



Name:

Class: 12th grade

Date: July 2020

Unit 1: It's business time

Objetivo:

- Leer y comprender textos reales y adaptados en inglés y demostrar comprensión de éstos por medio de la resolución de diferentes actividades.
- Identificar la idea principal de textos escritos en sus actividades sugeridas del texto de estudiante de la asignatura.
- Aplicar el uso adecuado de estrategias como skimming and scanning para extraer información general y específica de un texto escrito.
- Practicar el uso de diccionario, traductor, y herramientas de traducción online.
- Valorar la importancia de aprender un 2^{do} idioma como puente de comunicación con personas de distintas nacionalidades y como forma de acceder a diferentes fuentes de información.

Instructions

Use www.wordreference.com (English-Spanish dictionary) o su diccionario personal. Si tiene consultas escríbame a mi correo electrónico y luego que termine envíeme la guía resuelta a mi correo o una foto de su desarrollo en cuaderno (patriciaeflchile@gmail.com). Espero verlos pronto, cuídense y que tengan una linda temporada en familia. Dios los bendiga, cariños *Miss Patricia*

Steve Job's techniques on how to sell a business

1. **Wow Moment** Every Steve Jobs presentation had one moment that left people in awe. Call it the 'wow moment,' everyone talked about the next day. These emotionally charged events were often very creative props, intriguing slides, an unexpected surprise at the end of a presentation. In 1984, Jobs, like a magician, pulled the Macintosh from a black bag sitting on a table in the middle of the stage. In 2008 he introduced "The world's thinnest notebook" by pulling it from of a large envelope. Simple, but memorable. Ask yourself, "How do I make my content stand out from the rest?"

.Stick to the Rule of Three The rule of three is a fundamental principle in writing, in humor and in a Steve Jobs presentation. The rule of three simply means that people can remember three pieces of information really well, not more. Steve Jobs used the rule of



three in nearly every presentation. If a new operating system had 200 features, he would highlight three. Ask yourself, “What are the three things I want my audience to know?” Break up your content into groups of three. It really works.

3. Share the Stage Steve Jobs rarely gave an entire presentation himself. He usually surrounded himself with a supporting cast, often up to another 10 executives and partners in a 90-minute presentation. Apple CEO Tim Cook does the same. The brain needs variety. No one, no matter how smooth and polished, can carry an audience for long before his or her listeners start to glance at their watches. Don’t be the only talking head on stage. Bring up a star employee, a satisfied customer, play a video or offer a demo to keep your audience engaged.

4. Introduce Heroes and Villains Every great drama has a hero and a villain. The villain is the problem that your product or service (the hero) solves. Jobs used IBM as a villain early on. In later years, other villains or common problems included the PC, styluses and free music downloads. Apple products were unveiled as the hero who the audience could work with to fight the villain. Think about what product or service plays the villain in your scenario and how you or your product can be seen as the hero in your story.

5. Think Visually A Steve Jobs presentation was always strikingly simple and visual. To this day, Apple presentations maintain a commitment to a less is more approach when it comes to slide design. Many Apple slides are pictures, while others contain just one word. Ideas are more easily recalled when presented in both text and images rather than text alone. And remember that the slides themselves are meant to complement your message and should not be used as notes for the presenter.

6. Create Twitter-Friendly Headlines A Steve Jobs presentation always contained a twitter-friendly headline, that fits within 140 characters. In 2007 Steve Jobs said, “Today Apple reinvents the phone” as the theme for the introduction of the first iPhone. Ask yourself, “What is the one thing I want my audience to know?” The one sentence that best describes your product, service or initiative should be introduced early in your presentation and again throughout. Use the same headline in media events, press releases and on promotional materials to allow the message to stick in people’s minds.

7. Sell Dreams, Not Products Remember, none of these presentation techniques will work if you don’t have genuine passion for your message or if you don’t care deeply about enriching the lives of your customers. Steve Jobs inspired his audiences. He famously concluded a presentation by saying, “Some people think you’ve got to be crazy to buy a Mac but in that craziness, we see genius and those are the people we’re making tools for.” Your audience doesn’t care about your product, your brand or your company. They care about themselves, their goals, their hopes, their ambitions. Help them achieve their dreams, inspire them, educate them, and entertain them, and you’ll win them over...

After reading the text write 10 sentences to sum up (para resumir) the content of the text
(In English, take the sentences from the text)

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2. What's the most important advice Steve Jobs provides in the text (in your opinion).

Explain why

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3. What are the advantages of having your own business? Do you think that is an option for your future? Explain

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I. Use your students' book and do the following activities:

Page 101. Write a story. Use the narrative expressions and write your own story, use your imagination and creativity!



Don't forget:

- Check your grammar and spelling after you finish
- Use your dictionary only when necessary
- Use your vocabulary, you don't need all the narrative expression 5 is ok, organize your writing!

Storytelling

What had happened before?

→

What happened next?

→

How did he/she/you feel?

→

What happened next?

→

What happened in the end?

Useful narrative expressions!

• It all began...	• Straight after...
• As a result,...	• As if by magic...
• All of a sudden,...	• Meanwhile,...
• Without any warning,...	• In the meantime,...
• In fact,...	• To my/his/her relief,...
• (In) the (very) next moment,...	• Eventually,...
• At once,...	• In short,...
• (Right) in the middle of...	



I. Independent study and vocabulary work:

Reflecting on our independent study skills:

Answer the questions:

1. ¿Qué he aprendido?

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2. ¿Cómo lo he aprendido?

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3. ¿Para qué lo he aprendido?

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4. ¿En qué otras ocasiones puedo usarlo?

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