

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. ()