

11.1

SECRETS OF SUCCESS

LESSON OBJECTIVE
■ talk about how to succeed

1 LANGUAGE IN CONTEXT

- A Read the article by Ross Rivera. What is *failure*? Does Ross think it is a good or bad thing? Why?
- B Read again. What qualities does the article say are good for employees to have?

DO I NEED TO
fail
MORE?

As a technology writer, I spend lots of time making sure each article is as good as my last one. I've had a lot of success in my career. But could this be a bad thing?

I write about a lot of tech companies that fail, but people in the industry actually see failure as normal and an important part of later success. Evan Williams and Noah Glass, for example, once **set up** a podcasting company that didn't **work out**. They **got over it** – and joined some friends to start Twitter. A lot of international companies also agree that you have to **work at** success. Managers often promote employees who **keep up** the hard work and don't **give up** during bad times. That really makes someone **stand out** from the crowd.

I've been thinking about how I can fail more, and I think I **figured it out**. I like my writing job and don't want to **give it up**, so I'm moving on ... to writing music reviews! And if that doesn't work out ... well, I just hope failure is good for me.

– Ross Rivera



Evan Williams

- C **PAIR WORK** Do you think the change Ross is going to make is a good idea? Why or why not?

INSIDER ENGLISH

We say I'm *moving on* to mean I'm starting something new or I'm ready for something new.

2 VOCABULARY: Succeeding

- A **2.40** Find the expressions in the text and complete them with the correct preposition. Then listen and check.

1 set up → conformer

2 work out → prepare (it)

3 get over something → supercy

4 work at something → trabajo duro

5 keep up → perseverance

6 give up → rendirse.

7 stand out → destacar

8 figure something out → averiguar

9 give something up → dejar (separar)

- B **Now go to page 151. Do the vocabulary exercises for 11.1.**

- C **PAIR WORK** Which of these statements do you agree with the most? Why?

- 1 If your job is making you unhappy, give it up, and set up your own business.
- 2 It's good to stand out and not be like everyone else.
- 3 If you want to be successful, never give up – keep up the hard work, no matter what.
- 4 If something goes wrong, don't get upset – get over it.

I don't think it's a good idea to give up your job. You can do something fun on weekends instead.

3 GRAMMAR: Phrasal verbs

- A Circle the correct answer.
- 1 All / Some phrase
 - 2 We can always /
 - 3 We can always /

Phrasal verbs

If that doesn't
They set up a
I figured out
I don't want
They got o

B Now go

C **PAIR WORK**
say these

1 You s

You s

2 You

3 W

D Cor

1

4 S

A

B

3 GRAMMAR: Phrasal verbs

- A Circle the correct answers. Use the sentences in the grammar box to help you.
- 1 All Some phrasal verbs have an object.
 - 2 We can always sometimes put the object after the two words of a phrasal verb.
 - 3 We can always sometimes put the object between the two words of a phrasal verb.

Phrasal verbs

If that doesn't **work out**, I hope failure is good for me.
 They **set up** a company. They **set it up**.
 I **figured out** the answer. I **figured it out**.
 I don't want to **give up** my job. I don't want to **give it up**.
 They **got over** the failure. They **got over it**.



Give up can have an object or it can have no object.

*You have a good job. Don't **give it up**.
 Keep trying. Don't **give up**.*

- B Now go to page 139. Look at the grammar chart and do the grammar exercise for 11.1.

- C **PAIR WORK** Rewrite each sentence using *it*. Compare with your partner. Then discuss who might say these things (your boss? teacher? friend?).

- 1 You should **set up** a new company.

You should set it up.

- 2 You can **figure out** the solution.

You can figure it out.

- 3 We're **working at** the solution.

We're working at it.

- 4 Don't **give up** your job.

Don't give it up.

- 5 You'll **get over** the disappointment.

You'll get over it.

- 6 **Keep up** the good work.

Keep it up.

- D Complete the sentences with your own ideas. Then share them with a partner.

- 1 I'll never give up ...

- 2 I'd like to figure out ...

- 3 If you want to stand out, you can ...

4 SPEAKING

- A Think of a time in the past when something didn't go well for you, a friend, or a family member. It can be true or you can make it up. What effects did the failure have? Were any of the effects positive? Take notes.

- B **GROUP WORK** Share your ideas with the group. What happened after the failures? Did any of the failures lead to successes?

My teammate passed the ball to me in a really important soccer game - but I missed it, and we lost the game.

That sounds really tough! How did you deal with that?

Well, at first I was embarrassed. But I practiced harder for the next game.



11.2

NOW THAT'S INTERESTING!

LESSON OBJECTIVE

- talk about imaginary situations

1 LANGUAGE IN CONTEXT

- A Look at the picture. What do you know about crocodiles? How dangerous are they? Why?
- B 2.41 Read and listen to an interview with a successful businesswoman. What unusual and surprising question does Miles ask?
- C 2.41 **PAIR WORK** Read and listen again. How does Selma decide what she would do? Why does she use that approach?



2.41 Audio script

Miles So, let's get right to it. Why do you think you've been so successful? Is it because you've taken risks?

Selma I think that's a big part of it – yes.

Miles Would you risk *everything* for money and success? Even your life?

Selma My life? In what kind of situation?

Miles Well, ... would you swim across a river full of crocodiles if I offered you a million dollars?

Selma Now that's interesting! Let's see ... if I succeeded, the reward would be fantastic. That much money would have a big effect on my life. But I'd have to consider the risk carefully – and think about how to reduce it. So, I'd find out about the number of crocodiles in

the river. Um ... I'd research ways to protect myself. If I spent \$100,000 on a "crocodile-proof" suit, I'd still make \$900,000!

Miles You're really thinking about this seriously ...

Selma In business, you have to consider all of the options – compare the advantages and disadvantages – and then decide if the risk is worth it.

Miles And if your research showed the risk was high?

Selma I wouldn't do it. I wouldn't be able to spend a million dollars if I ended up inside a crocodile!

2 VOCABULARY: Opportunities and risks



- A 2.42 Listen and repeat the words. Which words are nouns? verbs? both nouns and verbs? You can use a dictionary or your phone to help you. Then find and underline nine of the words in the conversation in exercise 1B.

advantage	consider	disadvantage	effect	goal	option
purpose	research	result	reward	risk	situation

- B Now go to page 151. Do the vocabulary exercises for 11.2.

- C **GROUP WORK** Are you a risk-taker? What risks do you take? Which ones do you avoid? Why? For ideas, watch Angie's video.



Is Angie a risk-taker?



3 GRAMMAR: Present and future unreal

- A **Circle** the correct answers. Use
- 1 In the *if* clause, use *would* +
 - 2 In the main clause, use *would*

Present and future unreal

Would you swim across a river if I offered you a million dollars?
If I succeeded, the reward would be fantastic.
If I spent \$100,000 on a "crocodile-proof" suit, I wouldn't be able to spend a million dollars.

- B Now go to page 139. Listen and repeat.

- C Complete the sentences with *would* or *could*. Check the accuracy. Then share your answers with a partner.

- 1 If I had to run a marathon, I would feel relieved.
- 2 I would save money if I had more time.
- 3 I would feel relieved if I won the lottery.
- 4 If my friends planned a surprise party, I would be surprised.
- 5 If I were really strong, I would be able to lift that box.
- 6 My parents would be proud if I became a doctor.

- D **PAIR WORK** Ask and answer questions about your future plans.

- 1 Which sport would you like to try?
- 2 If you started a new business, what would it be?
- 3 Where would you like to live?

4 SPEAKING

- A Think of three different situations. Which one do you think is the easiest, or the most difficult? Would you ... if I offered you ...?
- B **PAIR WORK** Compare your answers with a partner. Which situation do you think is the most difficult?
- C **GROUP WORK** Write a short story about a person who takes a big risk. What happens? What would you do if you were in that situation?

Would you walk across a river if I offered you a million dollars?

I think ...

3 GRAMMAR: Present and future unreal conditionals

A Circle the correct answers. Use the sentences in the grammar box to help you.

- 1 In the *if* clause, use **would** + verb / the simple past to describe an imagined situation.
- 2 In the main clause, use **would** + verb / the simple past to describe a predicted result.

Present and future unreal conditionals

Would you swim across a river full of crocodiles if I offered you a million dollars?

If I succeeded, the reward **would be** fantastic.

If I spent \$100,000 on a "crocodile-proof" suit, I'd still make \$900,000!

I **wouldn't be** able to spend a million dollars if I ended up inside a crocodile!

B Now go to page 139. Look at the grammar chart and do the grammar exercise for 11.2.

C Complete the sentences with your own ideas. Check your accuracy. Then share your answers with a partner.

- 1 If I had to run a marathon, I would train for several months.
- 2 I would save money if I stopped eating out frequently.
- 3 I would feel relieved if I had to give up one thing.
- 4 If my friends planned a surprise party for me, I would be excited.
- 5 If I were really strong, I would lift heavy weights easily.
- 6 My parents would be happy if I graduated with honors.



ACCURACY CHECK

Do not use **would** in the *if* clause. Use the simple past.

If the risk ~~would be~~ high, I ~~wouldn't~~ do it. ✗

If the risk **were** high, I **wouldn't** do it. ✓

D PAIR WORK Ask and answer the questions.

- 1 Which sport would you choose if you wanted to play a new one?
- 2 If you started a new business, what would it be?
- 3 Where would you fly if you owned a plane?

4 SPEAKING

A Think of three different activities to complete the question below. They can be silly, serious, easy, or extreme. Be creative! Take notes.
Would you ... if I offered you a million dollars?

B PAIR WORK Compare your activities. Choose your two favorite "Would you ..." questions.

C GROUP WORK Work with another pair. Ask and answer your questions from exercise 4A. Say what you would need to know before deciding.

Would you walk on a tightrope if I offered you a million dollars?

I think I would. First, I'd find out ...



Homework

Lesson 11.1

A. What is failure? Does Ross think it is a good or bad thing? Why?

Failure is described as a common and important part of achieving success. Ross Rivera discusses how failure is perceived in the tech industry and emphasizes that many successful people and companies have experienced failure.

Ross thinks that failure is a good thing because it is a crucial part of learning and achieving long-term success. He notes that the tech industry sees failure as a normal step towards success and that perseverance and resilience during tough times are key qualities for standing out and ultimately succeeding.

C. Do you think the change Ross is going to make is a good idea? Why or why not?

Yes, I think Ross's decision to switch to writing music reviews is a good idea because it will allow him to explore new interests, reduce burnout, learn and grow in a new area, and diversify his skills. Although there are risks the potential benefits outweigh the downsides.

Lesson 11.2

A. Look at picture. What do you know about crocodiles?

Crocodiles are semi-aquatic reptiles that live in tropical and subtropical areas. They are carnivorous predators that hunt a variety of animals. They have existed on Earth for millions of years and play an important role in aquatic ecosystems.

How dangerous are they? Why?

Crocodiles are dangerous to humans due to their strength, aggressive behavior, and ability to attack by surprise. Attacks have been reported all over the world, some with fatal consequences.

B. Read and listen to an interview with a successful businesswoman. What unusual and surprising question does Miles ask?

Would you swim in a crocodile-infested river for a million dollars?

C. Read and listen again. How does Selma decide what she would do? Why does she use that approach?

Selma utilizes an analytical and rational approach to decision-making. She carefully considers all relevant factors before making a decision, weighing the potential risks and benefits. In the case of swimming across a crocodile-infested river for a million dollars, she decides that the risk is too high even with the possibility of a large reward.

D. Ask and answer the questions.

1. Which sport would you choose if you wanted to play a new one?

If I wanted to play a new sport, I would choose tennis because it looks fun and is great exercise.

2. If you started a new business, what would it be?

If I started a new business, it would be a coffee shop because I love coffee (shop because) and enjoy creating a cozy atmosphere for people.

3. Where would you fly if you owned a plane?

If I owned a plane, I would fly to Japan because I'm fascinated by its culture and landscapes.