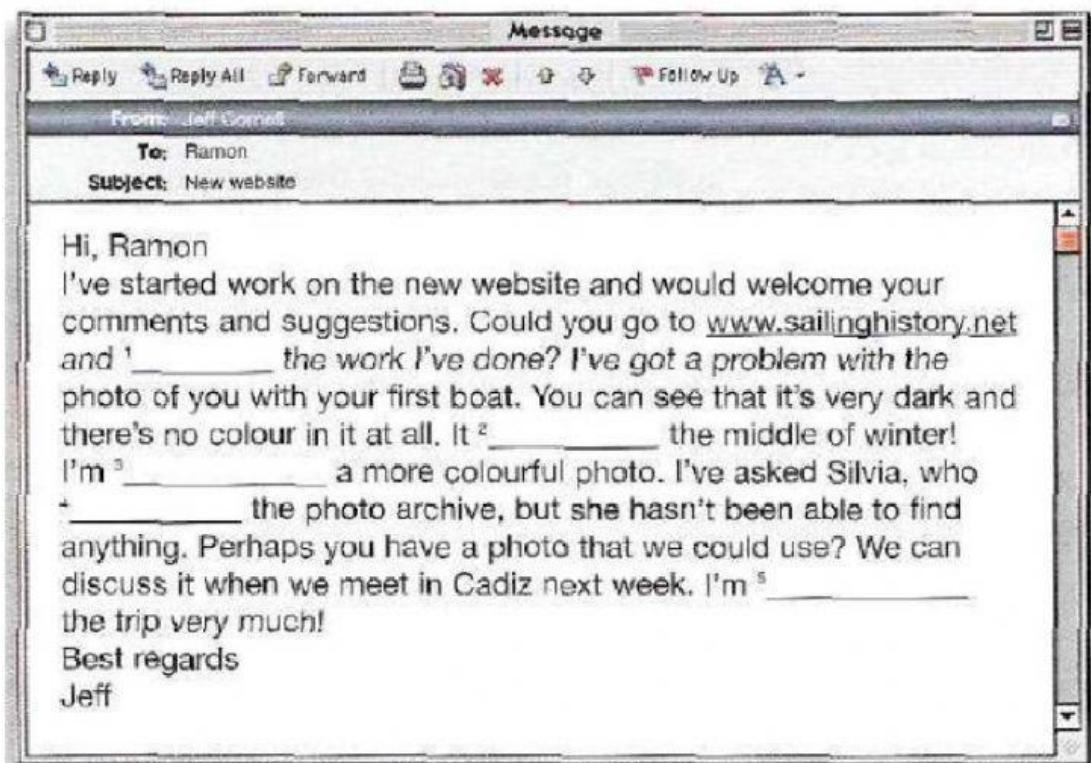


Multi-part verbs

1 **Look** can have different meanings when combined with different words. Match the verbs 1-5 with the meanings a-e.

1 look at	a try to find something you have lost
2 look for	b seem, or be similar to
3 look after	c observe
4 look like	d take care of, be responsible for
5 look forward to	e be pleased about something that is going to happen



Suffixes

Look at these adjectives from the text and notice how they are formed from nouns.

tradition → traditional

imagination → imaginative

profit → profitable

beauty → beautiful

How do you form adjectives from the following nouns? Use a dictionary.

1 practice 2 success 3 competition 4 accident
5 innovation 6 care 7 reason 8 fashion

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Developing company creativity

1 Paul Saunders, a consultant, talks about the importance of developing creativity. Listen to part one and answer the questions.

- 1 In what fields of business is creativity especially important?
- 2 Why is it so important for companies to do something different?

2 Listen to part two and complete the sentences.

- 1 Adaptors are _____. They look after the _____.
- 2 They are important for _____ in the day-to-day running of the business.
- 3 Innovators are people who want _____. They like to challenge the normal way of doing things and are happy to _____.
- 4 They are important to a company when _____.
- 5 It's essential for managers to encourage their staff to _____ and be ready to try new things.
- 6 To be a creative leader, you have to _____.