



Reading B1- 09

Read the text and choose the correct answer .

According to Richard Branson—the founder of Virgin Group—the best leaders are great listeners. In an interview with *Forbes*, he explained why listening was important for good leadership, and shared anecdotes from his own business dealings. He said that business leaders need to listen carefully to feedback from staff and customers, which requires effort and focus. Unfortunately, many people think of listening as a passive activity; Branson even called **it** a "dying art." In order to improve people's active listening, he suggested that we pay close attention not just to what someone says, but the way in which they say it—their body language and facial expressions.

1 What is True about Richard Brandson according to the text?

- a) His leader was a great listener.
- b) He gives conferences about listening skills to businessmen.
- c) He believes that good listening requires hard work and attention.

2 Why does the article mention "Virgin Group"?

- a) Because it is an important company in the world.
- b) To give the reader a clue about who Richard Branson is.
- c) To introduce the best business leader.

3 Choose the FALSE statement

- a) Listening to the opinion of customers and staff should be important for a good leader.
- b) Richard Branson suggested that we shouldn't just pay attention to what a person says.
- c) According to Branson, listening should be a passive activity.

4 What does "it" in the text refer to?

- a) listening
- b) Branson's opinion
- c) dying art

5 What is true about "body language" and "facial expressions" according to the text?

- a) Most communication is a non-verbal action.
- b) A good listener should take into consideration both of them.
- c) Branson thinks they are the best skills to communicate ideas effectively.