

BEN & JERRY'S Values

1. Before watching the video about Ben & Jerry's values, predict the missing words.

You don't really, fully, truly understand Ben & Jerry's before you come to our and see it and meet our people.

It's rare that you are encouraged to bring your to the workplace.

The ice cream that you choose kind of is your

..... don't have to be these faceless, profit-optimizing cold places, but that they can really play a positive role in society.

We really believe that if you're buying into Ben & Jerry's, you're buying into a company with people that buy ingredients in certain ways, that engage in certain activities, and engage with that are important in your community.

2. Watch the video again and answer questions 1-5.

1. Where did Ben and Jeff meet?
2. Why is Burlington a special place?
3. How do the employees transmit their values and believes of Ben & Jerry's?
4. What does your ice cream choice reflect about you?
5. What makes Ben & Jerry's stand out from other ice cream companies?
6. What does Ben & Jerry's do to help the community?

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.....Business..... don't have to be these faceless, profit-optimizing cold places, but that they can really play a positive role in society.

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2. Watch the video again and answer questions 1-6.

1. Where did Ben and Jeff meet?

They met working at school in the Adirondack Mountains.

2. Why is Burlington a special place?

Because it is a place that you got to get it (the values, the purpose)

3. How do the employees transmit their values and

believes of Ben & Jerry's?

They transmit that through the joy and the love of ice cream.

4. What does your ice cream choice reflect about you?

The ice cream that you choose is your personality.

5. What makes Ben & Jerry's stand out from other ice

cream companies?

They are an ice cream company with a heart and soul.

6. What does Ben & Jerry's do to help the community?

They buy ingredients in certain ways, engage in certain activities, and engage with issues that are important in your community.