11.1

# SECRETS OF SUCCESS

LESSON OBJECTIVE talk about how to succeed

GRAMMAR: Phra

- Circle the correct an 1 All Some phrase
  - 2 We can always (
  - 3 We can always

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

Now g

PAIR WOR say these

> 1 Yous Yous

> > 2 You

3 W

Cor 1

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

DO I NEED TO

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

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.

Evan Williams

# VOCABULARY: Succeeding

(1) 2.40 Find the expressions in the text and complete them with the correct preposition. Then listen and check.

+ conformer 1 set

+ rendirse. 6 give

2 work Quer 3 get

7 stand out something - 50 percy 8 figure something

4 work - Persevery 5 keep Up

something tratager 9 give something

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

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.

# GRAMMAR: Phrasal verbs

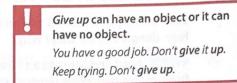
- Circle the correct answers. Use the sentences in the grammar box to help you.
  - 1 All Some phrasal verbs have an object.
  - 2 We can always sometimes put the object after the two words of a phrasal verb.
  - 3 We can always sometimes put the object between the two words of a phrasal verb.

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.



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

You can figure 84 out You'll get over 9+

3 We're working at the solution. 6 Keep up the good work.

we've working at 9+

4 Don't give up your job.

Don't gove it-up

2 You can figure out the solution. 5 You'll get over the disappointment.

Heep 9+ up

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 ...

#### **SPEAKING**

- 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.
- 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.

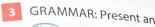


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# 11.2

# NOW THAT'S INTERESTING!

# LESSON OBJECTIVE talk about imaginary situation



Circle the correct answers. Us

1 In the if clause, use would +2 In the main clause, use wou

#### Present and future unrea

Would you swim across a ri If I succeeded, the reward If I spent \$100,000 on a "cr I wouldn't be able to sper

#### Now go to page 139. Lo

- Complete the sentences v accuracy. Then share you
  - 1 If I had to run a marath
  - 2 I would save money if
  - 1 15 mould teel relieve
  - 4 If my friends planned
  - 5 If I were really strong
  - 6 My parents would be
  - D PAIR WORK Ask and a
    - 1 Which sport would
    - 2 If you started a nev
    - 3 Where would you

#### 4 SPEAKING

- A Think of three diffe the question below easy, or extreme. B Would you ... if I of
  - your two favorite
  - GROUP WORK W answer your que what you would

Would you walk I offered you a

Ithin

### LANGUAGE IN CONTEXT

Selma

Miles

Selma

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

# Miles So, let's get right to it. Why do you think you've been so successful? Is it because you've taken risks? the river. Um ... I'd research ways to protect myself. If I spent \$100,000 on a "crocodile-proof" suit, I'd still make

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

Miles Would you risk everything for money

Seriously ...

\$900,000!

You're really thinking about this seriously ...

and success? Even your life?

My life? In what kind of situation?

Well, ... would you swim across a river

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

full of crocodiles if I offered you a

Now that's interesting! Let's see ...

if I succeeded, the reward would be

a big effect on my life. But I'd have to

consider the risk carefully - and think

out about the number of crocodiles in

about how to reduce it. So, I'd find

fantastic. That much money would have

million dollars?



(1) 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 <u>underline</u> nine of the words in the conversation in exercise 1B.

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

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

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?



## GRAMMAR: Present and future unreal conditionals

- 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!

- Now go to page 139. Look at the grammar chart and do the grammar exercise for 11.2.
- 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 frain 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 howy weights easily.
  - 6 My parents would be happy if graduated with honors
- 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.
- 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 ...

### 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. ✓



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 port of learning and achieving long-leim scoress. He notes that the tech industry sees failure as a normal step towards success and that perseverance and resilience during tough times are Kay quelities to standing out and ultimately succeeding. C. Do you think the change Pass 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 avec, and diversify his skills. Although there one risks the potential benefits outweigh the downsi des Lesson M.2 A Look at picture. What do you know about crocodiles? Crocodiles are semi-aquatic reptiles that live in tropical and subtrapical areas. They are cornivorous predatos that hunt a variety of animals They have existed on Earth for millions of year and play on important role in aquetic ecosystems. How dangerous are they? Why? Crocodiles one dangerous to homans due to their strength, aggressive behavior, and ability to attack by surprise Allacks have been reported all over the world, some with fold consequences

listen to an interview with a successful businesswomen What unusual and surprising guestion does thes ask? Would you swin in a crocodile-infested view for a million dollars? C. Read and listen again. How does Selmo decide what she would do? Why does she use that approach delma utilizes on analytical and rational approach to decision-marking She coreful considers all relevent factors before making a decision. weighing the potential risks and benefits white case of swimming across a crocodile infested viver to, a million dallers she decides that the rish is to high even with the rish is too high even with the possibility of a large reword D. Ask and answer the questions 1 Which sport would you choose if you wated to play a new one? If I wanted to play a new sport, I would choose tennis becase it looks fun and is great exercise. 2. If you storted a new business, what would it be? If I storted a new business, it would be a coffe shop because 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 lowery fly to Japan percuse lan fascinated by its culture and londs copes.