



A CONTINUOUS JOURNEY



Scan to review worksheet

Expemo code:
14DD-M4TB-471M



1

Warm-up

What do you think makes a successful business? How can a successful business suddenly fail?

2

Success and failure - Idiomatic expressions

What do the underlined phrases and idioms mean? In pairs, match them to their meanings below:

1. After 15 years of no success, John finally made it.
 2. After he stopped paying attention to his customers, his business soon went downhill.
 3. Richard really pushed himself to reach success.
 4. When he started focusing on clients and projects, the money started pouring in.
 5. The business stopped making money, so the managers had to let all the employees go.
 6. After several years of making a loss, the business finally went under.
 7. After he stopped paying attention to his customers, his business dropped like a rock.
 8. After becoming successful, he sat back in his comfort zone and stopped focussing on his clients.
-
- a. became successful
 - b. dismiss, make redundant
 - c. failed rapidly
 - d. put pressure on himself
 - e. started to fail
 - f. started to flow in large amounts
 - g. stopped improving because he was successful
 - h. went bankrupt



3 Before you watch

You are going to watch Richard St. John talk about his success and failure in business. Why do you think his business failed after becoming very successful? Try to guess using some of the expressions from Ex 2. Then watch the video to find out what really happened.

4 What do you remember?

Answer the questions below in your own words.

1. According to Richard, how do most people perceive the path to success?
2. Why couldn't Richard come up with any ideas after reaching success?
3. What did he do when the money started to pour in?
4. What does he think of his management skills?
5. What did he do at first to try and fix his problem?
6. Why did his clients stop calling him?
7. How did he manage to reach success again?
8. How long did it take?

5 Words in the video

Look at the transcript of the talk. Find a word or phrase which means ...

1. activity that goes in one direction (**metaphor, P1**) _____
2. think (**informal verb, P1**) _____
3. a person who is talented and showy (**adjective + noun, P4**) _____
4. when you can't think of any ideas (**noun phrase, P4**) _____
5. lost my focus (**passive expression, P5**) _____
6. become involved in (**phrasal verb, P6**) _____
7. on the surface (**adverb, P7**) _____
8. became less strong or clear (**verb, P8**) _____



6 Language practice

Look at the sentences below. Complete them with a word or phrase from Ex 5.

1. Richard had _____. He couldn't come up with any ideas.
2. Instead of starting a career in finance, Derek _____ music and became a rock star.
3. Joe thinks he's such a _____ because of his promotion.
4. After a few months, the potential client's interest in our product _____ and we never heard from her again.
5. Harold's long career in computing was not a _____. He was dismissed a few times over the years.
6. I just couldn't concentrate on my homework. I _____ by all the noise in the cafe.
7. Although she is _____ very poor, Jane is quite content with her life.

7 Developing a story - optional activity

Study how the following words and expressions are used in the transcript.

so well after all to cut a long story short in the end

Put them next to the correct meanings below.

1. 'without giving you all the details' _____
2. 'for that reason' _____
3. 'especially considering the fact that' _____
4. 'Here's what happened next' (introducing a sentence) _____
5. 'finally' _____

Tell your partner a short story, for example something that happened to you or somebody you know. If possible, try to include all the above words and expressions.

8 Talking point

Discuss any of the questions below.

1. What do you think of Richard's talk?
2. Do you agree with the speaker's points?
3. Does your culture put emphasis on outward success?



Transcripts

3. Before you watch

- 1 Why do so many people reach success and then fail? One of the big reasons is, we think success is a one-way street. So we do everything that leads up to success, but then we get there. We figure we've made it, we sit back in our comfort zone, and we actually stop doing everything that made us successful. And it doesn't take long to go downhill. And I can tell you this happens, because it happened to me.
- 2 Reaching success, I worked hard, I pushed myself. But then I stopped, because I figured, "Oh, you know, I made it. I can just sit back and relax."
- 3 Reaching success, I always tried to improve and do good work. But then I stopped because I figured, "Hey, I'm good enough. I don't need to improve any more."
- 4 Reaching success, I was pretty good at coming up with good ideas. Because I did all these simple things that led to ideas. But then I stopped, because I figured I was this hot-shot guy and I shouldn't have to work at ideas, they should just come like magic. And the only thing that came was creative block. I couldn't come up with any ideas.
- 5 Reaching success, I always focused on clients and projects, and ignored the money. Then all this money started pouring in. And I got distracted by it. And suddenly I was on the phone to my stockbroker and my real estate agent, when I should have been talking to my clients.
- 6 And reaching success, I always did what I loved. But then I got into stuff that I didn't love, like management. I am the world's worst manager, but I figured I should be doing it, because I was, after all, the president of the company.
- 7 Well, soon a black cloud formed over my head and here I was, outwardly very successful, but inwardly very depressed. But I'm a guy; I knew how to fix it. I bought a fast car. (Laughter) It didn't help. I was faster but just as depressed.
- 8 So I went to my doctor. I said, "Doc, I can buy anything I want. But I'm not happy. I'm depressed. It's true what they say, and I didn't believe it until it happened to me. But money can't buy happiness." He said, "No. But it can buy Prozac." And he put me on anti-depressants. And yeah, the black cloud faded a little bit, but so did all the work, because I was just floating along. I couldn't care less if clients ever called. (Laughter)
- 9 And clients didn't call. (Laughter) Because they could see I was no longer serving them, I was only serving myself. So they took their money and their projects to others who would serve them better.
- 10 Well, it didn't take long for business to drop like a rock. My partner and I, Thom, we had to let all our employees go. It was down to just the two of us, and we were about to go under. And that was great. Because with no employees, there was nobody for me to manage.



- 11 So I went back to doing the projects I loved. I had fun again, I worked harder and, to cut a long story short, did all the things that took me back up to success. But it wasn't a quick trip. It took seven years.
- 12 But in the end, business grew bigger than ever. And when I went back to following these eight principles, the black cloud over my head disappeared altogether. And I woke up one day and I said, "I don't need Prozac anymore." And I threw it away and haven't needed it since.
- 13 I learned that success isn't a one-way street. It doesn't look like this; it really looks more like this. It's a continuous journey. And if we want to avoid "success-to-failure-syndrome," we just keep following these eight principles, because that is not only how we achieve success, it's how we sustain it. So here is to your continued success. Thank you very much. (Applause)



Key

2. Success and failure - Idiomatic expressions

1. a 2. e 3. d 4. f 5. b 6. h 7. c 8. g

3. Before you watch

Brainstorm ideas from the students and then play the whole video.

4. What do you remember?

Play the video again if necessary. Pause where appropriate to allow students to write down the answers.

1. They see it as a one-way street.
2. He had creative block - he believed that ideas should come to him like magic.
3. He neglected his clients.
4. He thinks he is the world's worst manager.
5. He bought a fast car.
6. He stopped serving them.
7. He had no one to manage and started doing the things he loved.
8. 7 years

5. Words in the video

Hand out a copy of the transcript to the students.

- | | | |
|---------------------|-------------------|-------------------|
| 1. a one-way street | 2. figure | 3. a hot-shot guy |
| 4. creative block | 5. got distracted | 6. got into |
| 7. outwardly | 8. faded | |

6. Language practice

1. creative block
2. got into
3. hot-shot guy
4. faded
5. one-way street
6. got distracted
7. outwardly

7. Developing a story - optional activity

1. to cut a long story short
2. so
3. after all
4. well
5. in the end