


Listening: A career story

1 Choose two or three things which are most important for success in your job.

- 1 a good education and passing examinations
- 2 knowledge of your business and the market
- 3 being passionate about your job and doing what you love
- 4 having lots of business contacts
- 5 the ability to keep trying even when things are difficult
- 6 something else (what?)

2 Work in pairs. Compare your answers and explain your choices.

3  1.9 Listen to an interview with Adam Pritchard, the founder of Pomegreat, a successful fruit juice distribution company. Which things were important for his success?



4 Are these statements true (T) or false (F)? Correct the ones that are wrong.

- 1 Adam went to business school.
- 2 Adam's first business was a company to sell cars.
- 3 Adam failed his stock-broking exams.
- 4 The second business he set up was a telephone counselling service.
- 5 He invested and lost £40,000 in his second business and had to sell his car.
- 6 Adam spent a year researching the fruit juice market before he started Pomegreat.
- 7 His turnover last year was £13m.

5  Listen again and complete these questions.

- 1 Adam, _____ you _____ to business school?
- 2 So _____ did you _____ your first company?
- 3 How _____ it _____?
- 4 So what _____ you _____ after that?
- 5 That's a difficult job. _____ you _____ the exams?
- 6 So what _____ next?
- 7 _____ that successful?
- 8 _____ did you _____ the idea for Pomegreat?
- 9 _____ it _____ you long to set up the company?

6 Work in pairs. Take turns playing the role of Adam Pritchard. Practise asking and answering the questions in exercise 5.

Grammar: Past simple questions

7 Look at the table. Then complete the questions and answers.

Past simple: Yes/No questions

Verb be Change the word order <i>It was a disaster.</i> 	Was it a disaster? Were you successful? _____ it easy to sell cars? _____ the exams difficult?	Yes, it was. No, we weren't. No, it _____. Yes, they _____.
Other verbs Use <i>did</i> + the infinitive form of the verb	Did Adam pass his exams? Did he go to business school? _____ Adam _____ £40,000? _____ he _____ from his mistakes?	Yes, he did. He passed them all. No, he didn't. He went travelling. No, _____. He lost £50,000. Yes, _____. He learnt a lot.

8 Complete the questions with the words in the box.

Where When Why What What How How much

Question words

1 <u>When</u> did Adam set up his first company?	When he was twenty-four.
2 _____ was it a failure?	Because he didn't know the market
3 _____ money did he invest?	£30,000.
4 _____ was his next business idea?	It was a telephone counselling service.
5 _____ did it go?	It was another failure.
6 _____ did he get the idea for Pomegreat?	In Pakistan.
7 _____ happened next?	He turned Pomegreat into a success



Don't use *did* in the question: *What happened?*