Outdated

7. What term refers to a person who starts their own business?

- Option: A. Employee
- Option: B. Entrepreneur
- Option: C. Investor
- Option: D. Manager

8. What is the action of eagerly expecting something called?

- Option: A. Indifference
- Option: B. Anticipation
- Option: C. Disinterest
- Option: D. Boredom

9. Which word means to evoke a positive feeling emotional response or opinion?

- Option: A. Ignore
- Option: B. Resonate
- Option: C. Overpower
- Option: D. Diminish

10. What is the mutual trust and friendship among people working together called?

- Option: A. Animosity
- Option: B. Hostility
- Option: C. Camaraderie
- Option: D. Alienation

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

- 11. A _____ provides structure and guidance for a project or system.
- 12. Attending the meeting was _____ for all team members.
- 13. She put all her effort into the _____ to start her own business.



14. In a successful relationship both parties must be willing to _____.
15. The urgency of the situation required immediate attention and _____.
16. The daily routine became _____ and dull after a while.
17. She worked _____ to meet the project deadline.
18. Understanding the _____ of the language is essential for effective communication.
19. The new software aims at _____ the user experience.
20. The team demonstrated great _____ in completing the project together.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The unexpected decision had far-reaching that affected the entire company.
22. The swift action taken to a potential crisis saved the company from major losses.
23. She actively in the workshop to share her expertise with other professionals.
24. Setting clear goals is crucial to staying focused and working towards a specific .
25. The marketing team analyzed the target to tailor their advertising strategies.
26. His contagious motivated the team to complete the project ahead of schedule.
27. The promotion was a great opportunity for him to his career to the next level.
28. Graduating from college was a significant in her educational journey.
29. The success of the project was attributed to the collaborative efforts of the team.
30. Addressing the issue with action prevented further complications.

Answer

Multiple Choice: 1. A. Turning point 2. B. Unity 3. C. Transformative 4. B. Utilization 5. D. Acclaimed
6. C. Innovative 7. B. Entrepreneur 8. B. Anticipation 9. B. Resonate 10. C. Camaraderie

Gap-Fill: 11. Framework 12. Obligatory 13. Endeavor 14. Compromise 15. Immediacy 16. Mundane 17. Diligently



18. Nuance 19. Augmenting 20. Synergy

Matching sentence: 1. Repercussions 2. Avert 3. Participated 4. Objective 5. Demographic 6. Enthusiasm
7. Elevate 8. Milestone 9. Collective 10. Immediate

CATEGORY

1. Business - LEVEL6

Date Created

2024/09/09

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