



Chapter 2 Lesson 12

How great leaders inspire action

-Simon Sinek



Content:

- Fill in the Blanks 6'
- Retell 7'
- Imitation 5'
- Language Points 4'

Teaching and Learning Goals:

- listen to the material for 2 times
- retell the speech
- imitate the intonation (语调)
- get the main idea



Scan the questions first. Then listen to the audio and fill in the blanks below.

1. ...people can understand vast amounts of complicated information like features and benefits and facts and _____.

2. When we can communicate from the _____ ...

3. ...but if you hire people who believe what you believe, they'll work for you with _____ and sweat and tears.

4. ...but those who lead _____ us...

5. ...Whether they're _____ or organizations, we follow those who lead...

Tutor: Please let the student scan the questions and do the exercises. Listen to it again if the student cannot get the answer for the first time. The keys are on the next page.



Check your answers.

1. **figures**
2. **inside out**
3. **blood**
4. **inspire**
5. **individuals**

Tutor: Please check the answers with the student.



Fill in the Blanks
6 mins

Retell
7 mins

Imitation
5 mins

Language Points
4 mins

After class

Listen to the audio again, make notes,
and retell the speech in your own words.

Part 1

What are the two
communication forms
discussed?

Part 2

What is the goal?

Part 2

What are the two kind
of people discussed?

Hints:

from the outside in
understand
from the inside out
control behavior

sell/ believe
hire/can do/ money
believe/blood/sweat/ tears

**leaders/position/power/
authority**
those who lead/
start with "why"/inspire



Tutor: Please let the student retell twice (retell – feedback – retell), and correct his/her mistakes.



Listen and read each sentence, imitating the intonation.

1. (It) just doesn't drive behavior.
(It) **jus doesn dri** be'havior.
2. ...we're talking directly to the part of the brain...
...we're talking **di're-ctly** to the **partob** the brain...
3. Whether they're individuals or organizations...
Whethe-they- indivi'duals **o** organiza'tions...

Tutor: Please help the student to imitate the speech with appropriate intonation.



Fill in the Blanks
6 mins

Retell
7 mins

Imitation
5 mins

Language Points
4 mins

After class

Learn the words and expressions.

- It just doesn't **drive** behavior.
- When we can communicate from the inside out, we're talking directly to the part of the brain that controls behavior, and then we allow people to **rationalize** it with the tangible (有形的) things we say and do.

drive: to cause someone do something

e.g. More than once, depression drove him to attempt suicide.

rationalize: to try to find reasons to explain your behaviour

e.g. He further rationalized his activity by convincing himself that he was actually promoting peace.

Tutor: Please teach the words and phrases shortly. Let the student make sentences. Keep it in 4 mins.

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6 mins

Retell
7 mins

Imitation
5 mins

Language Points
4 mins

After class



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Full Text

In other words, when we communicate from the outside in, yes, people can understand vast amounts of complicated information like features and benefits and facts and figures. It just doesn't drive behavior. When we can communicate from the inside out, we're talking directly to the part of the brain that controls behavior, and then we allow people to rationalize it with the tangible things we say and do.

The goal is not just to sell to people who need what you have; the goal is to sell to people who believe what you believe. I always say that, if you hire people just because they can do a job, they'll work for your money, but if you hire people who believe what you believe, they'll work for you with blood and sweat and tears.

There are leaders and there are those who lead. Leaders hold a position of power or authority, but those who lead inspire us. Whether they're individuals or organizations, we follow those who lead, not because we have to, but because we want to. We follow those who lead, not for them, but for ourselves. And it's those who start with "why" that have the ability to inspire those around them or find others who inspire them.

Script
of the whole
speech

Audio track
of the whole
speech



How great leaders inspire action

Bye!

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