


TeachingEnglish lesson

Entrepreneurs are Great

Entrepreneurs are Great

Task 1: Discuss these questions.

1. Do you agree with this statement?
2. Do you have any friends or family who are entrepreneurs?
If so, how?
3. Are you, or would you like to be, an entrepreneur? Why?
4. Do you know of any famous entrepreneurs? Why are they famous?
5. What are the qualities of a successful entrepreneur?



Entrepreneurship is essential in society and governments should help individuals to become entrepreneurs.

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Task 2: Entrepreneurship

Entrepreneurs are innovators. They are people with a clear vision about how they want to make their mark in the world. They are individuals who think outside the box; the movers and shakers who take the plunge and overcome difficulties in order to set up new businesses.

Famous entrepreneurs, such as Richard Branson, are renowned for believing 'nothing ventured, nothing gained'. They realise that, in order to get off the ground, innovators must identify a niche in the market and be prepared to take a risk. They understand that success breeds success and the achievements of just one person can have an impact on the world and change the lives of many.

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Task 3: Match idioms from the text with their meanings.

| idiom | meaning |
|---------------------------------------|---|
| 1. think outside the box | a. do something you really want to do, even though it might be dangerous or risky |
| 2. movers and shakers | b. an opportunity for a product or service that does not already exist |
| 3. take the plunge | c. think creatively and differently, in a non-traditional way |
| 4. 'nothing ventured, nothing gained' | d. a phrase which means achievement leads to greater achievement |
| 5. get off the ground | e. a phrase which means that you have to take a risk in order to get something good |
| 6. a niche in the market | f. make a successful start in something |
| 7. 'success breeds success' | g. people who make changes and have an impact on society |

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Task 4: Use the idioms you have just learned to fill in the gaps.

1. After running a successful mail order music business, Richard Branson realised that _____. He went on to open a chain of record stores, later known as Virgin Megastores and expanded the Virgin Records music label, amongst many other companies.

2. Ahmed is a really creative guy, with very unusual ideas. He certainly _____.

3. It was very risky when Olivia launched her new product. However, she took a _____ approach and it certainly was worth it in the end.

think outside the box

movers and shakers

take the plunge

**'nothing ventured,
nothing gained'**

get off the ground

a niche in the market

**'success breeds
success'**

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Task 4: Use the idioms you have just learned to fill in the gaps.

4. Bagless vacuum cleaners didn't exist before designer James Dyson realised there was _____.

5. Maryam has been running her business for over a year now, and she is doing really well. Sometimes it can take quite a long time _____.

6. Shammi and Dev really are _____. They only moved to London a year ago, but they've already opened 49 clothes stores and given jobs to many local residents.

7. Yuxi had wanted to start a business for years, but she was worried about losing money. She finally decided _____ last month when she opened her own restaurant.

think outside the box

movers and shakers

take the plunge

**'nothing ventured,
nothing gained'**

get off the ground

a niche in the market

**'success breeds
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Task 5: Create a business plan

Now it's your turn to be an entrepreneur! Work either individually, in pairs or small groups to produce an entrepreneurial business plan. It could be anything you like and could be realistic or totally imaginary.

Your business plan should include:

- An executive summary – an overview of the business you want to start.
- A short description of the business opportunity: Who are you? What do you plan to sell/offer? Why do you want to do this? Who do you want to sell to?
- Your marketing and sales strategy: Why do you think people will buy what you want to sell? How do you plan to sell them?
- Your management team and personnel: What are your skills, experience and qualifications? What kind of people will you want to employ?
- Your operations: Where will you run your business? What equipment will you need? What IT will you need?
- Financial forecasts: How much money will you need to get started? How much will you sell your product/service for? How much profit will you make in the first, second and third year of business? When and how will you pay investors back?

When your plan is ready, you need to present it to the rest of the class.

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Thanks for attending the lesson