# Module 3 – Persistence



## Module 3 objectives

At the end of this module, you will be able to…

* talk about persistence as a behavioral competency.
* investigate and present information.
* use conditional sentences.
* write a short biography.
* edit a piece of writing in English.
* use the past tense in English.
* talk about success and failure.
* talk about persistence in the workplace.
* use vocabulary related to the workplace.
* tell an anecdote.
* participate in a meeting in English.
* argue a case.
* write minutes of a meeting in English.

**Lesson 1 – What is persistence?**



## Lesson 1 objectives

At the end of this lesson, you will be able to…

* talk about persistence.
* investigate and present information.
* use conditional sentences.

## Activate

Discuss with a partner. Share your answers with the rest of the class.

* Are you a person who gives up easily or do you keep fighting for what you want?
* Why is it important to keeping trying in the face of difficulty?

## Learn



1. Work with a partner. Listen to the podcast. What is it about?

1. Listen again. Work with a partner. Read the following statements. Are they **true** or **false**? Correct the sentences that are false.

* 1. Persistence is part of your personality.
  2. Persistence is the ability to work towards your goals in the face of obstacles or failures.
  3. People with high levels of persistence see failure as something negative.
  4. People with high levels of persistence never give up.

Read audio script 3.1 at the end of this module to check your answers.

1. Work with a partner. Match the following word partnerships from the podcast. Read audio script 3.1 at the end of this module to check your answers.

behavioral

an important test

work towards

an opportunity

fail

an obstacle

in the face of

clear

see something as

obstacles or

failures

meet

competency

get

your time

organize

a goal

essential

behaving

way of

ingredients

## Do

1. Work individually. Complete the following sentences so that they are true for you. When you have finished, compare your sentences with a partner. Are your sentences the same or different?

* 1. I am \_\_\_\_\_\_\_\_\_\_ at organizing my time because…
  2. When I fail an important test, I…
  3. When I meet an obstacle I…
  4. In the face of failures, I…
  5. In my opinion, the essential ingredients of success are…

**Let’s use it!**

1. Work in groups of three. Investigate online about what makes people successful. Make notes about what you find in the space below.

|  |
| --- |
|  |

1. Prepare a PowerPoint presentation with the information you discover and record voice narration for it. Upload your presentation onto the class Wiki. Vote for the best presentation. Justify your vote.

**How did I do? Evaluate yourself.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **I can’t yet…** ☹ | **More or less (-)** | **Yes, I can!** 😊 | **If you need help, go to…** |
| I can talk about persistence. |  |  |  | Activity 4 |
| I can investigate and present information. |  |  |  | Activities 5 & 6 |
| I can use conditional sentences. |  |  |  | I can communicate! |

|  |
| --- |
| **I can communicate!**  Look at the following sentences from the Podcast.   * If you failed an importance test tomorrow… how would you react? * If you lost your job… how would you react?   Write the answers to the questions in your portfolio.  I would…  I would…  Compare your answers with your partner.  These sentences are conditional sentences. They are second conditional sentences.  Look at the structure of second conditional sentences.  **If + past tense, SUBJECT + would + main verb**  Try writing other second conditional sentences about yourself in your portfolio.  If I were rich, I would…  If I lived in Playa del Carmen, I would…  If I were Canadian, I would… |

# Lesson 2 – Helen Keller: beating the odds

**Lesson 2 objectives**

At the end of this lesson, you will be able to…

* write a short biography.
* edit a piece of writing in English.
* use the past tense in English.

## Activate

Discuss with a partner. Share your answers with the rest of the class.

* What do you know about Helen Keller?
* Why is she a good example of persistence?
* What difficulties do you think people with disabilities face?

## Learn

1. Work with a partner. Read the following text about the life of Helen Keller. What examples of persistence can you find in her story?



Helen Keller was born a normal child on June 27, 1880. She was born into a middle-class family and did not want for anything. They owned a big farm. Then, when she was just 19 months old she fell ill with what we now think was meningitis. The illness left her totally blind and deaf. This meant she could not see or hear anything. She had had some exposure to English at this stage but she did not speak it.

Her parents were very worried about her and they hired a teacher to show her how to speak. The woman was called Anne Sullivan. She taught Helen how to speak. This was practically a miracle as Helen could not see or hear anything at all. She could not read lips or listen and repeat. Anne showed Helen how to feel the vibrations in her own and in Anne’s larynx by putting her fingers over the person’s voice box. Helen then learned to produce these vibrations. Remember, Helen could only feel things. She could not see or hear. It is amazing that she learned to speak at all. Another skill that Helen acquired was being able to sense people entering a room and being able to identify who the person was just by feeling the vibrations of their footsteps. You can watch videos on the internet of Helen speaking with Anne’s help and Anne explaining how she taught Helen to speak.

Anne accompanied Helen throughout her whole schooling. Helen even managed to graduate from university without being able to see or hear, which is another amazing thing about her. Through communicating through Anne, she was able to write. Anne would write for her. She even wrote very eloquent newspaper articles with Anne’s help. Helen became political in later life, again with Anne’s help. She was a member of the Socialist Party of America and Industrial Workers of the World. Journalists criticized her cruelly for this. She managed to write back with Anne’s help.

Anne died in 1935 from coronary thrombosis. Helen continued to travel the world with the help of her secretary, Polly Thomson to raise funds for the blind. She died peacefully in her sleep at the age of 88 on June 1, 1968.

2. Work with a partner. Read the text again and complete the graphic organizer about Helen Keller’s life.

Helen

Keller's

life

Important

events

Important

people

Amazing

achievements

Things she

could do

## Do

1. Work with a partner. Analyze the vocabulary in the text in Activity 1. Underline all the words to do with illnesses and the body. There is an example already done for you.

**Let’s use it!**

1. Work with a partner. Investigate online about one of the following famous people and write 200 words about their lives on the class Wiki. Post images too and video if you can find it.

* Salvador Dalí
* Nelson Mandela
* Margaret Thatcher
* Oprah Winfrey

5. When you have posted your biography onto the class Wiki, choose another pair’s text and edit it, correcting any mistakes you find.

**How did I do? Evaluate yourself.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **I can’t yet…** ☹ | **More or less (-)** | **Yes, I can!** 😊 | **If you need help, go to…** |
| I can write a short biography. |  |  |  | Activity 4 |
| I can edit a piece of writing. |  |  |  | Activity 5 |
| I can use the past in English. |  |  |  | I can communicate! |

**I can communicate!**

The past tense in English is easy to form for regular verbs. We just add -ed to the end of the verb. Look at the following examples from the text about Helen Keller.

They owned a big farm.

Anne showed Helen how to feel the vibrations in her own and in Anne’s larynx.

Some verbs in English are irregular. The past forms of these verbs need to be memorized. Look at the following examples.

She even wrote very eloquent newspaper articles with Anne’s help. (verb = write) Remember, Helen could only feel things. (verb = can)

# Lesson 3 – The story of Jack Ma: the richest man in China



## Lesson 3 objectives

At the end of this lesson, you will be able to…

* talk about success and failure.
* investigate and present information.

## Activate

Work with a partner. Using your ideas, try to answer the following questions.

* How do you think persistence is useful for business people?
* What difficulties do new businesses face?
* How can persistence help in the face of these difficulties?

## Learn

1. Work with a partner. Use the information in the text to check your answers to the questions in the Activate section.

Jack Ma is now China’s richest person. He is worth $46.4 billion USD. However, it was not always that way. He grew up in the city of Hangzhou in the south east of China. He is the perfect example of persistence. He failed primary school twice and middle school three times. He tried to get into three different universities but they all rejected him. He applied to 30 different jobs and was rejected every time. He applied to work as a policeman and they did not accept him. He even tried to get a job at a famous American fast food restaurant when it arrived in China. Twenty-four people went for that job. Twenty-three people were accepted. He was the only one they rejected. He learned English by giving tourists he met at the Hangzhou International Hotel free tours for 9 years in return for English classes. This hotel was a 70-minute bike ride from his home. His English became so good that he later went on to study at the Hangzhou Teacher's Institute in 1988 and he became an English teacher.

In 1995, while he was working in the United States on a Chinese government project, he visited a friend’s office in Seattle. This was where he was introduced to the Internet. His friend told him to search for something. He typed the word “beer” into the search engine and noticed that there were no Chinese beers listed. He then typed the word “China” and it produced no results. He was absolutely shocked that there was no data on the Internet about China. So, he and his friend launched the very first Web page about China on the Internet. This business eventually evolved into Alibaba, a Web site to help Chinese exporters sell their products online around the world.

Here again in his business, which became famous in 2014 for having the largest ever initial public offering (IPO) on the New York Stock Exchange, Jack has shown extraordinary levels of persistence. For the first three years of Alibaba’s existence, the company had zero revenue but he kept pursuing his dream of helping people sell on the Internet. Ma is a big fan of the movie Forrest Gump. In an interview at the World Economic Forum in 2015, he said he loves this movie because Forrest “never gives up”. This movie motivated him to keep going when he got depressed that his business was not working. In the same interview, he talks about something he said to his team at the beginning of Alibaba: “Guys, we have to work hard… If we can be successful, 80% of the young people in China can be successful. We don’t have a rich father, a powerful uncle. We don’t have one dollar from the bank, or one cent from the government. Just work as a team!”

1. Work with a partner. Fill out the following table with information from the text. Share your answers with the class.

|  |  |
| --- | --- |
| Examples of persistence from Jack Ma’s early life |  |
| Example of Jack’s ability to spot a business opportunity |  |
| Example of persistence in his business life |  |
| How Jack Ma’s attitude has helped him get through difficult times |  |

## Do

1. Work with a partner. Read the text again and decide if the following statements are true or false. Correct the false statements. Share your answers as a class.

* 1. Jack faced a lot of adversity as a child and a young man.
  2. Jack speaks very good English.
  3. Jack launched a Web page about China because he wanted to compete with those that already existed.
  4. Alibaba is a Website to help foreigners sell their products in China.
  5. Alibaba had the largest ever initial public offering on the New York Stock Exchange.
  6. Jack hates the movie Forrest Gump because Forrest always gives up.

**Let’s use it!**

1. Work in groups of three. Investigate one of the following successful business people. Compare their story to that of Jack Ma. Do they have anything in common?

* + Richard Branson
  + Steve Jobs
  + Henry Ford
  + Indra Nooyi
  + Anne Mulcahy
  + Sheryl Sandberg

1. Prepare a PowerPoint presentation with the information you discover and record voice narration for it. Upload your presentation onto the class Wiki. Vote for the best presentation. Justify your vote.

**How did I do? Evaluate yourself.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **I can’t yet…** ☹ | **More or less (-)** | **Yes, I can!** 😊 | **If you need help, go to…** |
| I can talk about success and failure. |  |  |  | Activities 2 & 4 |
| I can investigate and present information. |  |  |  | Activities 4 & 5 |

**I am competent!**

The ability to learn from failure is crucial for being successful. Why do you think this is? Investigate online with a partner and try for find out why.

Write your ideas in your portfolios. Compare your portfolios with those of other pairs in your class.

# Lesson 4 – Everyday persistence



## Lesson 4 objectives

At the end of this lesson, you will be able to…

* talk about persistence in the workplace.
* use vocabulary related to the workplace.
* tell an anecdote.
* use conditional sentences.

## Activate

Discuss the following questions with a partner.

* How can persistence be useful in everyday work situations?
* In what way are you persistent in your daily work?

## Learn



1. Work with a partner. Listen to the podcast. What is it about? Compare your answers as a class.

1. Work with a partner. Discuss. In what way can persistence help you in the following situations?

* + you’re managing a project and you’re having problems meeting deadlines
  + you’re a computer programmer and a page you’re designing is producing an error and you don’t know why
  + you are trying to get a colleague to deliver you that report you need

Read audio script 3.2 at the end of this module to check your answers.

## Do

1. Work with a partner. Look at audio script 3.2 at the end of this module and underline all the examples of vocabulary related to the workplace that you can find. There is an example done for you.

**Let’s use it!**

1. Work individually. Think about a time you used persistence in a work or study situation. Make notes about what you did in the box below. Be sure to use past tense.

|  |
| --- |
|  |

1. Work with a partner. Tell each other your anecdotes. Be sure to use past tense.

**How did I do? Evaluate yourself.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **I can’t yet…** ☹ | **More or less (-)** | **Yes, I can!** 😊 | **If you need help, go to…** |
| I can talk about persistence in the work place. |  |  |  | Activities 2, 4 & 5 |
| I can use workplace vocabulary. |  |  |  | Activities 3, 4 & 5 |
| I can tell an anecdote. |  |  |  | Activities 4 & 5 |

|  |
| --- |
| **I am communicate!**  Look at the following sentences from the Podcast.   * If you’re managing a project and you’re having problems meeting deadlines, it is persistence that will help you to keep working to find a way to solve the problem.      * If you’re a computer programmer and a page you’re designing is producing an error and you don’t know why, it’s persistence that will keep you going until you identify the mistake in your code.      * If you are trying to get a colleague to deliver you that report you need, it’s persistence that will mean that you never give up until you find a way of getting the information.     Complete the following sentences with a partner. Use the sentences above a model.  If you’re looking for a job…  If you want a project to be successful…  Compare your answers with the rest of the class.    These sentences are conditional sentences. They are first conditional sentences.    Look at the structure of first conditional sentences.  **If + present tense, SUBJECT + will + main verb + complement** |

# Lesson 5 Product lesson

One key way of using persistence in the workplace is by keeping minutes of meetings. We can then use these minutes to follow up on agreements made in the meeting. Following up requires persistence. However, many people do not like taking minutes in meetings. Why might this be the case?



Work in groups of three. You are going to have a meeting to decide if it is a good idea to take minutes in a meeting. Student A turn to page 19

Student B turn to page 20

Student C turn to page 21

When you have finished having your meeting, compare what happened in your meeting as a class.

Now, in your team, investigate online to discover which student (A, B or C) has the correct opinion. Prepare a PowerPoint presentation with the information you discover and record voice narration for it. Upload your presentation onto the class Wiki. Vote for the best presentation. Justify your vote.

## Evaluate the product lesson

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Could be better** ☹ | **More or less**  **(-)** | **Yes, we did it!**  😊 | **What we can do next time to improve** |
| My partners and I worked well as a team. |  |  |  |  |
| Our product was interesting for the rest of the class. |  |  |  |  |
| We learned something that we can apply to our real lives. |  |  |  |  |
| We used our research skills effectively. |  |  |  |  |

**I am competent!**

The minutes of a meeting should state the objective(s) of the meeting, information about who was present at the meeting and details of the actions agreed or the outcome of the meeting with deadlines, if appropriate.

In your portfolio, write the minutes of the meeting you had in the product lesson.

Compare your minutes with a partner. Are they the same? Which minutes are better? Yours or your partner’s? Why?

### Product Lesson (page 17) - Student A

You believe that taking minutes in a meeting is a complete waste of time. Spend 5 minutes writing your ideas in the space below.

|  |
| --- |
|  |

When you have finished noting down your ideas and you are ready for your meeting, ask your partners if they are ready to start. If they are ready to start, have a meeting together for 10 minutes and present your point of view. Decide together if minutes are necessary to have an effective meeting.

Try to use some of the following phrases during your meeting:

**Interrupting:**

Could I come in here?

Could I make a point here?

Could I just comment on that?

I’d like to make a point here, if I could.

**Dealing with interruptions:** Hold on, please.

Just a second, please. I promise I’ll come right back to you**.**

**Expressing strong and negative opinions:**

I’m afraid I can’t agree with you there.

Yes, but…

**Convincing others of your ideas:**

We really should…

It is so important for us to…

Don’t you think we should…?

### Product Lesson (page 17) - Student B

You believe that taking minutes in a meeting is essential to getting things done. Spend 5 minutes writing your ideas in the space below.

|  |
| --- |
|  |

When you have finished noting down your ideas and you are ready for your meeting, ask your partners if they are ready to start. If they are ready to start, have a meeting together for 10 minutes and present your point of view. Decide together if minutes are necessary to have an effective meeting.

Try to use some of the following phrases during your meeting:

**Interrupting:**

Could I come in here?

Could I make a point here?

Could I just comment on that?

I’d like to make a point here, if I could.

**Dealing with interruptions:** Hold on, please.

Just a second, please. I promise I’ll come right back to you**.**

**Expressing strong and negative opinions:**

I’m afraid I can’t agree with you there.

Yes, but…

**Convincing others of your ideas:**

We really should…

It is so important for us to…

Don’t you think we should…?

### Product Lesson (page 17) - Student C

You believe that it is not necessary to take minutes in all meetings, only in some meetings. Spend 5 minutes writing your ideas in the space below.

|  |
| --- |
|  |

When you have finished noting down your ideas and you are ready for your meeting, ask your partners if they are ready to start. If they are ready to start, have a meeting together for 10 minutes and present your point of view. Decide together if minutes are necessary to have an effective meeting.

Try to use some of the following phrases during your meeting:

**Interrupting:**

Could I come in here?

Could I make a point here?

Could I just comment on that?

I’d like to make a point here, if I could.

**Dealing with interruptions:** Hold on, please.

Just a second, please. I promise I’ll come right back to you**.**

**Expressing strong and negative opinions:**

I’m afraid I can’t agree with you there.

Yes, but…

**Convincing others of your ideas:**

We really should…

It is so important for us to…

Don’t you think we should…?

### Audio scripts

[Audio script 3.1]

Welcome to my weekly podcast on business success, where we look at the essential ingredients of being successful in the corporate world. Today, we’re looking at persistence. So, what is persistence? To start off with, it’s a behavioral competency. It’s a way of behaving which helps you to work well in the workplace. You know, like being able to work in a team or organize your time. Ok, so now we’ve got clear that it’s a behavioral competency, what does persistence involve? Well, persistence is the ability to continue working towards a goal in the face of obstacles or failures. That’s not difficult, you might think. I do that all the time. But just think about how you normally react when you meet an obstacle. Do you really see it as an opportunity? And do you see failure as something positive?

For example, if you failed an important test tomorrow? Or if you lost a job? How would you react? Would that be an opportunity for you? Would you keep going? Or would you give up? Persistent people never give up. Even if it seems they’ve lost everything! So, that’s it for this week. Don’t forget to download next week’s podcast to learn more secrets of business success.

[Audio script 3.2]

Welcome to my weekly podcast on business success, where we look at the essential ingredients of being successful in the corporate world. Today is my second podcast about persistence. Now, you don’t need to be Jack Ma or Helen Keller to show persistence. Persistence is something we all need every day to get things done. And it can be useful in even the smallest things. For example, if you’re managing a project and you’re having problems meeting deadlines, it is persistence that will help you to keep working to find a way to solve the problem. If you’re a computer programmer and a page you’re designing is producing an error and you don’t know why, it’s persistence that will keep you going until you identify the mistake in your code. If you are trying to get a colleague to deliver you that report you need, it’s persistence that will mean that you never give up until you find a way of getting the information. Persistence is so important in the world of work because if we give up at the first obstacle, we will never get anywhere. So, that’s it for this week. Don’t forget to download next week’s podcast to learn more secrets of business success.