

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.**

Why volunteers are good for business

Releasing staff to work on community projects can boost morale, skills and image.

By Karen Hainsworth

- 1 As businesses search for new ways to improve their images and develop customer bases, many are recognising the benefits of contributing to local communities as a means of winning public approval. But allowing employees to offer their skills to local schools and charities in company time can be advantageous in many ways.
- 5 "Not only do company volunteering schemes benefit staff in terms of motivation, they also help build skills and attract high level staff", says Cathy McBain, employee volunteering project manager at the National Centre for Volunteering.

Gaining public trust has also become a key consideration. "Larger companies are looking to show that they aren't just ruthless profit-making machines who trample¹ over everything

- 10 and everyone to maximise share-holder value," adds McBain.

Lisa Bayley Winchester, 29, couldn't agree more. PA to the Barclays Bank Private Clients team, based in Tower Hill, she regularly helps out at the specialist Phoenix School in Bow, which caters for children with communication difficulties and autism. Two other staff from her department visit the school for a couple of hours each week.

- 15 She gets to help the children in such diverse areas as sculpture classes, cycling proficiency and basket-ball. "The best thing is that these children are fun and bright; they really want to get you involved. They encourage you as much as you encourage them. It gives a great sense of achievement.

- 20 Getting her work colleagues involved has also helped team atmosphere at work. "When people come back from the school they're really happy and pleased with what they've done" says Lisa. "It gives us a common bond and it is something to talk about that isn't work-related".

- Barclays is just one of a number of companies to have set up volunteering schemes. The Abbey group, LWT and Walt Disney also offer staff the opportunity to take part in community projects. One company that felt it wanted to offer something slightly different was the John Lewis Partnership. Setting up the John Lewis Jubilee Trust in 2000, it invested £5 million to fund staff placements in charities throughout the UK. According to Chris Jones secretary to the Trust, it now supports 40 staff on either full-time, six-month secondments² or one day a week over six months. Staff continue to receive their salary throughout this time.

¹ to trample : piétiner

² a secondment : un détachement.

Though the scheme was set up primarily to benefit local communities, personnel development has been a real bonus. "People have learned skills they thought were impossible, like giving a talk in front of 200 people or doing a radio interview," explains Jones. "This scheme allows them to grow and the volunteers come back with confidence and
35 stature—in a couple of instances staff have achieved promotion soon after returning."

For details of setting up an employee scheme check out the National Centre for Volunteering, www.employeevolunteering.org.uk; Business in the Community: www.bitc.org.uk

- Abridged from the Evening Standard, 2 March 2004

I – COMPRÉHENSION DE L'ÉCRIT

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

Vous rédigerez un compte rendu structuré de l'ensemble de cet article en français (200 mots \pm 10%)

Vous indiquerez le nombre de mots utilisés.

2. Explain in English using your own words (10 points)

- a) "larger companies are looking to show that they aren't just ruthless profit-making machines" (1.8-9) – (40 words approximately)
- b) "it gives us a common bond and it is something to talk about that isn't work-related" (1.21-22) – (30 words approximately)

II – EXPRESSION ÉCRITE

Rédaction d'une lettre en anglais (20 points)

Vous êtes Liliane Sommers, assistante de Madame Marie Clays, responsable des relations internationales au Centre Initiative Entreprises de Lille.

Vous écrivez une lettre en **anglais** à Susan Thompson, responsable régionale de BITC. Madame Clays signera la lettre.

Vous respecterez les consignes suivantes et n'hésitez pas à ajouter tout élément qui vous semblera pertinent.

- L'article de l'Evening Standard du 02 mars 2004 a retenu votre attention et vous avez visité le site internet de BITC.
- Vous mentionnez l'intérêt de votre responsable, Madame Clays, pour le mécénat d'entreprise.
- Afin d'informer les entreprises françaises de la région, Madame Clays a pensé organiser une conférence sur ce thème au C.I.E. de Lille.
- Vous sollicitez l'aide de BITC pour trouver des chefs d'entreprises du Sud-Est de l'Angleterre qui sont impliqués dans le bénévolat et qui accepteraient d'intervenir lors de cette conférence.
- Précisez que vous vous chargez de tout (organisation des déplacements, réservation de chambres d'hôtel, accueil des participants, interprétariat...).
- En ce qui concerne les dates, vous proposez deux créneaux :
 - soit du 02 au 06 septembre 2004
 - ou du 21 au 25 septembre 2004
 en souhaitant que l'une de ces deux périodes conviendra.
- Vous espérez que le projet retiendra son attention et demandez une réponse rapide.
- Vous la remerciez de son aide et vous réjouissez de votre collaboration future.

Présentation et formules d'usage.

Date : 03.04.2004
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