



Introduction to Business English: Start with Why by Simon Sinek

Introduction

The concept of "Start with Why" by Simon Sinek has revolutionized the way businesses approach their mission, vision, and values. This lesson plan is designed for adult learners (age 57) to understand and apply Sinek's concept in business contexts, while improving their comprehension of vocabulary and grammar through engaging activities.

The objective of this lesson is to equip students with the knowledge and skills to effectively communicate in business English, with a focus on the importance of starting with the "why" in business.

Learning Objectives

- Students will be able to understand and explain Simon Sinek's concept of starting with why
- Students will be able to apply the concept to business contexts
- Students will demonstrate improved comprehension of vocabulary and grammar through discussions and written exercises
- Students will develop critical thinking and communication skills through group work and presentations



Background Information

Simon Sinek's TED Talk, "How Great Leaders Inspire Action," introduced the concept of the Golden Circle, which consists of three concentric circles: **Why**, **How**, and **What**. The **Why** represents the purpose, cause, or belief that drives an organization, while the **How** represents the actions taken to achieve the purpose, and the **What** represents the products or services offered.

Sinek argues that most companies start with the **What** and work their way inward, but successful companies start with the **Why** and work their way outward.

Teaching Tips

- Use **visual aids** to illustrate the Golden Circle and its components
- Provide **real-life examples** of companies that have successfully implemented the "Start with Why" approach
- Encourage **class discussions** and **group work** to facilitate application and critical thinking
- Use **authentic materials**, such as videos and articles, to provide context and relevance
- Encourage **student-centered learning** through group work and discussions
- Provide **opportunities for creativity** and **self-expression**, such as through presentations or written exercises



Lesson Plan

Warm-Up (10 minutes)

Introduce the topic of Business English and the concept of "Start with Why"

Ask students to share their understanding of the term "why" in a business context

Write down key vocabulary and phrases on the board, such as **mission statement**, **vision**, and **values**

Provide a brief overview of the lesson plan and objectives

Video Integration (20 minutes)

Show Simon Sinek's TED Talk, "How Great Leaders Inspire Action"

Pause the video at key points to ask **comprehension questions**, such as:

- What is the Golden Circle?
- What is the purpose of the **Why**?
- Can you think of a company that starts with the **What** instead of the **Why**?

Provide a **video worksheet** for students to complete during the video, with questions and prompts to guide their understanding



Grammar in Context Exercises

Focus on grammar structures related to business English, such as:

- Using **passive voice** to describe company actions
- Forming **conditional sentences** to discuss potential outcomes
- Using **phrasal verbs** to describe business processes

Provide **grammar exercises** in context, using examples from the video or real-life business scenarios

Encourage students to work in pairs or small groups to complete the exercises

Phrasal Verb Practice (15 minutes)

Focus on phrasal verbs related to business, such as **set up**, **take over**, and **get on with**

Provide **phrasal verb exercises**, such as matching games or sentence completion tasks

Encourage students to use the phrasal verbs in context, using their own examples or scenarios



Group Discussion (25 minutes)

Divide students into small groups and assign each group a **case study** of a company that has successfully implemented the "Start with Why" approach

Ask each group to **discuss** and **present** on the following topics:

- What is the company's **Why**?
- How does the company's **Why** influence its **How** and **What**?
- What are the benefits and challenges of starting with the **Why**?

Encourage **active listening** and **critical thinking** during the group discussions

Conclusion (10 minutes)

Summarize the key points of the lesson and ask students to reflect on what they have learned

Provide feedback and encouragement, and offer opportunities for further practice and review

Emphasize the importance of starting with the "why" in business and how it can be applied in real-life scenarios



Assessment Opportunities

- **Participation** in class discussions and group work
- **Video worksheet** completion during the video integration activity
- **Grammar exercises** and **phrasal verb practice** tasks
- **Group presentation** on the case study

Time Management Considerations

Allocate sufficient time for each activity, considering the age and proficiency level of the students

Encourage students to work efficiently and stay on task during group work and discussions

Provide regular **breaks** and **check-ins** to ensure students are on track and engaged



Student Engagement Factors

- Use **authentic materials** and **real-life examples** to provide context and relevance
- Encourage **student-centered learning** through group work and discussions
- Provide **opportunities for creativity** and **self-expression**, such as through presentations or written exercises
- Foster a **positive and supportive** classroom environment, encouraging students to share their thoughts and ideas

Implementation Steps

1. **Prepare materials:** Gather all necessary materials, including the video, worksheets, and case studies.
2. **Introduce the topic:** Introduce the concept of "Start with Why" and provide background information.
3. **Show the video:** Show Simon Sinek's TED Talk and pause for comprehension questions and discussion.
4. **Grammar exercises:** Provide grammar exercises in context, focusing on business English structures.
5. **Phrasal verb practice:** Focus on phrasal verbs related to business and provide exercises.
6. **Group discussion:** Divide students into groups and assign case studies for discussion and presentation.
7. **Assess student understanding:** Monitor student participation, complete video worksheets, and assess grammar exercises and presentations.

Advanced Concepts

As students progress in their understanding of the "Start with Why" concept, it's essential to introduce more advanced concepts that can help them deepen their knowledge and apply it in real-world scenarios. One such concept is the idea of "The Golden Circle" and how it relates to the "Why", "How", and "What" of an organization. This can be explored through case studies and group discussions, where students can analyze how different companies have successfully implemented the "Start with Why" approach.

Case Study: Apple Inc.

Apple Inc. is a prime example of a company that has successfully implemented the "Start with Why" approach. Their "Why" is to challenge the status quo and think differently, which is reflected in their innovative products and marketing strategies. By understanding and communicating their "Why", Apple has been able to create a loyal customer base and establish itself as a leader in the tech industry.

Teaching Tips and Strategies

To effectively teach the "Start with Why" concept, it's crucial to use a variety of teaching strategies and techniques. Some effective approaches include using visual aids, providing real-life examples, and encouraging class discussions and group work. Additionally, teachers can use authentic materials, such as videos and articles, to provide context and relevance to the topic.

Tips for Teachers

- Use visual aids to illustrate the Golden Circle and its components
- Provide real-life examples of companies that have successfully implemented the "Start with Why" approach
- Encourage class discussions and group work to facilitate application and critical thinking
- Use authentic materials to provide context and relevance

Assessment and Evaluation

Assessing and evaluating student understanding of the "Start with Why" concept is crucial to ensure that they have grasped the key concepts and can apply them in real-world scenarios. Teachers can use a variety of assessment strategies, including participation in class discussions, completion of video worksheets, and evaluation of group presentations.

Assessment Strategies

- Participation in class discussions and group work
- Completion of video worksheets and case studies
- Evaluation of group presentations and written exercises

Conclusion and Next Steps

In conclusion, the "Start with Why" concept is a powerful tool for businesses and individuals to understand their purpose and passion. By teaching this concept in a business English class, teachers can help students develop a deeper understanding of the subject matter and improve their communication skills. The next steps for teachers include providing opportunities for students to apply the concept in real-world scenarios and encouraging them to reflect on their own "Why" and how it relates to their personal and professional goals.

Reflection and Next Steps

Teachers can provide opportunities for students to reflect on their own "Why" and how it relates to their personal and professional goals. This can be done through written exercises, group discussions, or one-on-one meetings. By encouraging students to reflect on their "Why", teachers can help them develop a deeper understanding of themselves and their place in the world.

Additional Resources

There are many additional resources available for teachers to use when teaching the "Start with Why" concept. These include books, articles, videos, and online courses. Some recommended resources include Simon Sinek's book "Start with Why" and his TED Talk "How Great Leaders Inspire Action".

Recommended Resources

- Simon Sinek's book "Start with Why"
- Simon Sinek's TED Talk "How Great Leaders Inspire Action"
- Online courses and workshops on the "Start with Why" concept

Appendix

The appendix includes additional materials that can be used to support the teaching of the "Start with Why" concept. These include worksheets, case studies, and assessment tools.

Appendix Materials

- Worksheets for video analysis and case studies
- Assessment tools for evaluating student understanding
- Additional resources for further learning and exploration



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