# 12 Keys to success

## 1 Complete these sentences with *In order for* or *In order to*.



1. In order for a restaurant to be popular, it has to have attractive decor.
2. _____ a movie to be entertaining, it has to have good actors and an interesting story.
3. _____ succeed in business, you often have to work long hours.
4. _____ attract new members, a sports club needs to offer inexpensive memberships.
5. _____ speak a foreign language well, it's a good idea to use the language as often as possible.
6. _____ a clothing store to succeed, it has to be able to find the latest fashions.

## 2 Write sentences. Use the information in the box.

| | |
|---|---|
| ☐ have talented salespeople | ☐ work extremely long hours |
| ☑ keep up with your studies | ☐ provide excellent customer service |
| ☐ be clever and entertaining | ☐ have drama and interesting characters |

1. be a successful student
   In order to be a successful student, you have to keep up with your studies.
2. a clothes store to be profitable
   For a clothes store to be profitable,
3. manage your own business
   _____
4. an advertisement to be persuasive
   _____
5. run a successful automobile company
   _____
6. a reality TV show to be successful

LIVEWORKSHEETS

## 3 Choose the correct word or phrase.

1. I didn't enjoy this book on how to succeed in business. It wasn't very _____well written_____. (affordable / well paid / well written)
2. I learned a lot about how to run a successful bookstore from taking that class. I found it very _____. (attractive / informative / knowledgeable)
3. Annie has so many interesting ideas, and she's always thinking of new projects. She's very _____. (clever / entertaining / tough)
4. Debra is a salesperson, and she's good at her job. She's so _____ that she sells three times as much as her co-workers. (unfriendly / affordable / persuasive)
5. Matthew is one of the top models in Milan. He goes to the gym every day, so he looks really _____. (clever / charming / muscular)
6. Before opening a new store, it's important to think through all of your ideas and have _____. (competitive salaries / a clear business plan / a reliable job)
7. My new job has great benefits. We have unlimited time off, excellent health insurance, and _____. (a good product / flexible working hours / a crowdfunding platform)

## 4 Read this information about journalists. Then match each person in the box below with the correct description of the skills and qualities they need to be successful. Drag and drop.

To be a successful journalist, you need to be both talented and dynamic. You have to write well and write quickly.

In order to report the news, a journalist needs to have a good knowledge of world and current events. In addition, you must be able to report a story accurately.

an artist  a boss  a homemaker  a parent  a teacher

[ ]
To be a successful artist, you need to be both creative and passionate. You have to express emotions through your work and be open to new ideas. In order to produce inspiring art, an artist needs to have a strong imagination and a unique perspective. In addition, you must be able to accept criticism and keep improving your skills.

[ ]
To be a successful boss, you need to be both confident and fair. You have to make important decisions and manage a team effectively. In order to lead well, a boss needs to have strong communication skills and understand the goals of the company. In addition, you must be able to motivate others and solve problems quickly.

[ ]
To be a successful homemaker, you need to be both organized and caring. You have to manage the household and make sure everyone is well taken care of. In order to keep things running smoothly, a homemaker needs to have time management skills and patience. In addition, you must be able to handle many tasks at once.

[ ]
To be a successful parent, you need to be both loving and responsible. You have to guide your children and teach them right from wrong. In order to raise a healthy family, a parent needs to have patience and a good sense of humor. In addition, you must be able to provide support and understanding every day.

[ ]
To be a successful teacher, you need to be both knowledgeable and inspiring. You have to explain ideas clearly and keep students engaged. In order to help students learn, a teacher needs to have strong communication skills and a passion for education. In addition, you must be able to manage a classroom and adapt to different needs.

LIVEWORKSHEETS

## 5 I like it because . . .

A For each pair of pictures, **drag and drop** one sentence about what you like and one sentence about what you dislike.



1.





2.





3.



I don't like this place since it's too crowded and noisy.

I like this park because it's clean and there are a lot of trees.

I don't like this park since it looks abandoned and has broken benches.

I like this gym because of its modern equipment and clean space.

I don't like this gym due to the broken machines and dirty floor.

I like this beachside café since it's peaceful and has a beautiful view.

LIVEWORKSHEETS

## A new business with an ancient product

**A** Scan the article about Andean Grain. What is the secret that the company is selling? **Choose.**

# SELLING SECRETS OF THE PAST

The Argentinian company Andean Grain is contributing to a **comeback** of highly nutritious foods that were unknown to many people during the last few hundred years. Andean Grain sells foods made from **indigenous** Latin American plants, like chia seeds, amaranth, and quinoa. These plants are coming **to prominence** today because knowledgeable people have discovered that chia seeds, amaranth, and quinoa are **superfoods**, incredibly rich in vitamins and proteins.

Chia seeds were grown by the Aztecs as an energy food. In order to travel long distances without having to stop, they drank a beverage consisting of chia seeds, lemon juice, and water. The Aztecs also cultivated amaranth, which they believed was a superfood, as do scientists today. Quinoa was grown in the mountains of the Andes by the Incas. All three of these foods **went out of favor** after the conquest of Latin America in the 16th century. Wheat was preferred over these native plants, and they were almost unknown outside the countries that grew them. Nevertheless, these foods have become popular once more due to the health benefits that they are supposed to provide.

They appear to be of optimal benefit for the heart and brain, and **rumor has it** that they may help prevent cancer. They're also gluten-free. Because many people today have problems digesting the gluten in wheat, gluten-free foods have become very fashionable.

As a result, there is a great demand by the public for these superfoods. Andean Grain sells its products all over the world, but it is especially active in Europe, where it has a main office in the United Kingdom. From its base in Argentina, Andean Grain sends most of its native plants to Europe to be made into affordable breads, breakfast cereals, and today's popular trail mixes, which are combinations of dried fruits, nuts, and seeds.

The secret is out, and what was hidden from the world for so many centuries has today become an important discovery of foods for our health. Did you know about these superfoods before the rest of the world discovered them just a few years ago?



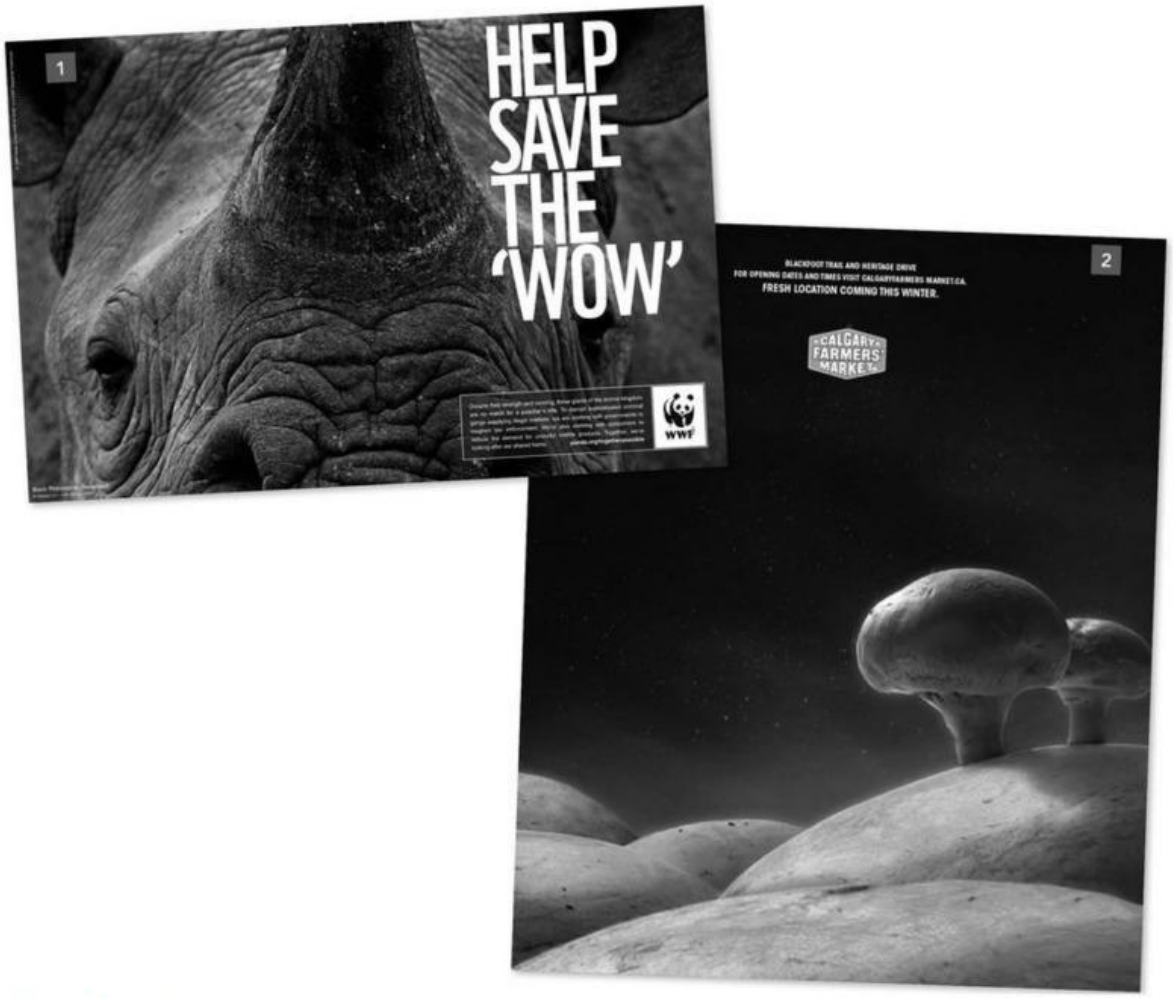
**B** Read the article. Look at the words and phrases in bold in the article.
**Match to their** definitions or synonyms

1. comeback: something that returns to favor ☐
2. indigenous: native, original of a place ☐
3. to prominence: become popular or well-known ☐
4. superfood: a very healthy food ☐
5. went out of favor: no longer popular ☐
6. rumor has it: people are saying ☐

**a.** people are saying
**b.** no longer popular
**c.** become popular or well-known
**d.** a very healthy food
**e.** something that returns to favor
**f.** native, original of a place

LIVEWORKSHEETS

**7** **Look at these advertisements and choose one sentence about each one describe the features and give reasons why they like or dislike.**




**Ad 1 – WWF Rhino (Help Save the 'Wow'):**

This advertisement shows a close-up image of a rhino with the phrase "Help Save the 'WOW'," which grabs attention and emphasizes wildlife conservation. I like it because it's powerful and emotional, reminding us to protect endangered animals.

**Ad 1 – WWF Rhino:**

This advertisement talks about a zoo where people can go see rhinos and touch them. I dislike it because it doesn't tell me where the zoo is or how much it costs.

**Ad 2 – Calgary Farmers' Market (Mushrooms on a Moon-like Landscape):**

This ad uses creative visuals by making mushrooms look like they're on a different planet, which is very eye-catching. I like it because it cleverly promotes the idea of fresh and unique food in a fun and imaginative way.

**Ad 2 – Calgary Farmers' Market:**

This ad is about a space travel agency that sends people to the moon to collect mushrooms. I like it because I want to be an astronaut and eat space food.

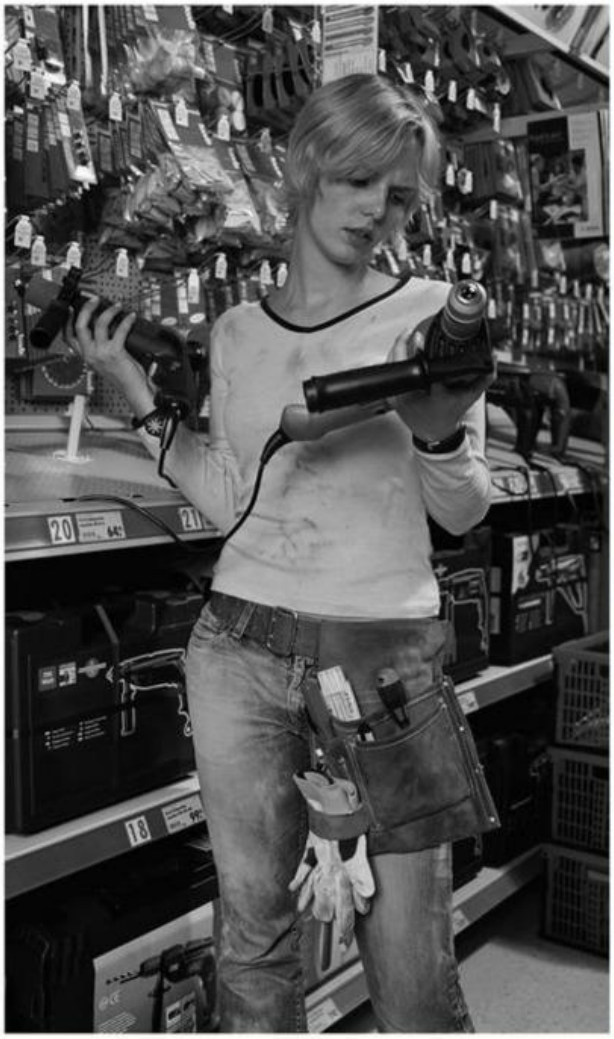
LIVEWORKSHEETS

## 8 Do you have the right qualities?

**A** Complete the sentences with the words from the box.

affordable athletic clever entertaining informative knowledgeable muscular salesperson

1. I'm not _____ enough about tools to be a successful salesperson in a hardware store. I'm familiar with some common tools, but I don't know how to use most tools.
2. To be successful, personal trainers need to be fit and _____.
3. *Weekend Talk* ran for only three months because it was so boring. For a TV show to be successful on Saturday evenings, it really has to be _____.
4. I wouldn't be a good _____ because I'm not very persuasive.
5. I found a fantastic news website this morning. It's really _____. It has very detailed stories about local and international news.
6. For a salesperson to be persuasive, he or she has to be _____ with words.
7. Kate is so _____. She plays soccer, tennis, and basketball, and she's excellent at all three sports.
8. I like this store, but it's not very _____. Even the small items are expensive.



**B** **Unscramble the sentences using** infinitive clauses with *to* or *for*.

1. apply / important / good résumé / to / it's / write / a / to / for a job

_____

2. personal trainer / an effective / be / clients' needs / to / listen / to / your / you / need / to

_____

3. a restaurant / for / be / to / successful / it / must / food / offer / delicious / prices / at / good

_____

4. students / for / get / good grades / to / they / must / study hard / and / do / their best

_____

5. to / learn / a new language / you / have / to / practice / every day

_____

LIVEWORKSHEETS