1. Work in pairs. Read the quotation about success. How would you define success?

"Success is getting up in the morning and going to bed at night, and in between, doing what you want to do."

Bob Dylan, singer / songwriter

2. Work in pairs. Look at the photos. Answer the questions.

- What kind of success have these people experienced?
- What do you think contributed to their success?

3. Read the extract from a book called How to Get Rich by Felix Dennis, a multimillionaire publisher and poet. Can you predict how Felix solved the problem?

Years ago, in the early days of my company, four of my colleagues got together and had a long talk. One was a senior manager, one was a publisher, one was a designer and the other was an editor. Together, they hatched a small conspiracy. Knowing how important they were to my little company, they confronted me and demanded a share.

They were polite and civilized about it. They pointed out that I owned a hundred per cent of the company and could easily afford to share out, say, 20 per cent between them. It wouldn’t cost me anything and it was only fair. Those were the words they used.

They were working just as many hours (10–12 hours on a good day) as I was and they were committed to making the company a huge success. They were even willing to discuss a slight reduction in their salaries in return.

In addition, they went on. I should remember that such a ‘dispersal’ (I remember they actually used that word, too) would incentivize them mightily. Such a gesture would never be forgotten.

However, should I not ‘disperse’ these shares among them, they intended to leave. And leave immediately, virtually without notice. They would have no option but to do so, although they didn’t want to.

4. Now turn to page 149.

5. Read Word Zone. What do you think the other examples mean? Use a dictionary to help you.

**Verbs ending in -ize**

Such a dispersal would incentivize them. Verbs ending in -ize add the meaning ‘make’ or ‘provide’ to the base word.

- incentivize – to make someone feel an incentive; to provide an incentive
- Other examples:
  - anglicize, centralize, commercialize, dramatize, economize, familiarize, publicize, trivialize

6. Rewrite the parts of the sentences in bold using the verbs in Word Zone and any other words needed.

1. Take a few minutes to find out more about our website.

   Take a few minutes to familiarize yourself with our website.

2. We have to do more to make people know about the work we’re doing.

3. Hotel owners seem to be opening more and more shops on the beachfront.

4. The college is going to put all their English classes in one building.

5. Global warming is important! I wish they would stop making it seem so unimportant.
**VOCABULARY Success & failure**

1. Look at the words in the box. Which ones indicate success, which ones indicate failure and which ones indicate something in between?

   - booming
   - disappointing
   - flourishing
   - hanging on
   - in decline
   - in demand
   - ineffective
   - profitable
   - slipping
   - struggling
   - thriving
   - triumphant

2. Complete the sentences with the words and expressions in exercise 1. There may be more than one possible answer.

   1. The manufacturing industry is ... in our region. Two more factories have closed recently.
   2. 'Our business is ...,' he announced with a smile. 'In fact, we’re doing so well, we’re going to open another branch next month.'
   3. The café near the school is ... The owner says she will have to close if business doesn’t improve.
   4. Her parents think her exam results are ... They expected her to do better because she’d had extra tuition before the exams.
   5. The company is doing OK. Times are hard, but we're ... We just need to keep working hard.

**CONNECTIONS**

3. The adjectives in exercise 1 collocate frequently with particular nouns. Match the adjectives with the nouns to form correct collocations.

   1. thriving  A. tourist destination
   2. profitable  B. business
   3. slipping  C. results
   4. ineffective  D. advertising campaign
   5. disappointing  E. standards

4. What other nouns do the adjectives in exercise 1 collocate with? Use a dictionary to help you.

5. Write three sentences using the collocations.

6. Work in pairs. Read your sentences to your partner, but do not say the adjective. Your partner guesses which adjective you have used.

   - **My uncle has a ... ice cream business. He makes lots of money, especially in summer.**

**IDIOMS**

1. Read the sentences. Decide if the idioms in italics indicate success or failure.

   1. The singer’s performance brought the house down. She got a standing ovation and several encores.
   2. They were doing quite well, but then the bottom fell out of the online gaming market.
   3. He started selling clothes on a market stall and look at him now! It’s a great example of a rags-to-riches story.
   4. The economic crisis hit my uncle’s firm badly, but they managed to weather the storm.
   5. It’s an incredible time for them! The band is definitely on the crest of a wave.
   6. There was a market for that kind of service a couple of years ago, but I think you may have missed the boat.
   7. That young entrepreneur has the world at his feet.

2. Work in pairs. Write definitions for the idioms in exercise 1. Check with a dictionary.

3. Choose the more appropriate response to each remark.

   1. Why did your brother’s travel company go bankrupt?
      - A. Because the bottom fell out of the travel market.
      - B. Because it was a rags-to-riches story.
   2. The director of the Oscar-winning film has had a really successful year.
      - A. Yes, she’s really on the crest of a wave.
      - B. Yes, she’s brought the house down.
   3. It’s a pity that you didn’t try to exploit your dotcom idea earlier.
      - A. You’re right, I seem to have missed the boat.
      - B. You’re right, I really weathered the storm.
   4. How did you get on in your first acting performance?
      - A. It was OK, but we didn’t bring the house down.
      - B. It was OK, but we didn’t miss the boat.

**FAST FINISHERS**

Who is the most successful person you know? Describe them.
1. Complete the story with verbs from the grammar box.

Angela was sitting at her desk when her boss asked her to come to his office. Angela replied that she was very busy, but her boss ... that she should come immediately. In the office there were two people: a man in a police uniform and a woman. The woman ... that she was a detective and they were investigating a possible terrorist offence. They needed to talk to Angela about a man called Terry Hall, who they believed had been in contact with her in the last 24 hours. Angela ... that she knew Terry Hall, but ... that she had seen or heard from him recently. The detective ... that Hall had sent Angela a text message the previous day and ... her that lying to police officers was a criminal offence. Angela ... that she hadn't received any text messages from Terry Hall for more than a year. ‘Let me see your phone,’ said the detective. Angela took her phone out of the bag and handed it to her.


3. Complete the questions with the correct form of the verbs in brackets. You might need to add prepositions. Then invent answers for them.

1. How can she deny ... (steal) the jewellery? There were witnesses!
2. Why did he admit ... (eat) the last piece of birthday cake? No one saw him.
3. Why do you think he insisted ... (pay) for the concert tickets?
4. What did your grandparents promise ... (buy) you for your birthday?
5. Why did the footballer apologize ... (swear) at the referee?
6. Why did the security man warn us ... (take) photos?

4. Look again at the questions in exercise 3. In which can we also use a perfect form? Rewrite them with a perfect form if possible.

How can she deny having stolen the jewellery?

5. Rewrite the sentences using reporting verbs.

1. ‘I don’t think you should buy that car,’ my father told me.
   My father advised me not to buy that car.
2. ‘If you don’t tell me where your brother is, I will arrest you for perverting the course of justice,’ said the police officer.
3. ‘I can’t fix your computer now, but I’ll be able to do it tomorrow,’ said the woman in the computer shop.
4. ‘Can I help you carry your suitcase to the station?’ the porter asked the singer.
5. ‘You threw a stone at my car!’ the woman said to the boy.

6. Work in pairs. Follow the instructions.

- Choose one of the sentences in exercise 5. Imagine that it is the start of a conversation.
- Invent the rest of the conversation.
- Act out your conversation for the rest of the class.
- The rest of the class report what they heard.

You threw a stone at my car!

I didn’t! It was someone else.

He accused her of throwing a stone at his car. But she insisted it wasn’t her and told him it had been someone else.

FAST FINISHERS Write sentences using five of the reporting verbs from the grammar reference box.
LISTENING  Interpret information in a radio broadcast

1 Look at the photos. Graham Hughes achieved something unusual in 2012. What do you think he did?
   1 He succeeded in visiting every country in the world, but was unable to visit certain disputed territories.
   2 He visited every country in the world, including disputed territories, without getting on a plane.
   3 He wanted to visit every country in the world, but was arrested and imprisoned in Africa.
   4 He visited every country in the world without flying, and then flew back to the UK.

2 Listen to Part 1 of the radio broadcast. Check your answer to exercise 1.

3 Are the statements true or false? Give reasons.
   1 His first destination was in Latin America and his last was in Africa.
   2 The easiest countries to visit were Afghanistan and North Korea.
   3 He was kidnapped by pirates during his journey.
   4 He witnessed a historic event when he was in the USA.
   5 He spent six days under arrest in the Cape Verde Islands.

4 Choose the sentence which better illustrates the meaning of each line from the radio broadcast.
   1 Not only did he travel to all 193 member states of the United Nations, he also managed to visit disputed territories.
      A He only visited United Nations member states.
      B He visited United Nations member states and other territories.
   2 He also witnessed the last space shuttle launch at Cape Canaveral.
      A He watched the launch on TV.
      B He was at Cape Canaveral for the launch.
   3 It isn’t actually that difficult to get into countries such as Afghanistan, North Korea and Iraq.
      A It was very difficult to get into those countries.
      B It was quite easy to get into those countries.
   4 No sooner had he arrived than he was arrested by immigration officials.
      A Hughes was arrested a few days after arriving.
      B Hughes was arrested immediately.

5 Listen to Part 2 of the radio broadcast. Answer the questions.
   1 What does the first caller think are the real reasons why Graham Hughes made the trip?
   2 Does the second caller agree with the first? What is her opinion?

6 Listen to Part 2 again. Explain the remarks in your own words.
   1 He’ll sink without trace.
   2 I take my hat off to him.
   3 He raised awareness about the whole issue of water.
   4 We take clean water for granted in this country.

7 Work in groups. Discuss the questions.
   ● Which of Graham Hughes’ experiences do you think was the most exciting / scary / interesting / inspiring?
   ● How would you describe Hughes’ achievement?

8 Look at the expressions in Face 2 Face.
   ● Have you heard them before?
   ● Can you remember the context from the broadcast?
   ● Can you guess their meaning?

9 Turn to page 146 and do the exercise.

YOUR TURN TO SPEAK

10 Work in pairs. Debate the statement. Follow the instructions.
   Setting a world record is the best measure of success that life can offer.
   Student A: Speak in favour of the statement.
   Student B: Speak against the statement.
   Both speakers can make two statements in order to respond to what the other has said.
Look at the photos of four people who became millionaires while they were still teenagers. How do you think they made their fortunes?

Read the magazine article. Were your ideas in exercise 1 correct?

Read the magazine article and find:
- a prize won by Fraser Doherty
- how much Nick D’Aloisio’s first app made on its release day
- the inspiration for the name of Juliette Brindak’s website
- the aim of the Farrah Gray foundation

Fraser Doherty
Scotland-born Fraser Doherty was taught how to make jam by his grandmother, using her secret recipe, when he was 14 years old. At first he only sold the jam he produced to the people in his neighbourhood; then he left school at 16 in order to concentrate on jam production. Doherty’s SuperJam Company now supplies all the major UK stores and had sales of over 1.2 million pounds in 2011. His company is currently worth two million pounds. He also started a charity called SuperJam Tea Parties, so as to provide tea parties for lonely elderly people who live alone or in care homes. There were 120 such events in the first year, with the largest events attracting over 600 guests. The company also organizes ‘knitathons’, encouraging people to knit for good causes. Because of Fraser’s initiative, several thousand knitted squares were made, sewn into blankets and sent to orphans in India in the first 12 months. Doherty was the 2007 Global Student Entrepreneur of the Year, an international award given to the top student entrepreneur worldwide. More than 750 students from around the world compete for the coveted prize each year.

Nick D’Aloisio
Nick D’Aloisio is a computer programmer and internet entrepreneur from London. He is best known as the creator of Summly, an iPhone app which summarises news stories, and which was downloaded by nearly a million people when it was first released. D’Aloisio got his first MacBook aged nine and used it to edit home videos. In 2008, when the Apple App Store was announced, D’Aloisio – then just 12 – went into an Apple store and asked one of the assistants how to make an app. They didn’t know, so he had to wait another few months before the App Store was released publicly and, in the meantime, he taught himself basic programming. When he launched his first app – FingerMill, a treadmill for fingers! – in August 2008, it made £79 on the first day. He went on to make several more apps and gradually learned more and more. In March 2013, Summly was sold to Yahoo for a reported $30 million US dollars, making him one of the youngest self-made millionaires ever. He has been awarded “Innovator of the Year” by the Wall Street Journal, and was also included in TIME Magazine’s “Time 100” as one of the world’s most influential teenagers.
Work in groups. Discuss the questions.

● What is the strongest message you get about the reasons why these young people are successful?
● Which of them do you think had the most interesting idea for a money-making scheme?
● Which of them do you think worked hardest to be a success?

They think my father is French, but actually he’s Spanish. He is currently worth two million dollars.

They will talk about her new website presently.

The prime minister was momentarily rendered speechless.

NOTE: In American English, momentarily means ‘in a short time from now’ (i.e., the same as presently in British English).
Expressing purpose & reason & result

1. Complete the responses using an expression of purpose.
   1. Why did he start his own company?
      ... have to work for someone else all his life.
   2. Why did he sack half his employees?
      ... keep the company from going bankrupt.
   3. Why did your parents move to this town?
      ... they could find work.
   4. Why did the teacher ask her to stay after the class?
      ... criticize her in front of her classmates.
   5. Why did they close the factory early?
      ... the workers could get home before the tornado struck.

2. Rewrite the sentences starting with the expression of reason given.
   1. I won’t be able to get to youth club this evening because the train I’m on has broken down.
      Owing to ....
   2. I’m going to look for a part-time job because I want to go travelling over the summer.
      In order to ....
   3. There was a traffic jam and I missed the ferry.
      As a result of ....
   4. The service at the restaurant was so bad we decided to make a complaint.
      Because of ....
   5. Natural honey has many healing properties and has been used medicinally for centuries.
      On account of ....

3. Match the two parts of the sentences.
   1. She spoke so quickly that I couldn’t understand her.
   2. Brazil is such a big country that it covers nearly half of the continent of South America.
   3. Hanif paints so well that he’s been offered a place at an art school in Paris.
   4. Obesity in children has become such a problem that schools have banned unhealthy snacks.
   5. It was raining, so we decided not to go.
      We were so tired that we had to stop walking.
      It was such a tiring day that we had to stop walking.

4. Complete the text with the expressions in the box. Sometimes more than one expression is possible.
   due to  in order that  in order to  meaning that  so  so that  to  with the result that

WHAT IS SCHOOL FOR?

Some people say school began in Ancient Greece, but it was only available in cities, ... if you lived in a village, you didn’t get educated. There was also no education for slaves, manual labourers or women, ... girls only got an education if their parents educated them at home. One exception was the city of Sparta, where women were educated ... be able to run the city while men were away at war. Spartan women also received military training ... they could protect the city if it was attacked.

What is school for nowadays? Do we only go to school for academic reasons or ... we can become a good citizen, for example? Educational theorists agree that yes, school has a major part to play ... students become well-rounded citizens. But unfortunately, there simply isn’t time to give students an all-round education these days ... the pressure to achieve good exam results.
**PREPARATION**

1. Listen to someone giving a short presentation about a person they think of as a hero. Answer the questions.

   1. What is the presenter’s relationship with his hero?
   2. What does his hero do for a living? And what does he do in his spare time?
   3. What challenge did his hero set himself and did he manage to achieve it?
   4. Did his hero succeed on stage? And in his main aim?

2. Read the three short biographies. Discuss the questions in pairs.

   - Which of the three achievements do you find the most impressive?
   - Were the people doing something just for themselves or for other people, too?
   - What value do the achievements have for other people?

**DO THE CHALLENGE**

3. Work in pairs. Prepare a one-minute presentation on someone you think of as a hero. Follow the instructions.

   - Choose a hero. This person can be local, national or international.
   - Make a note of the most important, relevant points about this person’s life and achievements. If possible, find a photo of the person.
   - Practise your one-minute presentation with your partner.

4. Work with another pair. Give your presentation to the other pair. Listen to their presentation. Ask and answer questions about the heroes.

**Express yourself**

**Describing someone you admire**

My all-time hero is ... .

I’d like to talk about someone who ... .

Someone I admire very much is ... .

**Explaining what people have done**

X has raised (thousands of euros for charity).

X managed to (win a competition).

X has overcome incredible obstacles in order to (achieve what she did).

**Describing obstacles people have overcome**

In spite of the fact that (she has mobility problems), ... .

Even though (he can’t walk), ... .

What makes her achievement even more extraordinary is the fact that ... .

**FOLLOW UP**

5. Work in pairs. Discuss the questions.

   - Whose hero has / had the most interesting life?
   - Whose hero has achieved the most?
   - Was there any information you found surprising and / or extraordinary?

6. Write a report about one of the presentations you heard. Indicate in your report who gave the presentation and write complimentary remarks about them.
1 You’re going to hear three people answering questions about their careers. Before you listen, discuss the questions in pairs.

- Where would you look for help in choosing a career?
- What questions would you like to ask people who are successful in their careers?
- How do you think you can become successful in your chosen career?

2 Listen to Part 1 of the panel discussion. Describe in your own words what the three people on the panel do. Who do you think has the most interesting career? Why?

3 Listen to Part 2. Discuss the questions.

1 What was Helen’s reason for choosing her particular career? Do you think that kind of opportunity happens often?
2 Is Martin doing something that he had always planned to do? What’s the most important aspect of how he started doing the job?
3 What have you learnt so far about Becky? What words would you use to describe her?

4 Listen to Part 3. Make notes on:

- the difficulties that Helen experienced when she started.
- the qualities that Martin thinks are important when managing people.
- the five things that Becky thinks are key aspects of a good interview.

5 Choose the correct interpretation of the expressions in italics.

1 They were let down by their previous manager.
   A The previous manager didn’t want to manage them anymore.
   B The previous manager criticized them.
   C The previous manager didn’t do what they expected.

2 When the job came up, I jumped at the chance.
   A I was a bit frightened about the idea.
   B I applied for it immediately.
   C I was very excited.

3 It was like banging my head against a brick wall.
   A It was very frustrating.
   B It was very noisy.
   C It was accidental.

4 Managing people is complicated – not everyone’s cut out for it.
   A Most people should avoid doing this kind of work.
   B Not everyone has enough stamina to do it.
   C Not everyone is right for this kind of work.

5 You should look smart and sound enthusiastic – that kind of goes without saying.
   A I shouldn’t really say that.
   B It’s always necessary to say that.
   C It shouldn’t be necessary to say that.

6 Work in groups of four. Prepare a panel discussion about successful careers. Follow the instructions.

- Student A, you are the panel presenter. You present the three panel members and say what they do.
- Students B, C and D, you are successful in a particular career. You are going to describe the work that you do, how you started and the reasons for your success.
- Choose three different areas of work to discuss. As a group, prepare your panel discussion.

7 Present your panel discussion to another group. Follow the instructions.

- Student A, present the three panel members. Invite your colleagues to say a few words about their work.
- Students B, C and D, give a brief overview of what you do.
- Student A, invite questions from the other group.
- Students B, C and D, answer questions about your work.
WRITING  A poem

1. Read the poem written by 19th century American poet Ralph Waldo Emerson. In pairs, discuss the questions.

   - Is the poem easy to read? Why / Why not?
   - Are there any lines you find hard to understand?
   - Do you think it's easy to write a poem like this?

   **SUCCESS**
   RALPH WALDO EMERSON
   What is success?
   To laugh often and much;
   To win the respect of intelligent people
   And the affection of children;
   To earn the appreciation of honest critics
   And endure the betrayal of false friends;
   To appreciate beauty;
   To find the best in others;
   To leave the world a bit better, whether by a healthy child, a garden patch
   or a redeemed social condition;
   To know even one life has breathed easier
   because you have lived;
   This is to have succeeded.

WRITING SKILL  Using imagery in a poem

   - Imagery is the name given to the elements in a poem that spark off the senses.
   - Images do not need to be only visual – any of the five senses can respond to what a poet writes. A poet may describe a drink as having 'the taste of air' and a poem about the sea may describe how the 'ocean sighs'.
   - Rather than simply stating, 'I see a tree,' a poet will use imagery to elicit something more specific: a tree like a spiky rocket; a green cloud riding a pole; bare, black branches. Each of these suggests a different kind of tree.

2. What imagery can you find in the poems in exercise 1 and below?

   I wandered lonely as a cloud
   That floats on high over vales and hills,
   When all at once I saw a crowd,
   A host of golden daffodils

YOUR TURN TO WRITE

3. You're going to write a poem about one of the topics below. Think of imagery you could use to describe the topic.

   Success  Failure  Satisfaction
   Fear  Freedom  Happiness

WRITE NOW

4. Write your poem.

   1. Write a poem on the topic you chose in exercise 3.
   2. You may choose to write in the same style as the poem in exercise 1 – every line should start with an infinitive.
   Or
   3. Write a poem in rhyming verse like the poem in exercise 2.

CHECK AND CORRECT

5. Check and correct your poem.

   1. Check your poem for possible errors.
   2. Read your poem to yourself quietly to check the rhythm.
   3. Now read your poem aloud to a partner.
   4. Comment on your partner’s poem.