

# 71 Success and failure

## A Success

- A Maximo, your restaurant chain has been **thriving** now for over 20 years. What's the **secret of your success**?
- B There's no secret really, and it hasn't always been successful. Life was tough at the beginning, and, as you would expect with a new business, we've had various **obstacles** to **overcome**. But I guess the big **breakthrough** was winning the *Master Chef* competition on TV, and since then we've **gone from strength to strength**. However, I don't want to **boast** about myself. The main reason for the success, I think, is the **dynamic** team of young chefs I have working for me. They are **passionate** about what they do and **aspire to be** the best. And you can never be **satisfied** with where you are, never relax. **Forward planning** is essential ...

### GLOSSARY

<b>thrive</b>	grow or develop well SYN <b>flourish</b>
<b>the secret of your success</b>	a way of doing things that has brought you success
<b>obstacle</b>	a situation or event that makes it difficult for you to do sth
<b>overcome</b>	manage to control or deal with a problem
<b>breakthrough</b>	an important development that may lead to an achievement or agreement: <b>make a breakthrough</b>
<b>go from strength to strength</b>	become more and more successful
<b>boast</b>	talk with too much pride about sth you have done or can do <b>boast n</b>
<b>dynamic</b>	(of a person or a business) full of energy and ideas <b>dynamism n</b>
<b>passionate</b>	showing very strong feelings
<b>aspire (to sth / to be sth)</b>	have a strong desire to do or be sth
<b>satisfied</b>	pleased because you have done what you wanted to do OPP <b>dissatisfied</b>
<b>forward planning</b>	planning for the future

### 1 Good or bad? Write G or B.

- We went from strength to strength. ....
- I've overcome all obstacles. ....
- I'm still waiting for a breakthrough. ....
- Their business is flourishing. ....
- I've never aspired to anything. ....
- He's always boasting. ....
- The company has been thriving for years. ....
- They're a dynamic business. ....
- We've had so many obstacles. ....
- She is easily satisfied. ....

### 2 Complete the questions with a suitable word from the top of the page.

- Can businesses ..... without a lot of hard work and a bit of luck?
- In life, is it important to be ..... about what you do and the way you do it?
- Is ..... planning important if you want to be successful at anything?
- Is there something that you particularly ..... to do in your own future?
- Have there been any particular obstacles in your life that you've had to ..... ?
- Would you say that ..... is an essential quality for success in business – and life?
- Do you think it's possible to talk about the things you have done or achieved without ..... ?
- Are there positive things you've done where you nevertheless feel a bit ..... for some reason?
- Think of someone who is very successful. What is the ..... of their success?
- Can you think of a recent ..... in the area of either medicine or technology?

### 3 ABOUT YOU Write answers to the questions in Exercise 2, or ask another student.

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TEST YOURSELF



## B Failure

Is the business going downhill?

~ Yeah, it's a real **struggle**. Marek thinks he's a **failure**.

Carla **came bottom** in the exams.

~ Yes, and I only just **scraped through**.

Mum says we've **let her down**.

Why did you **drop out** of the course?

~ Oh, it was **hopeless**. I was **getting nowhere**.

Callum and Natalie are always having **rows**.

~ I know, and I don't want to **interfere**,  
but I doubt the marriage will **last**.

### SPOTLIGHT *last*

**Last** often means 'continue for a period of time'.

- The lesson **lasts** 45 minutes.

It can also mean 'continue to exist, function or survive'.

- I don't think their relationship will **last**. (as above)

- The good weather won't **last**.

- These shoes should **last** a long time.

Finally, **last** can mean 'be enough for what sb needs'.

- The money will **last** me a couple of weeks.

### GLOSSARY

<b>go downhill</b>	get worse in quality, health, etc. SYN <b>deteriorate</b>
<b>struggle</b>	sth that is very difficult to do or succeed in <b>struggle</b> v
<b>failure</b>	a person or thing that is not successful OPP <b>success</b>
<b>come bottom</b>	receive the lowest score in an exam OPP <b>come top</b>
<b>scrape through</b> (an exam)	only just succeed in passing an exam
<b>let sb down</b>	make sb disappointed because you haven't behaved well or done what you said you would do
<b>drop out (of sth)</b>	leave a course or stop doing sth before you have finished
<b>hopeless</b>	giving no hope that sth/sb will be successful or get better
<b>get somewhere/ nowhere (with sth/sb)</b>	make/not make progress with sth/sb
<b>row (about/over sth)</b>	(pronounced like now) a noisy argument or serious disagreement between two or more people <b>row</b> v
<b>interfere (in sth)</b>	get involved in a situation that does not involve you and where you are probably not wanted <b>interference</b> n

#### 4 Circle the correct word(s). Sometimes both words may be correct.

- Unfortunately, I **got / came** bottom in the end of year progress tests.
- I don't want to **interrupt / interfere** in their relationship.
- The film **continues for / lasts** an hour and a half.
- She said she'd help but didn't, so she let us **down / out** badly.
- Basically, the campaign has been a **fail / failure**.
- Her health has been **going downhill / deteriorating** for some time.
- I heard they had a terrible **row / argument**.
- Jeans usually **last / wear** a long time.

#### 5 Two words are missing in each dialogue. What are they? Where do they go?

- The business is downhill. ~ Yeah, it's been for a while now. ....
- What was the about? ~ Kate got annoyed because of Sonny's in her project. ....
- Did Mia top in the exam? ~ Yes, but Tom only just through. ....
- Do you think the relationship will long? ~ No. Not if Kieran keeps her down. ....
- Why did she drop of the course? ~ She told me it was. ....
- Why did you in their cooking? ~ I just felt they were nowhere with it. ....

#### 6 Complete the questions.

Have you ever ...

- ..... top in anything?
- just ..... through an exam?
- ..... out of a course or class because you you didn't like it, or because it was too easy?
- done something or achieved something that you thought was a real ..... ?
- had a serious ..... with another person? What was it about? Do you have a good relationship with them now?
- stopped doing something because you felt you were getting ..... ?

#### 7 ABOUT YOU Write answers to Exercise 6, or ask another student the questions.

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TEST YOURSELF