TEACHER'S NOTES

Success and failure by Adrian Doff



Level: Intermediate and above

Time: 20 minutes

Aim: - To use common expressions for talking about success and failure.

To talk about things you succeeded and didn't succeed in doing.

There are three ways of using this worksheet:

- Give the worksheet to students to work through independently, and then in the next lesson go through the
 exercises and deal with any points that arise.
- Use the worksheet for an active classroom lesson. The notes below give ideas for doing this.
- Do not give the worksheet out in class but use it as the basis for your own lesson, getting ideas and phrases
 from the students and presenting language on the board (use the notes below to help you). Then give out the
 worksheet at the end, and ask students to do the exercises for homework.

Warm-up

Warm-up: Establishing the concept

Write on the board: *How to be successful*, and then write *You need to...* Ask students to think about their own job, and note down three things you need to do to be successful. Then get the students to give you their ideas.

Larger classes

Pairwork: Students exchange ideas with their partner and then talk about them with the whole class together. Now hand out the worksheet.

Worksheet

Language focus

1. *succeed in, manage to:* Look at dialogue A at the top of the worksheet and establish what is happening: someone is setting up a new computer, or repairing a computer system that has broken down. Point out that the context uses two verbs: *manage* and *succeed*. These mean the same, but they have different forms:

manage + to + infinitive, and succeed + in + verb -ing

Read the examples.

Point out these spelling features:

- *success* (double *c* and double *s*)
- *succeed* (double *e*)
- *successful, successfully* (one *l* in *successful*, two in *successfully*)

Ask students: Think about this week. What did you manage to do / succeed in doing? What didn't you manage to do / didn't succeed in doing?

Larger classes: Do this as a quick pairwork activity. Students ask each other. As a round-up, ask a few students what they found out from their partner.

2. *success, successful:* Look at dialogue B at the top of the worksheet. Establish what it is about: It's about an international café chain who are expanding to the global market. If you like, ask students what café chains they know that are like this (e.g. *Starbucks, Costa*), whether they go to them, what they think of them, etc.

Point out the verb, noun and adjective forms and read the examples.

Ask students to think of a company they know that is a success. Discuss what successes they have had, and why they have been so successful (if you like, you could guide them by suggesting particular areas, e.g. clothes, cars, drinks). Try to use the words *succesd*, *success* and *successful* in talking about it.

3. *fail, failure:* Look at dialogue C at the top of the worksheet. A company brought out a new range of goods, which failed because it was too expensive. Discuss what the 'Hitech' range might be, e.g. saucepans, running shoes or furniture.

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Read the examples, and point out that we often say something was a complete failure (or a total failure). Ask students to think of a company they know (or something a company has done) that has been a failure. Ask whether they think it was a complete failure, and why they think it failed.

Practice

1. Talk or write:

Students write sentences. Then ask them to read out what they have written.

Alternative: Give students a few moments to think about the topic and possibly make a few notes. Then ask them in turn to talk about it.

Larger classes: Do this as pairwork, then ask a few students what they said.

2. Exercises:

Let students do the exercise in pairs, thinking of as many possible answers as they can. Then go through it together. Possible answers:

- 1. a) failed to
 - b) managed to
 - c) succeed in
 - d) successful in
 - e) manage to
- 2. a) success
 - b) successful
 - c) failure
 - d) success

Other language areas you could explore:

1. Ways in which businesses fail

- don't sell their products, don't make a profit, get into debt, have high overheads
- go bankrupt, go into liquidation

2. Ways in which businesses succeed

- win contracts, market their products, make a profit, reduce their overheads
- expand into new markets, open new branches, make acquisitions

3. unsuccessful, not successful

• 'he wasn't very successful', 'we were unsuccessful' as a softer way to 'he/we failed'

4. achievement

• achieve goals/aims; a (great) achievement

5. hit and flop (used mainly for books, films, music etc.)

• It was an (big) hit; it was a (complete, total) flop

4. Ways in which businesses try to do things

• try to, attempt to; the first / another / a final attempt (to); make a bid, a successful/unsuccessful bid



one stop english

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Well, we've finally **succeeded in** install**ing** the new software,
but we haven't **managed to**get an Internet connection yet.



Coffee Concept is very
successful in the Far East.
This year, they opened outlets
in five new countries.



Their new Hitech range was a complete failure. They were simply too expensive for most people.

succeed in, manage to

succeed in + verb + -ing manage to + infinitive

These mean the same: They succeeded in winning a major contract with the Indian government.

They managed to win a major contract with the Indian government.

success, successful

Verb succeed Noun success Adjective successful

She has succeeded in her career as a diplomat. Her career as a diplomat has been a great success.

She has been a very successful diplomat.

adverb + adjective adjective + noun

very successful a great success moderately successful a moderate success

We can also say successful in:

They have been moderately successful in expanding into markets in Latin America.

fail, failure

fail is the opposite of succeed:

Verb	fail (to)	Europe is failing to compete against countries such as China (= not managing to)
Noun	failure	His career as a businessman was a complete failure (= not at all successful)

Exercises

1. Add two words from the box to each gap.

succeed successful manage failed managed in to

a)	Unfortunately, the company	/ achieve its targe	ets this quarter.

- _____repair the photocopier yet? I need to copy some plans. b) Have you
- ____ doubling our output by 2010. c) If all goes well, we should ___
- d) She's a key member of our team. She has been very ___ ____ attracting new customers.
- e) I'm afraid I won't _____ come to the meeting this afternoon. I'm just too busy.

Talk or write



Think about your company over the last year. How successful have they been?

Write a few sentences, using the expressions on this worksheet.

Add the correct form of the word in brackets.

- a) So far, their marketing campaign hasn't been a great ___ (SUCCEED)
- b) He's just back from a very trip to Japan. (SUCCEED)
- c) After the _ of Sports Online, the company gave up the idea of web-based publications. (FAIL)
- d) Ipax Associates took over the company and tried to make it profitable, but without ______. (SUCCEED)