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| Listening  Speaking  Reading  Grammar  Writing | | | |
| **Topic: Steve Jobs** | | | |
| Instructor:  **YongWoo** | Level:  **Pre Intermediate** | Students:  **12** | Length:  **50 Minutes** |
| Materials:   * “You are not Steve Jobs” Worksheet * Board and marks | | | |
| Aims:  - Improve Ss Listening Skills by interviewing partner, listening to T.  - Improve Ss speaking skills by presenting partner’s answers to worksheet.  -Improve Ss writing skills by filling out worksheet.  -Improve Ss Reading Skills by reading worksheet and reading board | | | |
| Language Skills:  Listening Skills –T instruction and explanations, other S presentation  Writing Skills – Fill out worksheet  Reading Skills – Reading worksheet, reading board  Speaking Skills – Presentation, giving ideas | | | |
| Language Systems:  Phonology – Discussion, interview  Lexis – vocabulary  Function – Presentation  Discourse – discussion, interview  Grammar – N/A | | | |
| Assumptions:  All Ss know who Steve Jobs.  All Ss have a person they admire. | | | |
| Anticipated Errors and Solutions:   * Lesson may run too long.   Solution: – cut-off plan: shorten post-activity discussion.   * Ss may have hard time reading worksheet.   Solution: - Read worksheet as a group and explaining what was read. | | | |
| References:  Reading material : <https://medium.com/editors-picks/9ae1727d2479> | | | |

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| **Lead-In** | | | |
| Materials: | | | |
| Time | Set Up | Student Activity | Teacher Activity |
| 1 min  3 min  2 min | Whole  Whole  Whole | Greet T.  Listen to T’s story.  Tell T about what they think about Steve Jobs. | Greet Ss  Tell Ss about T’s hero Steve Jobs.  Elicit things Ss know about Steve Jobs. |

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| **Pre-Activity** | | | |
| Materials   * Board and marker * “You are not Steve Jobs” Worksheet | | | |
| Time | Set Up | Student Activity | Teacher Activity |
| 2 min  8 min | Whole  Whole | Listen to T  Read reading material | Write ideas on board  Hand out reading worksheet. |

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| **Main Activity** | | | |
| Materials:   * Board and marker * “You are not Steve Jobs” Worksheet | | | |
| Time | Set Up | Student Activity | Teacher Activity |
| 2 min  5 min  2 min  5 min  10min | Whole  Whole  Group  Group  Whole | Tell T new words  Fill out worksheet  Move into pairs.  Interview partner  Present partner’s answer. | Ask Ss about words they don’t know in article  Make Ss fill out worksheet.  Group Ss into pairs.  Monitor Ss in interview activity.  Pick Ss to present their partners answers. |

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| **Post Activity** | | | |
| Materials:   * Board and marker | | | |
| Time | Set Up | Student Activity | Teacher Activity |
| 7 min  2 min  1 min | Whole  Whole  Whole | Tell T’s about qualities a good leader  Listen to T  Good Bye T | Discuss what qualities make a good leader. Write S’s ideas on the board  Give writing assignment about their own heroes.  Good Bye Ss |

**#Reading Material and Worksheet**

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| **You are not Steve Jobs**  By : Erin Caton  From: <https://medium.com/editors-picks/9ae1727d2479>  A young CEO storms through his start-up, a tiny Godzilla, crushing the feelings of his staff like so many Japanese paper maché buildings. He rubs his forehead in meetings and loudly ponders why no one is as smart as he is. No ideas are to be considered for the product unless *he* initiated them. He is trying his damnedest to be just like his recently departed hero — Mr. Steve Jobs.  Now, here’s where I burn my bridge and never work at Apple ever again. I only have two personal experiences with Steve Jobs:   1. In my first two weeks of being hired, he cut in line in front of me and a co-worker at the office cafeteria sushi kiosk. I said to my co-worker, “Who is this douche?” as I had never seen an Apple keynote at that point. My co-worker whispered, “*That’s STEVE.*” Okay, I noted to myself, Steve is a bit of a dick. 2. I worked on the MobileMe team, now iCloud, as an Engineering Project Manager, and we had a notoriously bad launch when we re-branded and created an awesome new product out of .Mac. There were three to four levels of bosses between me and Steve (thankfully) and we had been telling our bosses that we did not feel confident about our launch date for a long time. We gave any number of suggestions of what we could do to launch that wouldn’t be such a giant production, but would totally have worked. Somewhere up the chain of command, it was decided it was not the Apple-way to launch something without a million fireworks. “But it’s the web!” we cried to no avail. We had our marching orders, and we walked single file to our collective doom.  Then it fell down launch night. And all the lovely troopers (because everyone who works at Apple is completely kick-ass and does the hell out of their jobs), worked literally around the clock to fix it. Sleeping under desks, shuttling from hotels nearby, tagging in the next coder for their shift, until it was back up.  Once it was up, we (at least a hundred of us) got called into a meeting with Steve Jobs. We all walked over to the building like we were headed to the guillotine. He stood in front of us and yelled at us, told us that we should be mad at each other, said we could have done a staggered launch and complained that we didn’t even try to do all the things that we (those on the ground floor of production that actually *make* the fucking products of the world) had been begging to do. It was the world’s best de-motivational speech.   Now, regardless of whether no one in the inner sanctum of dudes-that-Steve-listened-to-at-the-time*told* him all the things *we* told our bosses, or who-up-the-chain-of-command was not brave enough to suggest we do something not-Apple-like — this was the system that Steve created. He made himself so fearful and terrible that an entire group of amazing, talented, hard working people, ended up getting screamed at wrongfully. It was *his* fault that the MobileMe launch went so poorly, not ours.   Even Steve Jobs wasn't Steve Jobs initially. He only outed himself as a giant jerk after he had a company that could afford to have a huge turnover, and he had a pile of minions that hero-worshiped him no matter what he did. He was an abusive husband to an entire company. But at least he had a track record of success. If you do not have his history, maybe consider being nice to your staff. And even if you do, consider this a cautionary tale. The best thing you can do for your product is to have your staff tell you the truth, and listen to it. Godzilla-CEO, you cannot build a product all on your own, you rely on your staff, who you presumably hired because they were smart and competent. If you treat your staff with respect and incorporate their good ideas into your product, they will give you the adoration that people gave Steve, without the downsides that come from ruling with fear. So go forth into the product sphere, play nice, and build great things together with all of the talented people who are working so hard on your behalf. You, your product and your staff will all be better off. |

1. Do you agree with the writer? Why do you agree or disagree

2. Have you ever worked for a boss like this? If so write one example you remember.