

Success is a Continuous Journey
A talk by Richard St. John
Student's Handout (Teacher's version)

To download and watch view the video:

<http://englishforcommunicationsandcustomercare.wordpress.com/2012/02/03/dynamic-presentations-success-is-a-continuous-journey/>

Video Source:

http://www.ted.com/talks/richard_st_john_success_is_a_continuous_journey.html

1. You are going to watch the beginning of a talk on success. The speaker is Richard St. John, a success expert.

1.a. **Before watching the video.** Can you think of the characteristics that can make people successful?

Allow a variety of answers. **Possible answers:** they are intelligent, they went to famous schools (Eton, Harrow, Winchester...), their family has money, they had a very good idea, they have a special ability (they can sing, they're good at a sport), they know other successful people...

1.b. **Beginning to minute 00:40.** Watch beginning of the video **without the sound** and answer the following questions about Richard St. John presentation style.

Does Richard St. John...?

1b.1. Gesture naturally? **He does.** Some students may think he gestures too much. Gesturing is Ok as long as it is natural and reflects each person's style and not the fact that the speaker is nervous.

1b.2. Look at the audience with confidence? **He does.** He looks at people as he moves around.

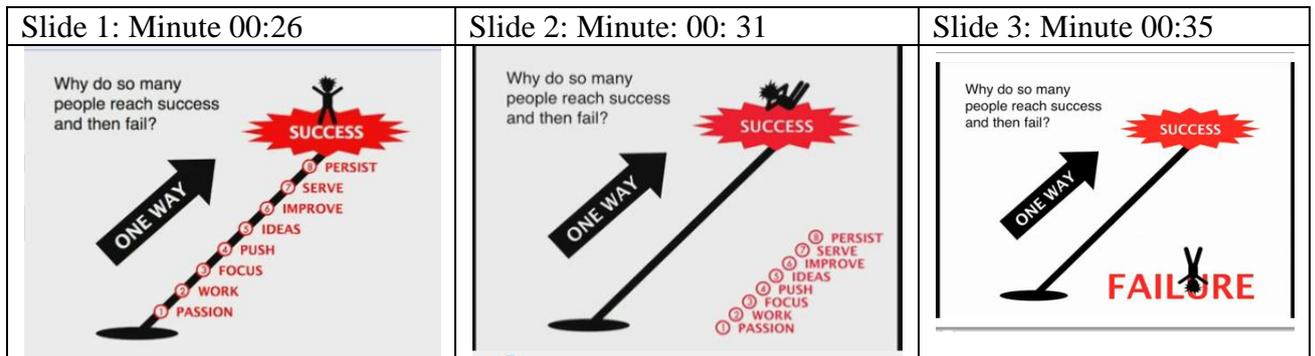
1.b 3. Seem worried? **Not at all.** He is calm /ka : m/...He is not shaking nor sweating. His face is relaxed.

1.b.4. Use any kind of support for his presentation? If he does, explain what it is.

- He has slides. The slides are visual and have very little text. There is movement in the slides but this movement represents what is being said. We are going to explore this point in question 2.a.
- He uses a headband wireless microphone, which allows him to move around.

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2. a. Look at these three slides. What is the idea they represent?



If students don't get the gist of these slides, ask these questions to help them:

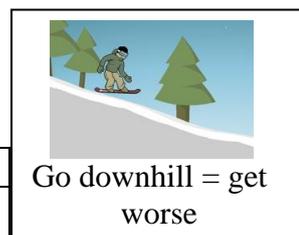
- What is the question you see on the slides? **Answer:** Why do many people reach success and then fail?
- On slide 1, what is the little black man doing? **Answer:** He is standing up/ He's lifting his arms as a sign of success.
- What is the man doing on slide two? **Answer:** He is resting/ He is lying down/ He is in his "comfort zone".
- There are some words on the black line on slide 1. What are these words? (Passion, Work, Focus, Push, Ideas, Improve, Serve, Persist) **Answer:** They are the characteristics of a successful person.
- What is happening to these words on slide 2? **Answer:** They are moving away.
- What can you see on slide 3? **Answer:** The man is falling head first and the word failure appears. The word failure replaces the characteristics of a successful person.

Summary: These slides represent the idea that people fight to obtain success but once they have gotten it, they stop fighting and therefore they fail.

2.b. Now read these question below and watch and listen to the first section of the video again (**beginning to 00:40 with sound**)

Are these statements true or false according to what Richard St. John says?

	True	
1. Success is a one-way street. False: We think success is a one-way street, this is exactly why we fail		
2. If you reach your comfort zone and you relax, you will go downhill. True: we stop doing everything that made us successful.	✓	
3. Richard St. John was successful, got too confident and failed. True. He can tell you this because it happens to him.	✓	



The script of this section is provided at the end of the handout. Refer students to it if they find this question too difficult.

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2.c. How well does the content of the slides represent what is said? Most students will say well or very well. Point out that by just observing the slides they could predict the content of the presentation without actually listening to it.

2.d. Were the slides too wordy? Was the movement in the slides only aesthetic? There were very few words on the slides. The movement was designed to add meaning to the slide. Point out that aesthetic movement can be OK as long as there isn't too much. Otherwise students might get worried if they have presentations with meaningless movement.

3. a. Before you watch the next section of the talk (**Minute 00:40 till minute 00:57**) read the corresponding section of the script and make sure you understand it.

Choose the 3 key words in the text and underline them.

Reaching success, I worked hard, I pushed myself. But then I stopped, because I figured, "Oh, you know, I made it. I can just sit back and relax."

Reaching success, I always tried to improve and do good work. But then I stopped because I figured, "Hey, I'm good enough. I don't need to improve anymore."

Students should underline the words that summarize what happened to Richard St. John. These words should be: *worked, pushed* and *stopped*.

Note that: *tried to improve* is the same as *worked* or *pushed* and *sit back and relax* is the same as *stopped*

3. b. Now watch the corresponding section (**Minute 00:40 till minute 00:57**) and pay attention to the content of the slide. How well does the slide represent the content of the talk? Can you describe the slide?

Very well. We see the little black man working and pushing. Then the words *work* and *push* are *struck through**. The symbols that represent the words *work* and *push* lay down and the icon of the man rests on them.



*tachar= strike through, struck through. Past Participle: struck or stricken through)

4. Now that you have analyzed the presentation style of Richard St. John, we are going to focus on the content. Go back to question 1.a, the common characteristics of a successful person. Compare them with the ones that Richard St. John wrote on slide number 1 (**minute 00:26**). Students answers will vary depending on what they said in question 1a. We suggest you write the characteristics provided by Richard St. John on the board, ask the students what they understand by each characteristic. Then you can tick the ones both students and Richard mentioned. You can then add the characteristics students mentioned but Richard St. John did not take into account. The following table provides you with a description of the characteristics as provided in St. Johns book *The 8 Traits Successful People have in Common*. can use this table to correct the

Trait = Characteristic

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exercise. If you have autonomous students, you may draw the frame/titles of the table and let students write the content

<i>The 8 Traits Successful People have in Common</i>	We mentioned this	We didn't mention this
1. Passion: Love what you do.		
2. Work: Work really hard.		
3. Focus: Focus on one thing, but not everything.		
4. Push: Keep pushing yourself.		
5. Ideas: Come up with good ideas.		
6. Improve: Improve yourself and what you do.		
7. Serve: Serve others something of value.		
8. Persist: There really are no overnight successes.		
Things that we mentioned and Richard St. John didn't		

5. Wrap-up. Write a list of the characteristics of a good talk.

Students should include what was said in question 1 plus what they have learned about the content of slides.

- Gesture naturally
- Look at the audience with confidence
- Include a personal experience if possible. This creates interest in the audience.
- Use support for the presentation if it adds something to the presentation
- If slides are used, they should have these characteristics:
 - Contain only key words
 - Avoid excess of aesthetic movement although some movement is OK
 - Try to link movement to meaning.

Script for question 2.b.

Why do so many people reach success and then fail? One of the big reasons is, we think success is a one-way street. So we do everything that leads up to success. But then we get there. We figure we've made it, we sit back in our comfort zone, and we actually stop doing everything that made us successful. And it doesn't take long to go downhill. And I can tell you this happens. Because it happened to me.