Education First

C 1.1. READING TEST | Version A

Student's name: _____

Score: _____ / 20 pts - _____ %

Read the online article and answer the questions below.

6 Stories of Super Successes Who Overcame Failure

2.5k shares

December 8, 2014



Jayson DeMers
GUEST WRITER
Founder and CEO, AudienceBloom

Failure is not the alternative to success. It's something to be avoided, but it's also only a temporary setback on a bigger, more significant course. Everybody encounters failure at one point or another. What truly matters is how you react to and learn from that failure.
Take the stories of these six entrepreneurs. Their stories end in massive success, but all of them are rooted in failure. They're perfect examples of why failure should never stop you from following your vision.



1. Arianna Huffington: _____.
It's hard to believe that one of the most recognizable names in online publications was once rejected by three dozen major publishers. Huffington's second book, which she tried to publish long before she created the now universally recognizable Huffington Post empire, was rejected 36 times before it was eventually accepted for publication.
Even Huffington Post itself wasn't a success right away. 1: Obviously, Huffington overcame those initial bouts of failure and has cemented her name as one of the most successful outlets on the web.



2. Bill Gates: _____.
Bill Gates is now one of the world's wealthiest individuals, but he didn't earn his fortune in a straight line to success. Gates entered the entrepreneurial scene with a company called Traf-O-Data, which aimed to process and analyze the data from traffic tapes. But the product barely even worked. It was a complete disaster. 2:



3. George Steinbrenner: _____.
Before Steinbrenner made a name for himself when he acquired ownership of the *New York Yankees*, he owned a small basketball team called the *Cleveland Pipers* back in 1960. By 1962, as a result of Steinbrenner's direction, the entire franchise went bankrupt. That stretch of failure seemed to follow Steinbrenner when he took over the Yankees in the 1970s, as the team struggled with a number of setbacks and losses throughout the 1980s and 1990s. 3:



4. Walt Disney: _____.
One of the most creative geniuses of the 20th century was once fired from a newspaper because he was told he lacked creativity. Trying to persevere, Disney formed his first animation company, which was called Laugh-O-Gram Films. 4: Desperate and out of money, Disney found his way to Hollywood and faced even more criticism and failure until finally, his first few classic films started to skyrocket in popularity.



5. Steve Jobs: _____.
Steve Jobs is an impressive entrepreneur because of his boundless innovations, but also because of his emphatic comeback from an almost irrecoverable failure. Jobs found success in his 20s when Apple became a massive empire, but when he was 30, Apple's board of directors decided to fire him. Undaunted by the failure, Jobs founded a new company, NeXT, which was eventually acquired by Apple. Once back at Apple, Jobs proved his capacity for greatness by reinventing the company's image and taking the Apple brand to new heights.



6. Milton Hershey: _____.
Everyone knows Hershey's chocolate, but when Milton Hershey first started his candy production career, he was a nobody. 5: In one last attempt, Hershey founded the Lancaster Caramel Company, and started seeing enormous results. Believing in his vision for milk chocolate for the masses, he eventually founded the Hershey Company and became one of the most well-known names in the industry.

Draw inspiration from these stories the next time you experience failure, no matter the scale. 6: Learn from your mistakes, reflect and accept the failure, but revisit your passion and keep pursuing your goals no matter what.

Contributed by Alejandro Valencia, 2018 | Adapted from entrepreneur.com (2014)

LIVEWORKSHEETS

C 1.1. READING TEST | Version A

A. Read the article and match each of the mean ideas (a-f) with the right entrepreneur from the text (1-6). ___/6pts

Main Ideas	Entrepreneur
a. This person watched their first company crumble.	
b. This person was told he had an insufficient imagination.	
c. This person was booted from their own company.	
d. This person got rejected by over 30 people.	
e. Because of this person, a team became insolvent.	
f. This person started several companies before.	

B. Six sentences have been removed from the article. Choose from the sentences A-H the one which fits each gap in the text (there are 6 in total). There is one extra sentence you don't need to use. ___/6pts

A. *He raised $15,000 for the company but eventually was forced to close it, following the close of an important distributor partner.*	B. *After being fired from an apprenticeship with a printer, he started three separate ventures, and was forced to watch all of them fail.*
C. *However, the failure did not hold him back from exploring new opportunities, and a few years later, he started creating the massive empire we know nowadays, and forged a new path to success.*	D. *In the moment, some failure might seem like the end of the road, but remember, there are countless successful men and women in the world today who are only enjoying success because they decided to push past the inevitable bleakness of failure.*
E. *However, despite public fear and criticism because of his controversial decisions, eventually he led the team to an amazing comeback, with six World Series entries between 1996 and 2003.*	F. *In fact, when it launched, there were dozens of highly negative reviews about its quality and its potential.*
G. *But the best part is, the more you accomplish, the more you'll want to do, the higher you'll want to reach.*	

C. Read again and decide if these sentences are True or False. ___/8pts

1.	Our reactions and attitude towards failure are what truly defines our level of success.	*True*	*False*
2.	The Huffington Post became a prosper business instantly.	*True*	*False*
3.	Bill Gates' first attempt to enter the entrepreneurial scene was through the collection and scrutiny of transportation figures.	*True*	*False*
4.	For decades, George Steinbrenner's businesses appeared to be plagued with financial issues.	*True*	*False*
5.	Even though he became a success a couple of years later, Disney first encountered disapproval when he tried to make a name for himself in Hollywood.	*True*	*False*
6.	Disney's first classic films were harshly criticized and rejected.	*True*	*False*
7.	Steve Jobs managed his way back into the organization he had worked for.	*True*	*False*
8.	Milton Hershey was a well-known player in the field of confectionery when he decided to embark on massively producing milk chocolate.	*True*	*False*

Contributed by Alejandro Valencia, 2018 | Adapted from entrepreneur.com (2014)

LIVEWORKSHEETS