



READING

Matching

I can understand specific details in an article.

1 SPEAKING Read UK TODAY and discuss the questions.

UK TODAY

In order to recognise entrepreneurship and nurture talent among young people in the UK, many universities and institutions offer awards for innovation in business to graduates and undergraduates. **The Enterprise Awards** are one such scheme set up in association with a well-known bank and a newspaper. They celebrate the achievements of young business people across the UK and winners enjoy not only recognition for their products and services, but also benefits such as help with funding and free legal and business advice.

- 1 Who are the Enterprise Awards aimed at?
- 2 What are the benefits for winners?
- 3 What do you think the judges take into consideration when choosing a winner?
- 4 Do you think such award schemes are a good idea? Why?/Why not?

2 In groups of three, read one section each of the article about the recent winners of the Enterprise Awards. Make notes under the headings below and report back to your group.

- Beginnings of business
- Challenges & milestones
- Advice to potential entrepreneurs

READING FOCUS Matching

3 Read the article again. In your notebook, match questions 1–8 with sections A–C. The sections may be chosen more than once.

In which text does the young entrepreneur mention ...

- 1 that having another source of income is highly desirable?
- 2 an area where their age proved a disadvantage?
- 3 a view that regular income is not guaranteed?
- 4 an opinion that it is worthwhile to wait for the results of your work?
- 5 their efforts to remain optimistic against the odds?
- 6 an outcome that was unexpectedly successful?
- 7 a criticism of trying to work alone?
- 8 an opinion about what is most important in an employee?

FOCUS ON WORDS | Collocations

4 2.6 In your notebook, complete the collocations with one verb from the box for each gap. Refer to the article for help if necessary. Then listen and check.

(build follow found gain recruit sustain)

- 1 build a brand / a business / a customer base
- 2 ? a business / a charity / a company
- 3 ? your dream / your gut instinct / your heart
- 4 ? a business plan / economic growth / financial losses
- 5 ? a new manager / students / talent
- 6 ? feedback / insight / recognition

5 In your notebook, write five questions you would like to ask one of the Enterprise Award winners using the collocations from Exercise 4.

When it comes to building a business, do you think it is better to follow your gut instinct or to take advice from others?

6 SPEAKING Discuss how you think your chosen winner(s) might answer the questions you wrote in Exercise 5.

7 In your notebook, write the correct forms of the collocations in blue in the article for each gap.

- 1 Before launching our product globally we used social media to gauge consumer opinion here in the UK.
- 2 I didn't ? of Twitter as a marketing tool until I read an article in a business magazine.
- 3 Most investors expect to ? on their money within a couple of years of buying shares.
- 4 Although there are seasonal ? generated by the hotel, the business remains profitable.
- 5 Simon still has a lot to learn as a salesman, but he certainly ? customers.
- 6 Joanne is not a very experienced businesswoman. She ? college.
- 7 The course was extremely practical and what I learnt on it gave me ? to my career.

8 In your notebook, write word families using the underlined words in the article.

ADJECTIVE

restless

NOUN

restlessness

9 SPEAKING In your notebook, list the qualities you possess from Exercise 8. In pairs, say how the qualities on your list prove useful at school, or in your social life.

You could say that I'm tenacious: I've got a lot of determination and even when things are difficult at school, I just keep trying.