How to Adapt to Changing Times | Simon Sinek

DON'T PROTECT YOUR BUSINESS

Discuss before you watch:

Why wouldn't we want to protect our business?

How does a company adapt to changing times?

Do you think there is a moment when it's too late to adapt?

Now listen and watch the video. Mark True or False.

1- Simon thinks the audience has an advantage in their profession.

True False

2- Companies failed in the past even though they grabbed the bull by the horns.

True False

3- These companies were ignorant of a very important fact.

True False

4- The CEO of Blockbuster proposed they should consider implementing subscription.

True False

5- Blockbuster's 12% of revenues came from subscriptions.

True False

6- Apple saw a business opportunity in the people who actually listen to music.

True False

7- Simon thinks protecting a single business model is ensuring its failure.

True False

8- The most important thing for a company is that you are skilled at maths and really want to make a living out of it.

True False

9- Balance between the rational and the emotional side of an industry is key.

True False

10- The past is irrelevant since it's very unlikely that it survives.

True False

Listen again and find expressions that mean the following:

1- Cause something to fail or go wrong.

2- A person or organization so powerful that it can act without regard to the rights of others or the law.

3- To decide to do something in a particular way or to choose a plan of action.

4- Stopping something from happening, or keeping an unwanted situation or person away, usually temporarily. Postponing.

5- Doing something that is harmful to your own position.

6- To have done or discovered something important, special, etc.

Now read these excerpts from the video. Choose one and write your opinion (50-100 words)

"The numbers are only half a picture of the health of the business and if you got into this industry to be of service to human beings who are trying to do bigger things for society, you might be onto something.

"Literally ignore what (the business) was, because it's errelevant. Because it may or may not survive."

"The profession will do fine if you're the one willing to blow up your own business, but if you're gonna protect your business it'll get blown up for you."

LIVEWORKSHEETS