

# INVENTION AND INNOVATION

Nickname: \_\_\_\_\_

Date: \_\_\_\_\_

**Read the following text and work on the activities below.**

In today's fast-paced workplace, companies are constantly trying to **stay ahead of the curve**. This means they need both invention and innovation. While invention is about **coming up with** something entirely new—like a groundbreaking product or a unique tool—innovation is more about **thinking outside the box** to improve what's already there. Take, for example, a team of engineers who **dreamed up** a new kind of eco-friendly packaging. That was an invention. But when the marketing team **ran with the idea** and used it to transform the company's image, that was innovation.

Successful businesses often **bounce back** from setbacks by finding fresh ways to solve problems. They know how to **roll with the punches** and adapt quickly. Some of the best ideas don't come from the top, but from employees who **speak up** and share practical suggestions that lead to big changes.

At the end of the day, a workplace that values both invention and innovation is one that's ready to **take on the world**.

**A. Match each idiom or phrasal verb with its meaning.**

**A**

**B**

- |                                 |   |
|---------------------------------|---|
| 1. Stay ahead of the curve ____ | a. To accept and deal with changes or problems. |
| 2. Come up with ____            | b. To recover quickly from difficulties         |
| 3. Think outside the box ____   | c. To create or invent an idea or plan          |
| 4. Run with the idea ____       | d. To be more advanced or prepared than others  |
| 5. Bounce back ____             | e. To use a good idea and develop it further    |
| 6. Roll with the punches ____   | f. To think creatively and differently          |

**B. Read again and answer the questions.**

**1. What is the main idea of the text? \_\_\_\_**

- a) Invention alone drives company success
- b) Innovation means creating something new
- c) Invention and innovation are both essential at work
- d) Marketing is the key to business growth

**2. What does “stay ahead of the curve” mean in this context? \_\_\_\_**

- a) React slowly to industry changes
- b) Be more advanced and better prepared
- c) Wait for others to try new ideas first
- d) Focus only on short-term profits

**3. What is the key difference between invention and innovation? \_\_\_\_**

- a) Invention improves what already exists
- b) Innovation focuses only on new products
- c) Invention creates something new, innovation improves it
- d) Innovation replaces invention completely

**4. What did the marketing team do with the eco-friendly packaging? \_\_\_\_**

- a) Rejected it for being too costly
- b) Turned it into a successful campaign
- c) Redesigned it from the beginning
- d) Sold it to another company

**5. According to the text, what should companies encourage? \_\_\_\_**

- a) Strict control from top management
- b) Repeating old successful strategies
- c) Employees sharing new ideas and solutions
- d) Avoiding changes that may cause risk

**C. Complete the sentences using the correct idiom or phrasal verb from the box:**

**(bounce back – think outside the box – speak up – run with – came up with)**

- The team \_\_\_\_\_ a brilliant way to reduce costs.
- Don't be afraid to \_\_\_\_\_ during meetings if you have suggestions.
- We decided to \_\_\_\_\_ the new proposal and see where it leads.
- After the failure, the company managed to \_\_\_\_\_ quickly.
- Creative employees are always encouraged to \_\_\_\_\_.

**D. Decide whether these statements are True or False.**

Innovation is always about creating something completely new. (    )

The marketing team improved the company's image using an invention. (    )

Only the top managers are expected to come up with new ideas. (    )

A workplace that values both invention and innovation is more likely to succeed. (    )

“Roll with the punches” means to complain when things change. (    )