



Introduction to the Concept of Starting with Why in Business English

Introduction

Welcome to this lesson on the concept of starting with why in business English. This lesson is designed to introduce 57-year-old learners to the concept of starting with why, focusing on Simon Sinek's TED Talk and its application in real-life business scenarios. The key learning focus will be on understanding the importance of identifying and communicating the purpose behind business decisions and actions. By the end of the lesson, learners will be able to analyze the concept of starting with why, identify its relevance in business English, and apply it in their own professional contexts.

Learning Objectives

Analyze the concept of starting with why and its relevance in business English

Identify the importance of identifying and communicating the purpose behind business decisions and actions

Apply the concept of starting with why in real-life business scenarios



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Video Analysis

The lesson will begin with a video analysis of Simon Sinek's TED Talk, "How great leaders inspire action." This talk introduces the concept of starting with why and provides a comprehensive overview of the golden circle. Learners will watch the video and take notes on the key points and concepts presented. The teacher will provide guidance on how to analyze the video, emphasizing the importance of understanding the why behind business decisions and actions.

Comprehension Questions

- What is the main idea of Simon Sinek's TED Talk?
- How does Sinek define the concept of starting with why?
- What are the benefits of starting with why in business English?



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Grammar in Context

The concept of starting with why can be effectively communicated through the use of grammar and phrasal verbs in context. Learners will practice using phrasal verbs such as "start with," "focus on," and "aim to" to describe their purpose and vision. The teacher will provide examples and exercises to help learners understand how to use grammar and phrasal verbs in context.

Grammar Exercises

Complete the sentence: "Our company _____ (start with) a clear purpose and vision."

Use the phrasal verb "focus on" to describe a business goal.

Write a sentence using the phrasal verb "aim to" to describe a business objective.



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Discussion Questions

The discussion questions will promote critical thinking and engagement among learners. The teacher will ask learners to share their thoughts and opinions on the concept of starting with why and its relevance in business English.

Discussion Questions

How can starting with why improve communication in a business setting?

Can you provide an example of a company that has successfully applied the concept of starting with why?

How can learners apply the concept of starting with why in their own professional contexts?



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Guided Practice

The guided practice section will consist of 5 teacher-led activities designed to reinforce learners' understanding of the concept of starting with why in business English.

Guided Practice Activities

Video Analysis: Learners will work in pairs to analyze a segment of Simon Sinek's TED Talk, identifying key points and concepts related to starting with why.

Comprehension Questions: Learners will work in small groups to answer comprehension questions related to the video analysis.

Grammar in Context: Learners will practice using phrasal verbs and sentence structures related to the concept of starting with why.

Discussion: Learners will work in small groups to discuss the application of starting with why in real-life business scenarios.

Role-Play: Learners will practice using the language and concepts learned throughout the lesson in a simulated business setting.



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Independent Practice

The independent practice section will consist of 4 differentiated activities, each designed to cater to different learner levels (beginner, intermediate, advanced).

Independent Practice Activities

Comprehension Quiz: Learners will complete a comprehension quiz to assess their understanding of the concept of starting with why.

Case Study: Learners will analyze a real-life business scenario and identify how the concept of starting with why is applied.

Reflective Essay: Learners will write a reflective essay on the application of starting with why in their own professional contexts.

Presentation: Learners will create a presentation on the concept of starting with why, including its application in real-life business scenarios.



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Conclusion

In conclusion, the concept of starting with why is a powerful tool for effective communication in business English. By understanding and applying this concept, learners can improve their communication skills, increase motivation and trust, and achieve greater success in their professional lives. The teacher will provide opportunities for feedback and evaluation, ensuring that learners have a clear understanding of the concept and its application.

Additional Resources

Additional resources, such as a list of phrasal verbs and sentence structures related to the concept of starting with why, will be provided to support learners' continued learning.

Advanced Concepts

As learners progress in their understanding of the concept of starting with why, it is essential to introduce advanced concepts that can help them deepen their knowledge and application of the concept. One such concept is the idea of "finding your why," which involves identifying and articulating one's personal purpose and passion. This can be a powerful tool for individuals to increase their motivation and direction, leading to greater success and fulfillment in their personal and professional lives.

Example

For instance, a business leader may find their why by reflecting on their values, passions, and strengths. They may realize that their why is to "empower others to achieve their full potential," which can then guide their decision-making and actions as a leader. By finding their why, individuals can create a sense of purpose and direction that can inspire and motivate others to work towards a common goal.

Real-World Applications

The concept of starting with why has numerous real-world applications in various fields, including business, education, and personal development. In business, starting with why can help companies to create a clear and compelling vision that inspires and motivates employees, customers, and stakeholders. In education, starting with why can help students to develop a sense of purpose and direction, leading to greater engagement and motivation in their learning. In personal development, starting with why can help individuals to identify their values, passions, and strengths, leading to greater fulfillment and success in their personal and professional lives.

Case Study

For example, a company like Apple has successfully applied the concept of starting with why to create a clear and compelling vision that inspires and motivates its employees, customers, and stakeholders. Apple's why is to "challenge the status quo and think differently," which has led to the creation of innovative products and services that have revolutionized the technology industry. By starting with why, Apple has been able to create a sense of purpose and direction that has driven its success and growth over the years.

Common Challenges

While the concept of starting with why can be powerful and inspiring, there are also common challenges that individuals and organizations may face when trying to apply it. One of the main challenges is the difficulty of identifying and articulating one's why, which can be a complex and time-consuming process. Another challenge is the need to align one's why with the why of others, which can be difficult in a team or organizational setting. Additionally, there may be challenges in maintaining a consistent and authentic why over time, as circumstances and priorities change.

Overcoming Challenges

To overcome these challenges, it is essential to approach the process of finding and applying one's why with patience, persistence, and authenticity. This may involve seeking feedback and guidance from others, reflecting on one's values and passions, and being willing to adapt and evolve over time. By being aware of the potential challenges and taking steps to overcome them, individuals and organizations can successfully apply the concept of starting with why to achieve greater success and fulfillment.

Best Practices

To get the most out of the concept of starting with why, it is essential to follow best practices that can help individuals and organizations to identify, articulate, and apply their why effectively. One of the best practices is to start with a clear and compelling vision that inspires and motivates others. Another best practice is to align one's why with the why of others, which can help to create a sense of shared purpose and direction. Additionally, it is

essential to maintain a consistent and authentic why over time, which can help to build trust and credibility with others.

Example

For instance, a company like Patagonia has successfully applied the concept of starting with why by creating a clear and compelling vision that inspires and motivates its employees, customers, and stakeholders. Patagonia's why is to "build the best products, cause no unnecessary harm, and use business to inspire and implement solutions to the environmental crisis," which has led to the creation of innovative and sustainable products that have helped to reduce the company's environmental impact. By following best practices and maintaining a consistent and authentic why, Patagonia has been able to build a loyal customer base and achieve greater success and fulfillment.

Conclusion

In conclusion, the concept of starting with why is a powerful tool for individuals and organizations to create a clear and compelling vision that inspires and motivates others. By identifying and articulating one's why, individuals and organizations can increase their motivation and direction, leading to greater success and fulfillment in their personal and professional lives. While there may be challenges to applying the concept of starting with why, following best practices and being aware of the potential challenges can help to overcome them. By starting with why, individuals and organizations can create a sense of purpose and direction that can drive their success and growth over time.

Final Thoughts

As individuals and organizations continue to navigate the complexities of the modern world, the concept of starting with why can provide a powerful framework for creating a clear and compelling vision that inspires and motivates others. By applying the principles of starting with why, individuals and organizations can increase their motivation and direction, leading to greater success and fulfillment in their personal and professional lives. Remember, starting with why is not just a concept, but a way of life that can help individuals and organizations to achieve their full potential and make a positive impact on the world.

Additional Resources

For individuals and organizations that want to learn more about the concept of starting with why, there are numerous additional resources available. These resources include books, articles, videos, and online courses that can provide further guidance and support. Some recommended resources include Simon Sinek's book "Start with Why," which provides a comprehensive overview of the concept and its application in various fields. Additionally, there are numerous online courses and workshops that can provide hands-on training and support for individuals and organizations that want to apply the concept of starting with why in their personal and professional lives.

Example

For instance, a company like LinkedIn has created an online course on the concept of starting with why, which provides a comprehensive overview of the concept and its application in various fields. The course includes video lessons, quizzes, and exercises that can help individuals and organizations to identify and articulate their why, and apply it in their personal and professional lives. By providing additional resources and support, individuals and organizations can continue to learn and grow, and achieve greater success and fulfillment in their personal and professional lives.



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