

STEVE JOBS



Scan to review worksheet

Expemo code:

1DLH-E7QA-8SPK



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1

Warm up

Look at these pictures of Apple products and put them in order according to when they appeared on the market. Then, answer questions below.



A. Apple iBook



B. Apple Macintosh



C. Apple iPhone



D. Apple iPod

1. Have you or anyone you know bought one of these products or another Apple product?
2. As a company, what is Apple known for?
3. Steve Jobs was one of the founders of Apple – what do you know about his life?



2

Vocabulary

Part A: Read the paragraph and try to understand the meaning of the words in bold. Then match these with the meanings below.

Some people are natural **entrepreneurs**. When they have a **ground-breaking** idea for a new business, they need to look for **investment**. After **launching** the business, the **board of directors** will make important decisions. If the business is successful, there is likely to be **competition** from other companies.

1. announcing the start of a new business: _____
2. companies which offer the same or similar goods or services, and which want to attract the same customers as another business: _____
3. new and completely different: _____
4. people who see an opportunity to make money and start a new business: _____
5. the money that is spent on a business in order to make larger profits later on: _____
6. the people who manage a business: _____

Part B: Match the beginning and end of these sentences.

1. People who are adopted
2. People who are interested in alternative lifestyles and medicine
3. People often ask for guidance
4. People are called pioneers
5. People who have had surgery
6. People are called visionaries

- a. usually need to spend a few days resting in hospital afterwards.
- b. if they have a strong idea about how society will develop in the future.
- c. when they don't know what to do in a difficult situation.
- d. when they are among the first to do something new.
- e. often want to find out about their birth parents when they are older.
- f. might eat a plant-based diet and practise meditation.

How do you think these words will be used in the story of Steve Jobs' life?



3

Listening 1



You are going to listen to information about the life of Steve Jobs (1955-2011). Before you listen, read the sentences and try to predict if they are true or false. Then listen and check your ideas.

1. Steve Jobs never graduated from college. _____
2. Personal computers were made possible when people developed new software. _____
3. At first, it was difficult for Apple to find people to invest in the company. _____
4. The Apple Macintosh helped to introduce the mouse. _____
5. After Jobs left Apple, he went to work on three other projects. _____
6. He lost a lot of money when he worked for Pixar. _____
7. After he returned to Apple, the company got into the music business. _____
8. Jobs had cancer twice. _____

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Language in context

Read these sentences from the recording and explain the meaning of the words in bold.

1. ...so that they could continue to focus on improving their computers, using **cutting-edge** design.

2. Jobs was a true visionary and a **completely self-made** man.

3. His story, **with all its ups and downs**, has inspired feature films, books and documentaries.





5 Listening 2

Read the questions. Can you remember the answers? Listen again to check.

1. Why was the family garage an important place in Jobs' life story?

2. How was the Apple II different from the Apple I?

3. Who was John Scully and what role did he play in Apple?

4. What happened in 1985?

5. Why was Pixar ground-breaking?

6. What was the relationship between the Apple company and NeXT?

7. Why didn't Jobs want to have surgery for his cancer right away?

8. Why are some people still interested in Jobs today?

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Language point

Read the information and underline the correct answer. Then complete the rest of the exercises.

The recording used lots of natural expressions with *went*, as in this example:

After high school, he went to Reed College in Oregon for a while, but he never finished his degree.

In this sentence, *went to* means **applied to study at / attended as a student / visited**.



Complete these sentences from the recording so that they have the meaning of the phrase in brackets. Use the first letters that you are given.

1. Instead, he briefly worked as a video game designer for Atari, before he went t _____ in India to explore alternative lifestyles there. (on holiday)
2. When he returned, he reconnected with an old friend, Steve Wozniak, and together, they went i _____ b _____ ... (started a new company)
3. Sales went t _____ the r _____ reaching over two million dollars within three years. (reached a high level very quickly)
4. The Apple Macintosh went o _____ s _____ in 1984. (became available for people to buy)
5. He went t _____ w _____ on other projects. (started to do something productive)
6. He bought the computer graphics company Pixar, which went o _____ t _____ b _____ a ground-breaking animation studio ... (continued and then turned into something else)
7. In 1996, Apple, who were in some financial trouble themselves, bought this company from Jobs and he went b _____ to work for them. (returned)
8. Under his guidance, Apple went f _____ s _____ to s _____, launching classic products like the iMac and iBook, and developing MP3 technology. (experienced success without stopping)

Complete these sentences in a logical way with your own answers. Share them with your partner.

1. It's to learn that Jobs went to college but never finished his degree.
2. I have many happy memories of the time I went travelling in
3. Ten years ago, the number of people who were went through the roof.
4. I remember when went on sale for the first time.
5. The most famous person from my hometown went on to become





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Talking point

Discuss these questions in pairs or small groups.

1. What would you ask Jobs if you could meet him?
2. Steve Jobs was famous for wearing the same outfit every day, like a uniform: black long-sleeved top, blue jeans and trainers. Think of three reasons why he might have done this.
3. Many people found Jobs difficult to work with. Should we just accept that most great people are demanding in some way? Why/why not?
4. Jobs working life was cut short by illness. If he hadn't been sick, do you think he would ever have moved on to work for another company or even retired? Why/why not?
5. Read what other people said about Jobs after his death. Which statement do you like best and why?

"The man who invented the wheel didn't change the world...the man who got a stick and attached two wheels, he changed the world. Steve Jobs, he was the man with the stick."
Eugene Kaspersky, founder Kaspersky Lab.

"He was a historical figure on the scale of a Thomas Edison or Henry Ford and set the mold for many other corporate leaders in many other industries." Walt Mossberg, Wall Street Journal tech columnist.

"Tonight, America lost a genius who will be remembered with Edison and Einstein, and whose ideas will shape the world for generations to come. Again and again over the last four decades, Steve Jobs saw the future and brought it to life long before most people could even see the horizon." Michael Bloomberg, New York Mayor.

Glossary

- on the scale of → of similar or equal importance to
- set the mold (mould, British English) → created a new type of person with certain typical qualities
- horizon → the far away place where you see the sky touch the land or sea



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Optional extension



Watch this short motivational speech from Steve Jobs (00:00-02:31) and choose the best summary of his main message. You won't need to understand every word to complete this task.

1. You can never run away from your duties and responsibilities.
2. Sometimes difficult experiences lead to better things.
3. Being angry about past events can make you sick.

Answer these questions in pairs or small groups.

1. The video opened and closed with this advice, "The only way to do great work is to love what you do. if you haven't found it yet, keep looking. Don't settle." What do you think *settle* means in this context?
2. How easy is it to follow this advice? Why/ why not?
3. What other advice do you think Jobs had for entrepreneurs?
4. Would you like to watch any other videos of Jobs speaking? What could you learn from them?