1a **1** b **2** c **3** c **4** a **5** c **6** b

2b

Reed Hastings	Reed Hasting and Erin Meyer	Erin Meyer
started the global entertainment company Netflix	worked as an unpaid teacher for the Peace Corps in Southern Africa	teaches at INSEAD, one of the best business schools in the world
has completely changed the way we watch TV and films		wrote *The Culture Map*
explains the secret to his company's success in a book		looked at the culture of Netflix

2a *Model answers:*

1 T

2 F Managers must take lots of vacations, so that their employees do the same.

3 T

4 F Different people spend their now money differently. So they changed this to "Act for the good of Netflix."

5 F Bonuses are bad for flexibility, as performance goes down if you offer bonuses for creative work.

6 T

7 T

8 F We are a team, not a family, because people have to play to stay on the team in every game.

2b *Reader's own answer.*

3 **1** density **2** performers **3** feedback **4** controls **5** top
6 organization **7** decisions **8** Test **9** circles **10** context

4a *Model answers:*

1 A company with a high talent density has a lot of talented employees who can do things well.

2 Rock-star pay is when you pay one very talented person a lot more than a lot of other people.

3 The Keeper Test is a test to see how much you want a person to stay in their job.

4 A written 360 review is when you ask lots of different people in a company to write feedback about your performance.

5 Live 360s are when a group of people meet to have a conversation that gives feedback about our performance.

6 Circle of feedback is when feedback is shared in all directions within a company.

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4b

Action	Person	Thing
compete	competitor	competition
criticize	critic	employment
employ	employee	engineering
manage	engineer	management
organize	manager	organization
perform	performer	performance
	researcher	research

5a *Reader's own answer.*

5b *Reader's own answer.*

5c *Reader's own answer.*

6 *Reader's own answer.*

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