

## 8

## Delegating Tasks



To: marketing@gopherit.org  
 From: hazel.smith@gopherit.org  
 Re: New Ad Campaign

Hello all,

We finally got the details on the new ad campaign. I'm ready to **assign** the **tasks** you will be **responsible for**. Jackie will **be in charge of** getting research numbers on the youth demographic. Expanding into the college student market is a priority for us. Sara and Robert will **be on** that project as well. Sara will **run** the interview teams. Robert will **take care of** record keeping. Thanks to Jackie, Sara, and Robert for accepting these new responsibilities. We are all going to have to adjust. It isn't easy to break into a new market. But I know we can do it.

The rest of the marketing team will **take on** their usual jobs. But the youth market research team may need extra help. Be ready for them to **delegate** tasks to you. As this project progresses, I may **choose** a few others to join that team.

See you all on Monday,  
 Hazel



## Get ready!

1 Before you read the passage, talk about these questions.

- 1 Why is delegating tasks an important part of a manager's job?
- 2 What factors might a manager consider when delegating tasks?

## Reading

2 Read the email. Then, choose the correct answers.

- 1 What is the main purpose of the email?
  - A to investigate who failed to complete a task
  - B to assign tasks to the marketing team
  - C to research a new demographic
  - D to assign people to interview teams
- 2 Which of the following is NOT assigned in the email?
  - A finding information on the youth market
  - B keeping records on market research
  - C managing interview teams
  - D delivering interview records to the manager
- 3 Why does the manager thank several employees?
  - A They ran a project successfully.
  - B They are taking on unfamiliar tasks.
  - C They are increasing profits.
  - D They discovered a new market.

## Vocabulary

3 Match the words or phrases (1-6) with the definitions (A-F).

- |                  |                     |
|------------------|---------------------|
| 1 _ assign       | 4 _ run             |
| 2 _ take care of | 5 _ task            |
| 3 _ delegate     | 6 _ responsible for |

- A a duty or responsibility
- B held accountable for
- C to shift responsibility to another
- D to make responsible for something
- E to direct something
- F to handle something