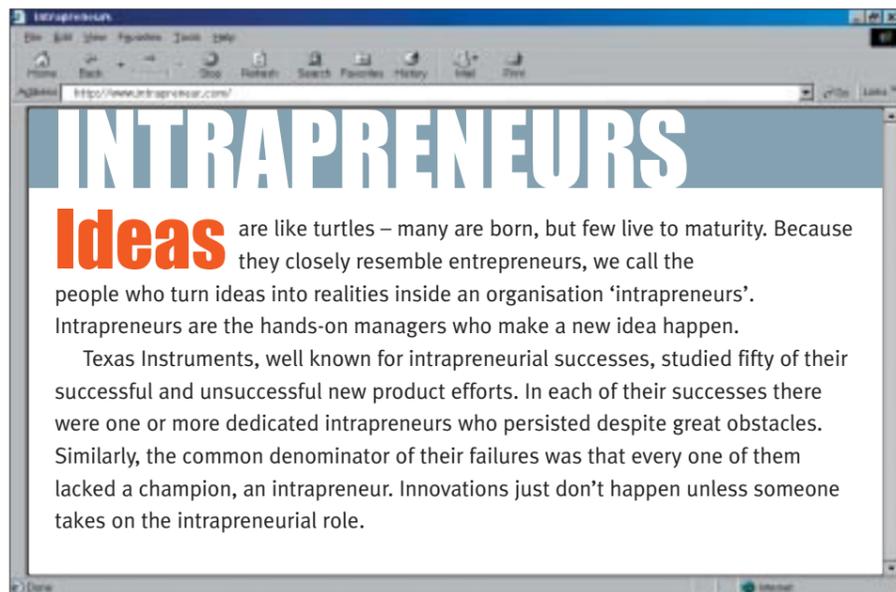


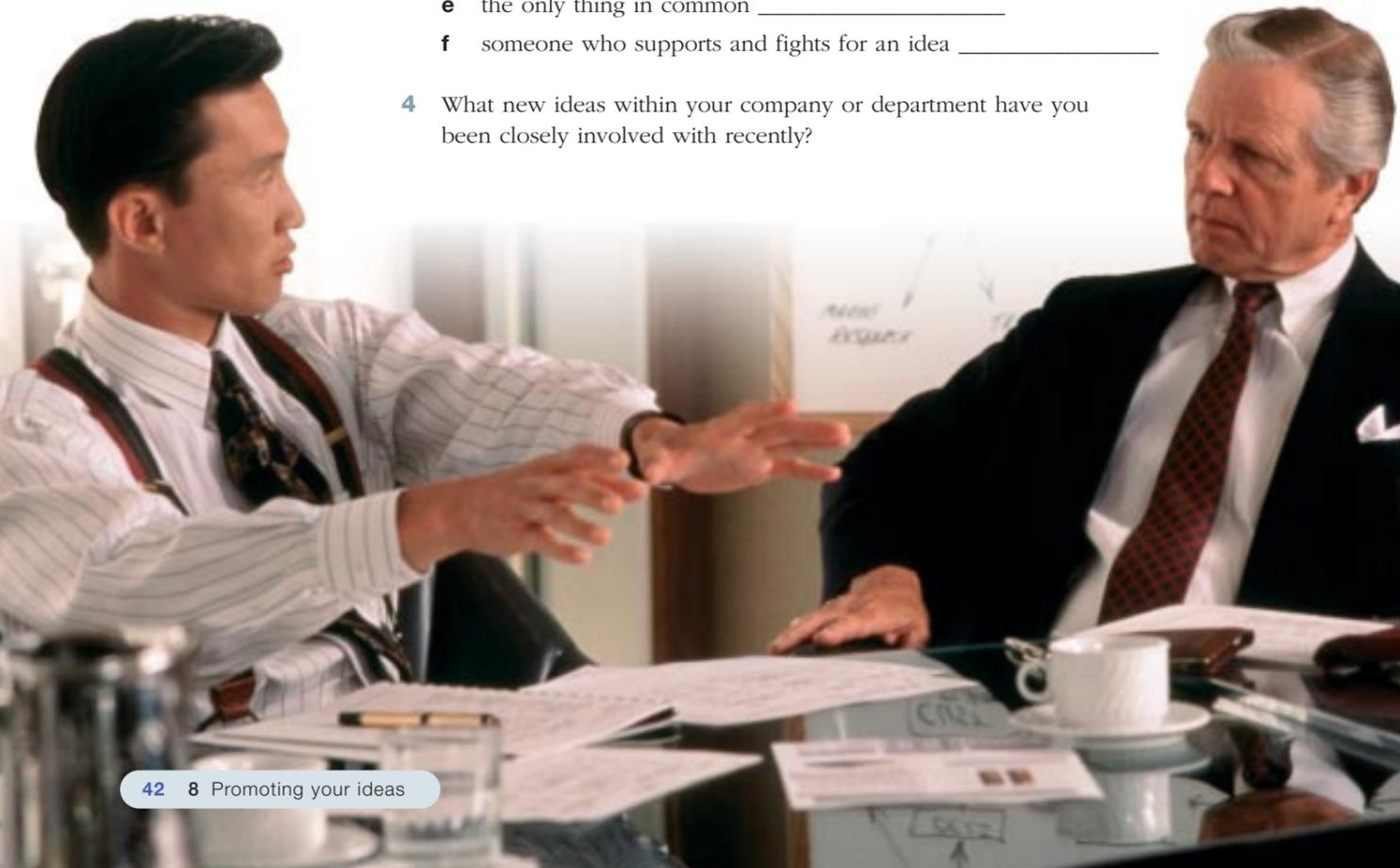
# Innovation

- How much of your company's business depends on innovation? Give a few examples.
- Look at the extract from a web page below. What do you think the title means? Now read the text. Does your company encourage this kind of initiative?



Gifford and Elizabeth Pinchot, www.intrapreneur.com

- Find the words and phrases in the text which mean:
  - people who don't just talk about it, but do it \_\_\_\_\_
  - giving a lot of time and energy to something \_\_\_\_\_
  - kept on trying to do something \_\_\_\_\_
  - things that make progress difficult \_\_\_\_\_
  - the only thing in common \_\_\_\_\_
  - someone who supports and fights for an idea \_\_\_\_\_
- What new ideas within your company or department have you been closely involved with recently?



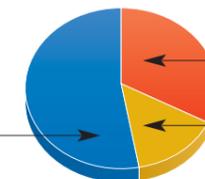
- Put the stages of the first part of the presentation in chronological order. quote statistics  build up expectations  pose a problem  introduce themselves  thank the audience  set a challenge  share corporate vision
  - Are the presenters successful at arousing the curiosity of their audience? Why (not)?
  - The following figures were quoted. What do they refer to?
    - 1,000 \_\_\_\_\_
    - 35 \_\_\_\_\_
    - 250,000 \_\_\_\_\_
    - 7/10 \_\_\_\_\_
    - 4/10 \_\_\_\_\_
    - 61% (122m) \_\_\_\_\_
  - On a scale of 1–5, how confident did the presenters sound? \_\_\_\_\_ Would their presentation style be popular in your company?

- Extract 1**
- Put the stages of the first part of the presentation in chronological order. quote statistics  build up expectations  pose a problem  introduce themselves  thank the audience  set a challenge  share corporate vision
  - Are the presenters successful at arousing the curiosity of their audience? Why (not)?
  - The following figures were quoted. What do they refer to?
    - 1,000 \_\_\_\_\_
    - 35 \_\_\_\_\_
    - 250,000 \_\_\_\_\_
    - 7/10 \_\_\_\_\_
    - 4/10 \_\_\_\_\_
    - 61% (122m) \_\_\_\_\_
  - On a scale of 1–5, how confident did the presenters sound? \_\_\_\_\_ Would their presentation style be popular in your company?

- Extract 2**
- What do these figures refer to? Do you find them surprising? a mere 13% \_\_\_\_\_ a staggering 92% \_\_\_\_\_
  - What do you think 'mere' and 'staggering' mean? \_\_\_\_\_
  - Complete the following extract from the presentation. We did a nationwide su\_\_\_\_\_ of people who had previously shown an in\_\_\_\_\_ in joining a MaxOut club and then changed their mi\_\_\_\_\_. Full de\_\_\_\_\_ are in the re\_\_\_\_\_ in front of you, but this chart hi\_\_\_\_\_ our main fi\_\_\_\_\_.
  - Complete the chart, which shows the results of the survey referred to in c.

**Nationwide survey**

Reasons given for not becoming a member of MaxOut Health Clubs



- What product do you think the speakers are about to present?
- Extract 3**
- What is the product? \_\_\_\_\_
  - How much of the project budget was spent on making the prototype? \_\_\_\_\_
  - How long has it taken to develop? \_\_\_\_\_
  - Complete the product features chart.
  - What's the main selling point? \_\_\_\_\_
  - In what ways do you think the product would benefit MaxOut's main business? \_\_\_\_\_

**Main product features**

weighs just over \_\_\_\_\_  
 fits easily into \_\_\_\_\_  
 assembles in \_\_\_\_\_  
 35 different \_\_\_\_\_  
 settings \_\_\_\_\_