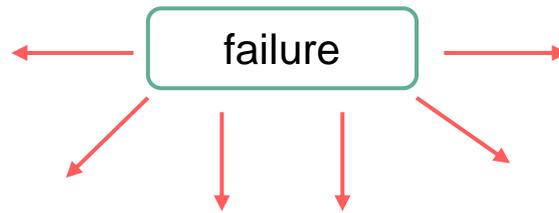


## Behind every success there are dozens of failures

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 <b>3</b> | 1) balance the bad effect of something |
| b) bold <b>4</b>       | 2) start something                     |
| c) launch <b>2</b>     | 3) change into something else          |
| d) iterate <b>6</b>    | 4) brave                               |
| e) embrace <b>5</b>    | 5) accept                              |
| f) compensate <b>1</b> | 6) repeat                              |
| g) discontent <b>8</b> | 7) likely                              |
| h) prone <b>7</b>      | 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. **iterate**
- When you **compensate** a new product you should bear in mind that it might not become popular. **launch**
- Initial business ideas often **embrace** large scale projects. **morph into**
- A good leader should encourage their workers to be **discontent**. **bold**
- A good boss should never show their **prone** with failure. **discontent**

## Behind every success there are dozens of failures

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

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

- a) failures: **auctions** [00:18], **zShops** [00:21]
- b) successes: **(Amazon) Marketplace** [00:28], **Kindle** [00:45], **Fire TV Stick** [00:53], **Amazon Echo** [00:56], **AWS**, **Amazon Prime**, **third party seller business (=Amazon Marketplace)** [02:08]

6. Watch the **video** again and say if the sentences are true or false.

- a) Marketplace constitutes 30% of units sold on Amazon. **False, more than 40%**. [00:33]
- b) Amazon is launching few devices on the market. **False, there's a lot of activity going on in their device business.** [01:07]
- c) One of Bezos's responsibilities is to urge his workers to be bold. **True** [01:27]
- d) Bezos thinks it's difficult to encourage people to make brave decisions. **True** [01:43]
- e) Bezos's actions at Amazon have never led to any financial losses. **False, he has made billions of dollars of failures.** [02:21]
- f) Companies that don't embrace failure will become desperate. **True** [02:50]

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 **a blind alley**?
- b) Are there any positive sides to **a lose-lose situation**?
- c) In what business situations do you decide to give up and **throw in the towel**?
- d) While cooperating on a project, what kinds of behaviour may **be a recipe for disaster**?
- e) Has anyone ever **dashed your hopes** 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 **go back to square one**?
- g) What are some common reasons for people **shutting up shop**? Why do people fail in their businesses?
- h) Have you ever **fought a losing battle** even though you knew you wouldn't succeed?

**10. Discuss the questions from ex. 9.**

[Students can work in pairs or groups. You can assign questions to a group or tell them to choose four which they want to answer.]

**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.**

## Behind every success there are dozens of failures

### STUDENT A

You are the boss of a big company. For the last six months all your employees have been involved in a new project. Unfortunately, following its launch, it turned out to be a complete failure. Describe the situation to your employees, give reasons for the failure, support your employees, and say how you appreciate their work.

### STUDENT B

You are the leader of a new project. Unfortunately, you can see you're fighting a losing battle with your co-workers in continuing to develop it. You want to throw in the towel. Talk to your boss and explain the situation. Say how much effort you have put into the project and why you know it will not work.

### STUDENT C

You opened a small company three months ago. Unfortunately, you didn't predict how the crisis on the stock market might influence your activity. Even though you have two great employees you need to shut up shop and try to, at least, regain the money you invested in the company. You are talking to your employees. Explain the reasons for your decision.