

VIDEO: Success is a Continuous Journey

Script and Instructions for the Teacher

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Video length: Length 3:55. Students will focus on the first minute of the talk

Ted Talk Video by Richard St. John

To download and view the video:

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

Original Video Source: **Ted Talks:**

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

When to carry out this video exercise: If you are using the textbook **English for Communications and Customer Care**, you can carry out this activity after you finish section 4. Speaking in Public, unit 3

If you are not using the textbook **English for Communications and Customer Care**, feel free to use these materials as you think fit but please, quote us when you do.

Procedure: The student's handout contains a series of exercises to do before watching the tutorial and while

Success is a Continuous Journey

Aim: The students will listen to a lecture and decide if Richard St. John complies with the characteristics of a good speaker, as seen in section 4 (Speaking in public) in unit 3. Students will also learn about the characteristics that all successful people have in common.

Materials: Video: Life is a Continuous Journey. Length 3:55. Students will focus on the first minute of the talk. One worksheet per student.

Source: **Ted Talks:**

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

INFORMATION FOR THE TEACHER

TED stands for Technology, Entertainment and Design. Ted is a non-profit organization devoted to Ideas worth Spreading. It started out in 1984 as a conference bringing together people from three worlds: **Technology, Entertainment, and Design**. Since then its scope has become ever broader. Along with two annual conferences -- the TED Conference in Long Beach and Palm Springs each spring, and the TEDGlobal conference in Edinburgh UK each summer -- TED includes the award-winning TED Talks video site, the Open Translation Project and TED Conversations, the inspiring TED Fellows and TEDx programs, and the annual TED Prize.

For more information check: <http://www.ted.com/pages/about>

Richard St. John, the speaker, is a success expert. He spent ten years researching success and doing over 500 interviews with many “greats”. He spoke face-to-face with Bill Gates, Martha Stewart¹, the Google founders, etc and created one of the world’s largest databases on success. He discovered *The 8 Traits Successful People have in Common* and has been rated by audiences as the “Most Inspirational Speaker”.

About the talk: In his typically candid (*attention, candid in Spanish is “franco”*) style, Richard St. John reminds us that success is not a one-way street, but a constant journey. He uses the story of his business' rise and fall to illustrate a valuable lesson -- when we stop trying, we fail.

The 8 Traits Successful People have in Common: note that the traits are never mentioned but they can be seen in the slides. The traits are:

1. Passion
2. Work
3. Focus
4. Push
5. Ideas
6. Improve
7. Serve
8. Persist

Transcript of the entire talk

Students will work only on the first minute of the talk.

Beginning

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.

Minute 00:40

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."

Minute 00:57

Reaching success, I was pretty good at coming up with good ideas. Because I did all these simple things that lead to ideas. But then I stopped. Because I figured I was this hot-shot guy and I shouldn't have to work at ideas. They should just come like magic. And the only thing that came was creative block. I couldn't come up with any ideas.

¹ Martha Stewart is very popular in the USA media. She has TV and radio programs full of advice on cooking, sewing and crafts.

Minute 01:15

Reaching success, I always focused on clients and projects, and ignored the money. Then all this money started pouring in. And I got distracted by it. And suddenly I was on the phone to my stockbroker and my real estate agent, when I should have been talking to my clients.

Minute 01:19

And reaching success, I always did what I loved. But then I got into stuff that I didn't love, like management. I am the world's worst manager. But I figured I should be doing it. Because I was, after all, the president of the company.

Well, soon a black cloud formed over my head and here I was, outwardly very successful, but inwardly very depressed. But I'm a guy; I knew how to fix it. I bought a fast car. (Laughter) It didn't help. I was faster but just as depressed. So I went to my doctor. I said, "Doc, I can buy anything I want. But I'm not happy. I'm depressed. It's true what they say, and I didn't believe it until it happened to me. But money can't buy happiness." He said, "No. But it can buy Prozac." And he put me on anti-depressants. And the black cloud faded a little bit. But so did all the work. Because I was just floating along. I couldn't care less if clients ever called. (Laughter)

Minute 02:28

And clients didn't call. (Laughter) Because they could see I was no longer serving them, I was only serving myself. So they took their money and their projects to others who would serve them better. Well, it didn't take long for business to drop like a rock. My partner and I, Thom, we had to let all our employees go. It was down to just the two of us, and we were about to go under. And that was great. Because with no employees, there was nobody for me to manage.

Minute 02:56

So I went back to doing the projects I loved. I had fun again. I worked harder. And to cut a long story short: did all the things that took me back up to success. But it wasn't a quick trip. It took seven years.

But in the end, business grew bigger than ever. And when I went back to following these eight principles, the black cloud over my head disappeared altogether. And I woke up one day and I said, "I don't need Prozac anymore." And I threw it away and haven't needed it since.

Minute 03:26

I learned that success isn't a one way street. It doesn't look like this. It really looks more like this. It's a continuous journey. And if we want to avoid "success to failure syndrome", we just keep following these eight principles. Because that is not only how

we achieve success, it's how we sustain it. So here is to your continued success. Thank you very much. (Applause)

Life is a Continuous Journey: Steps to Show the Video in Class

These are the steps you need to follow.

1. Tell your students that they are going to watch the beginning of a 4 minute talk on success. Make sure you pronounce the word “success” correctly right: /səkkses/

🎤 Today we are going to listen to a talk about success. We are going to focus on the first minute of the talk to see how the speaker uses slides and connects with the audience. The speaker is Richard St. John. He is a success expert. He spent ten years researching success and doing over 500 interviews with many important people. He spoke face-to-face with Bill Gates, the Google founders, Jeff Skoll, billionaire co-founder of eBay, James Cameron, creator of Avatar and Titanic and many other famous people. He created one of the world’s largest databases on success. He has also discovered *The 8 Traits Successful People have in Common*. Richard St. John speaks very fast. But don’t worry; you don’t have to understand everything he says. We are going to focus on his abilities as a speaker and not so much on the content of the talk.

2. Give students the video handout and tell them to answer question 1.a.

🎤 This is the video handout. (Distribute it). Read question 1.a. Can you think of common characteristics of successful people? A successful person can be a famous person or somebody you know such as a member of your family or a friend.
(Compare students’ answers)

3. Students watch the first 40 seconds of the video **without the sound**. They will focus on the characteristics of a good speaker they studied in section 4 of unit 3.

🎤 We’re going to watch the beginning of the video. We are going to watch it **without the sound** so that you can focus on questions 1.b. Read the question and observe the presentation style of Richard St. John.

Show students the first 40 seconds of the video **without the voice**. Then correct the answers. Possible answers are provided in the teacher’s version of the handout.

4. The aim of question 2 is that students understand that a slide should have few words and that movement can add meaning to a slide.

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- 👤 Now look at question 2.a. and see if you understand the meaning of those 3 slides before we watch the video again.

Answers are provided in the teacher's version of the handout. Correct them and ask students to read question 2.b before watching the video with sound.

- 👤 We are going to watch the first section of the video again. This time we are going to listen to Richard St.John's voice too. Read the questions in 2.b before we start.

Answers are provided in the teacher's version of the handout.

Questions 2.c. and 2.d should lead the students reflect on how to design their slides.

1. Question 3 aims at providing students with an example of how a slide may just contain key words that help the audience get the gist of the talk. Potential answers are provided in the teacher's version of the handout.
2. Question 4 goes back to the content of the first slide. Follow the instructions in the teacher's version of the handout
3. Question 5 is a wrap-up of what has been previously said. This is the end of the activity.
4. If you wish, you can see the rest of the talk with your students. Richard St. John is a lively speaker and his speech might be too difficult for the students. You may consider providing the students with the script of the talk.