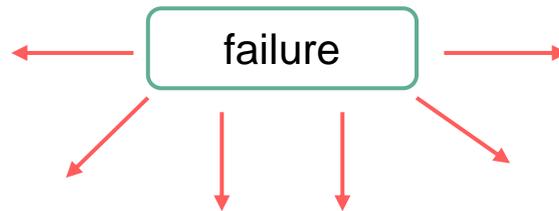


Behind every success there are dozens of failures

1. Complete the graphic with things you associate with the word *failure*.



2. Discuss the questions.

- Why did you choose those words to complete the graphic in ex. 1?
- What was the last thing you failed to do? Why did you fail?
- How do you feel when you don't manage to do something?
- Do you like experimenting in your job and taking risks?
- Are failures an essential part of our personal and professional lives?

3. Match the words to their meanings.

- | | |
|---------------|----------------------------------------|
| a) morph into | 1) balance the bad effect of something |
| b) bold | 2) start something |
| c) launch | 3) change into something else |
| d) iterate | 4) brave |
| e) embrace | 5) accept |
| f) compensate | 6) repeat |
| g) discontent | 7) likely |
| h) prone | 8) dissatisfaction |

4. The words in bold are in the wrong sentences. Correct the mistakes.

- To be successful you need to **morph into** the design of a new product or device many times.
- When you **compensate** a new product you should bear in mind that it might not become popular.
- Initial business ideas often **embrace** large scale projects.
- A good leader should encourage their workers to be **discontent**.
- A good boss should never show their **prone** with failure.

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- f) There should be special workshops on how to **launch** failure in business.
- g) Each new business is **bold** to failure.
- h) There's always a way to **iterate** for failure.

5. Watch a [video](https://youtu.be/I9CKa90Leh0) [https://youtu.be/I9CKa90Leh0]. List all the failures and successes at Amazon that Jeff Bezos mentions.

- a) failures:
- b) successes:

6. Watch the [video](#) again and say if the sentences are true or false.

- a) Marketplace constitutes 30% of units sold on Amazon.
- b) Amazon is launching few devices on the market.
- c) One of Bezos's responsibilities is to urge his workers to be bold.
- d) Bezos thinks it's difficult to encourage people to make brave decisions.
- e) Bezos's actions at Amazon have never led to any financial losses.
- f) Companies that don't embrace failure will become desperate.

7. Discuss the questions.

- Do you agree with what Jeff Bezos says about failures?
- Is it true that there are dozens of failures behind every success?
- Jeff Bezos says that 'experiments are prone to failure.' Do you agree?
- Do you agree that every company should embrace failure? Why (not)?



8. Choose the correct meanings of the expressions.

- a) go back to square one
- 1) start something again
2) lose everything
- b) (go down) a blind alley
- 1) an action made without consideration
2) an action which leads nowhere
- c) dash somebody's hopes
- 1) help someone make something happen
2) disillusion someone
- d) shut up shop
- 1) close a business
2) stop working
- e) fight a losing battle
- 1) try to do something even though you're likely to fail
2) win somebody over
- f) be a recipe for disaster
- 1) be likely to cause failure
2) be something which helps solve conflicts
- g) throw in the towel
- 1) challenge someone
2) give up
- h) a lose-lose situation
- 1) a bad situation for everybody involved
2) a situation that may turn out well despite expectations

Behind every success there are dozens of failures

9. Complete the questions with expressions from ex. 8. In some cases you need to change the form of the expression.

- a) What should you do when you see a certain action will turn out to be going down
- b) Are there any positive sides to
- c) In what business situations do you decide to give up and
- d) While cooperating on a project, what kinds of behaviour may
- e) Has anyone ever either in your personal or professional life? How did you feel?
- f) How would you feel if you put a lot of effort into something but failed and had to
- g) What are some common reasons for people? Why do people fail in their businesses?
- h) Have you ever even though you knew you wouldn't succeed?

10. Discuss the questions from ex. 9.

11. Work in groups of three. Read your role and talk for two minutes. Use expressions from the lesson to make your speech more interesting. Then, decide whose speech was the most convincing.