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To the student: This material was written with you in mind. May your confidence level increase as you POWER UP your English, and may you find words of truth and wisdom to POWER UP your life.

SAMPLE

SAMPLE

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Unit 7 Failure

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fail-ure': **1.** the state or fact of being lacking or insufficient **2.** a losing of power or strength; weakening, dying away. **3.** not doing; neglect or omission. **4.** not succeeding in doing or becoming. **5.** person who does not succeed.

DISCUSSION

1. How old were you when you began to walk as a baby?
2. What was difficult for you to do as a child (example: tie your shoes)? How did you finally learn to do it? Why did you keep trying to do it even when you failed?
3. What things would you try to do if you knew that it was impossible to fail?

VOCABULARY POWER

Here you go! Read the definitions for each word and see if you know or can guess which is right. (See the Answer Section to see how you did.)

1. **adhesive** (noun) – (A) a TV show (B) a strong man (C) a kind of glue (D) a dog
2. **sticky** (adj.) – (A) gummy or gluey (B) full of sticks (C) sweet (D) new hockey stick
3. **useless** (adj.) – (A) very good (B) has no use (C) has some use (D) has no hope
4. **bookmark** (noun) – (A) library shelf (B) thing put in a book to mark the pages (C) numbers (D) thing to hold books up
5. **sample** (noun) – (A) money (B) salt (C) boat (D) example
6. **market** (noun) – (A) customers (B) house (C) kind of pen (D) a lake
7. **top-selling** (adj.) – (A) sells poorly (B) expensive (C) sells very well (D) ordinary
8. **office-supply** (adj.) – (A) a kind of paper (B) to use in an office (C) for cold weather (D) a kind of computer

KEEP THAT VOCABULARY SHARP!

Write a simple, short definition (using your own words) for each vocabulary word below.

1. bookmark _____
2. sample _____
3. useless _____
4. market _____
5. sticky _____

VOCABULARY POWER ANSWERS



1. **adhesive** (noun) – (C) a kind of glue; as, He used *adhesive* to hold his sign together.
2. **sticky** (adj.) – (A) gummy or gluey; as, The honey made my fingers *sticky*.
3. **useless** (adj.) – (B) has no use; as, This book is *useless*, it doesn't have any of the information that I need.
4. **bookmark** (noun) – (B) a thing put in a book to mark the pages; as, Here, please put a *bookmark* in the book so I can find my page when I come back.
5. **sample** (noun) – (D) example; as, The woman at the grocery store gave me a *sample* of this new breakfast cereal.
6. **market** (noun) – (A) customers; as, The company did a *market* survey to find out the real needs of the community.
7. **top-selling** (adj.) – (C) sells very well; as, Burma-Shave was a *top-selling* shaving cream for more than 25 years.
8. **office-supply** (adj.) – (B) to use in an office; as, We went to the *office-supply* store to get everything we needed to start a new business.

VOCABULARY IN USE

Write the name of a product that you use either at home or at work/school that will best describe the word in the list below.

1. adhesive _____
2. sticky _____
3. useless _____
4. top-selling _____
5. office-supply _____





FAILURE IN THE LAB

In 1968, Dr. Spence Silver, a scientist for 3M, came up with a new adhesive. It was very interesting and very different. But this new adhesive did not work for the new tape they were trying to make – it just wasn't sticky enough. At the time everyone thought it was useless.

In 1974, Art Fry, another 3M scientist tried making bookmarks out of this different adhesive. He used the 'bookmarks' on pages he needed to find quickly in his music books. He loved the way they worked for him, but those higher up in the company did not see any use for these 'bookmarks,' Finally, Fry was able to give samples to secretaries in 1977. The secretaries came up with more uses for these little yellow papers than anyone thought possible. This failed adhesive had found a new market.

By 1990, Post-it Notes™ were one of the five top-selling office-supply products in America.

POWER-UP YOUR VOCABULARY

Here you go! Read the definitions for each word and see if you know or can guess which is right. (See the Answer Section to see how you did.)

1. **chemistry** (noun) – (A) science of chemotherapy (B) science of cancer (C) science of life (D) science of chemicals
2. **experiment** (noun) – (A) tradition (B) test (C) belief (D) professional
3. **boldly** (adj.) – (A) bravely (B) shyly (C) quickly (D) proudly
4. **to invent** (verb) – (A) to turn over (B) to put inside (C) to create (D) to buy
5. **inexpensive** (adj.) – (A) very expensive (B) easy to find (C) in a hotel (D) not expensive
6. **to replace** (verb) – (A) to fill up (B) to take the place of (C) to answer (D) to stop
7. **patent** (noun) – (A) world record (B) sick person (C) government registration of an invention (D) registration of mistakes
8. **to discard** (verb) – (A) to throw away (B) to not write (C) to not like (D) to stop

USE IT OR LOSE IT!

Fill in the blanks with vocabulary words given in your word bank.

experiments

discards

invention

patent

replace

Dr. Carruthers is working on a new _____. He has done nearly one hundred different _____, trying to get just the right formula. I think I would have given up a long time ago, but he said he never _____ a good idea until he knows for sure that it won't work. He has been working on a chemistry project for a household detergent for almost 18 months now. He said that he is expecting final approval from the directors of Levor Soaps and he will _____ the product this year. The detergent is applied to the bottom of your socks and shoes, and as you walk through your house it cleans your floors and carpets too. It sounds like a good idea, but I wonder how often you have to _____ your socks?

FAMOUS FAILURES

In 1954, ELVIS PRESLEY was fired from the Grand Ole Opry after only one performance and told by the manager, **"You ain't going nowhere, son. Better get your job back driving a truck."**

"We don't like their sound. Groups of guitars are on the way out."

- A Decca Recording Company executive turning down the Beatles in 1962

"The singer will have to go!"

- The new manager of the Rolling Stones, after hearing Mick Jagger in 1963

BABE RUTH grew up in an orphanage and then **struck out 1,330 times** on his way to 714 home runs and baseball immortality.

SAMPLE

POWER-UP YOUR VOCABULARY ANSWERS

1. **chemistry** (noun) – (D) science of chemicals; as, There was an explosion in the *chemistry* laboratory when a student mixed two reactive chemicals together.
2. **experiment** (noun) – (B) a test; as, The students conducted the same *experiment* on two rats to see if they would respond the same way.
3. **boldly** (adj.) – (A) bravely; as, The young secretary *boldly* walked into the manager's office and asked for a salary increase.
4. **to invent** (verb) – (C) to create; as, Art Fry *invented* the Post-It™ notes by trying to make bookmarks.
5. **inexpensive** (adj.) – (D) not expensive; as, These shoes are *inexpensive* considering they are Nike™.
6. **to replace** (verb) – (B) to take the place of; as, I have to *replace* the tires on my car, these are completely worn out.
7. **patent** (noun) – (C) government registration of an invention; as, We need to *patent* your invention so no one can steal your idea.
8. **to discard** (verb) – (A) to throw away; as, You can *discard* your old school textbooks; we will be getting new textbooks this semester.



10,000 FAILURES!

Thomas Alva Edison was born in Milan, Ohio, on February 11, 1847. His favourite hobbies were reading, and doing chemistry experiments in his lab. But when he was a boy his teachers thought he was a failure and so his mother decided to teach him at home.

In 1878, Edison boldly told people that he was going to invent an inexpensive electric light that would replace the gas light. Many people thought Edison was crazy and made jokes about him and his ideas. Thomas Edison tried over ten thousand different experiments that failed before he finally showed his first working light bulb on October 21, 1879.

Edison had a total of 1,093 patents; the most ever for an individual.

Among his most famous inventions were the phonograph, the mimeograph, fluoroscope, alkaline storage battery, dictating machine and motion picture cameras and projectors.

CAN YOU UNSCRAMBLE THESE QUOTES??



"Courage is going
forward without
fear of failure
without losing
enthusiasm."

- Winston Churchill

SAMPLE



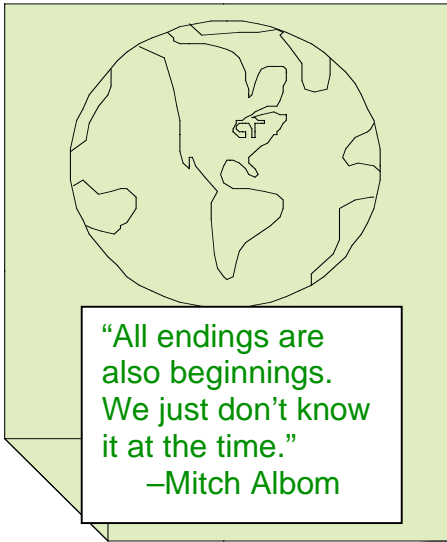
"You have not failed. You just found 10,000 ways that won't work."

-Thomas Edison



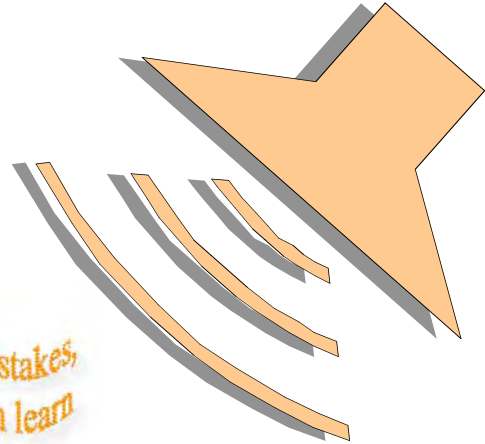


QUOTES



**"All endings are also beginnings. We just don't know it at the time."
-Mitch Albom**

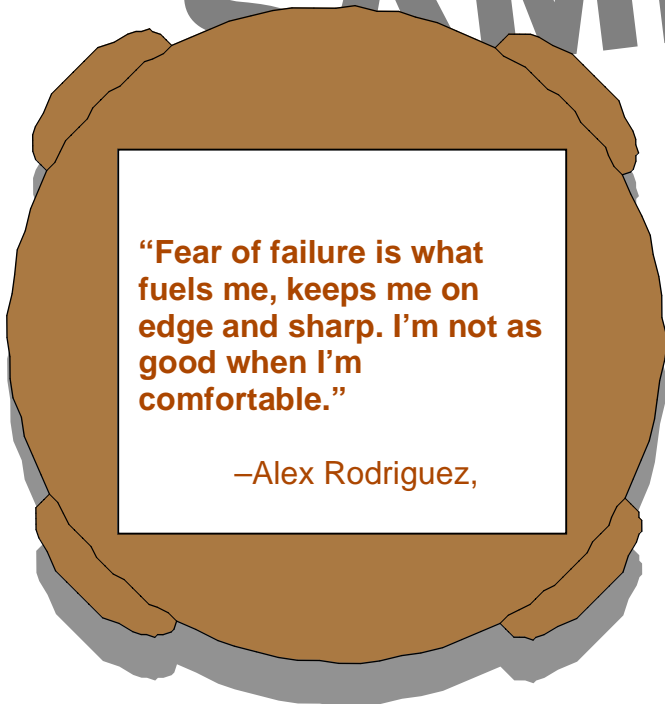
*All men make mistakes, but only wise men learn from their mistakes.
-Winston Churchill*



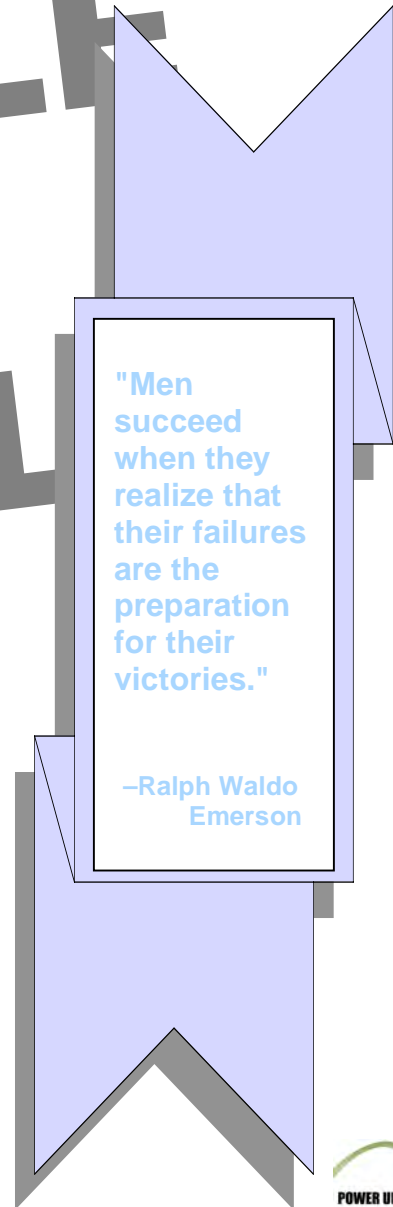
SAMPLE

*"I am not discouraged, because every wrong attempt discarded is another step forward."
-Thomas Edison*

SAMPLE



**"Fear of failure is what fuels me, keeps me on edge and sharp. I'm not as good when I'm comfortable."
-Alex Rodriguez,**



**"Men succeed when they realize that their failures are the preparation for their victories."
-Ralph Waldo Emerson**



PHOBIAS!!

Match the 'phobia' with what the phobia is of.



hydrophobia

ophidiphobia

motorphobia

aviophobia

chronophobia



ichthyobia

octophobia

arachnophobia

cyclophobia

acrophobia



brontophobia

dendrophobia



WHO SAID IT?

"I'm not afraid of snakes or spiders – just butterflies."



- A) Paris Hilton
- B) Stephen King
- C) Nicole Kidman

DISCUSSION

1. How will you know if you are achieving success in your life 10, 20 and 30 years from now?
2. What goals am I pursuing that I will not achieve easily?
3. Have you ever made a mistake that led to an even better idea?
4. What do you think helps some people keep going even in the face of repeated failure?
5. In what ways do you think our society increases our fear of failure?

Reality Check

Here comes a dose of reality. Talk to your partner about something in which you have not been successful. How did it make you feel? Did it motivate you to try harder or to try something new? When you look back on it now, how do you feel?

An area that I wasn't successful in was _____.

It was difficult for me then because _____.

During that time, I was motivated to _____.

I regret/I don't regret that time in my life because _____.

When I look back at that time now, I feel _____.

The thing that helped me through this time the most was _____.



A The Next Wave



Partner A

You have a list of scientific and medical experiments that will change and affect the human body. The purpose of these experiments and treatments is to make us better, healthier people and to help us live longer lives.

Ask your partner questions about the technologies and get their opinion on these things.

Questions you might ask:

Do you think it is acceptable to take drugs to make us more beautiful?

Do you agree that people should have memory chips put into their brains to make them smarter?

Where is the limit with cloning people? Should we be allowed to clone ourselves for our own blood or organ transplants if we get sick?

Is bionic technology going too far or not far enough?

Should people be able to have artificial limbs if they choose to make them stronger or faster?

Here are some scientific things to discuss:

Using drugs to:

- make us more beautiful
- increase our height

Changing our DNA to:

- live longer lives
- have the perfect body type

Use bionics to:

- make us smarter (memory chips)
- robotic arms and legs (stronger and faster)

Use cloning to:

- recreate yourself for blood and organ transplants (if we are sick)
- create a new body for yourself and do a brain transplant (just because you want to)



Offering your opinion:

Your partner will ask you similar questions, you can respond like this:

I think it is acceptable to _____ because _____.

I don't think it is right to _____ because _____.

I think it is okay to _____ in certain situations like _____, because _____.

I think it is completely wrong to _____ because _____.

B The Next Wave



Partner B

You have a list of scientific and medical experiments that will change and affect the human body. The purpose of these experiments and treatments is to make us better, healthier people and to help us live longer lives.

Questions you might ask:

Do you think it is acceptable to take drugs to cure cancer?

Do you agree that people should have their DNA changed if they know of a genetic illness in their family?

Where is the limit with things to cure the blind or deaf? Should anybody be allowed to increase their vision or hearing or only those with vision or hearing problems?

Is bionic technology going too far or not far enough? Should people be able to have artificial limbs that will increase their strength if they have been in a car accident or some other accident?

Is cloning acceptable for growing new tissue to replace damaged tissue caused by fire or accident?

Here are some scientific things to discuss:

Using drugs to:

- cure terrible diseases (like cancer)
- stop hereditary problems like baldness

Changing our DNA to:

- stop a genetic illness in the family (like diabetes or heart disease)
- stop world-wide epidemics (like HIV/AIDS)

Use bionics to:

- help the blind see and the deaf hear
- install specialized chips into the brain for optimum learning (new language for people moving to another country, math or science chips for engineers or astronauts)

Use cloning to:

- grow new tissue to replace damaged tissue caused by fire or accident

Offering your opinion:

Your partner will ask you similar questions, you can respond like this:

I think it is acceptable to _____ because _____.

I don't think it is right to _____ because _____.

I think it is okay to _____ in certain situations like _____, because _____.

I think it is completely wrong to _____ because _____.



MAKING THE CONNECTION

Let's face it, without failure, most inventions would never have been created. But where do you draw the line? What's the limit?

Talk to Your Partner

In business, failure is a natural part of success. How we deal with failure is what will determine our success. Share some ideas with your partner about how to not be afraid of failure. (example: have one person in my life who will always encourage me to try new things, or, I will never criticize people for failing, I will encourage them for having tried something risky.)

Make some notes to yourself about things you want to remember about failing moments and being a good leader.

SAMPLE

SAMPLE

POWER-UP YOUR GRAMMAR

What on earth?

Check this out—what on earth do these phrases mean?

1.as quick as lightning.
2.as gentle as a summer breeze.
3.as slow as molasses in January.
4.as eager as a beaver.

(answers:1. something is super fast 2. something is delicate and tender 3. molasses pour slowly, when they are cold, even slower, this means very, very slowly 4. someone who really wants to do something, who is very capable of doing something.)

Similes and Metaphors

(i) A simile is a comparison using the words “like” or “as.” Using similes helps to create word pictures for the listener or the reader. Look at these sentences.

The football player stood like a wall against the offense.

Obviously a person isn't a wall, but we have the image of a big, strong, immovable player.

His arms wrapped around her felt as good as a warm blanket on a cold winter night.

Arms are not a blanket, but this word picture gives us the image of comfort and security.

Exercise 7A

Use your imagination, what do you envision when you read these sentences?

Write one or two words after each sentence describing how these word pictures make you feel.

1. The Olympian ran as swift as a deer. _____
2. She looked like she had seen a ghost. _____
3. Watch out for him, he's as sly as a fox. _____
4. Be quick like a bunny and get back here. _____
5. She was as radiant as the sun. _____
6. I love this new shampoo, my hair feels like silk. _____
7. Her beauty is in her eyes, they are as black as coal. _____
8. His smile was like a toothpaste commercial. _____
9. You can trust him, he's as straight as an arrow. _____
10. The police will never catch him, he's as slippery as an eel. _____

Exercise 7B

Open up your mind and let those creative juices flow.

Write your own similes using the guiding words to help you.

1. a sunflower _____
2. water _____
3. a rock _____
4. a butterfly _____
5. fresh baked bread _____
6. a rat's nest _____
7. a kitten purring _____
8. a bottomless pit _____
9. an egg _____
10. a river _____

(ii) A metaphor is an indirect comparison of two unrelated things. It does not use “like” or “as,” but is understood as a comparison.

Look at these examples.

Her mind is a steel trap.

We know she doesn't have metal in her head, but we understand that this means she doesn't forget things easily. Whatever goes into her mind is trapped there.

I could eat a horse.

This tells us how hungry a person is. They are so hungry, they want to eat a large amount of food. Even though most people don't eat horse-meat, it is understood that this is not a comment about the type of dinner the person wants, but how hungry they are.

Exercise 7C

Now it's time to really let your mind run away with you. What do these word pictures say to you. Don't be afraid to guess, some of these aren't as clear as others.

1. Mother Nature dealt us a bad hand. _____
2. My life is a three-ring-circus. _____
3. It was a zoo at work today. _____
4. Tom is a zombie today. _____
5. You're going to wake the dead. _____
6. She laughed her head-off when she read the card. _____
7. Friends are flowers in the garden of life. _____
8. He's such a Casanova. _____
9. She's such a princess. _____
10. The hands of time wait for no man. _____

Exercise 7D

Now that you have those metaphors deciphered in 7C, go back and decide whether or not you think it is a positive comparison or a negative comparison.

- | | |
|----------|-----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |
| 9. _____ | 10. _____ |

Exercise 7E

Talk to your partner using similes and metaphors. Use your creativity. Ask and answer questions for each other.

A. I'm as happy as a canary because I got a raise today.
And you? You're a grumpy bear today.

B. Me? I'm not a grumpy bear. My life is a rollercoaster out of control.
I never know what's around the next corner. I'm just tired. And what about with your family, are you
always as happy as a canary?

..... and so on



Exercise 7F

Let's pull it all together.

Find a positive antonym for these negative business words. A word bank has been provided to help you.

	solution succeed	hire success	growing profit	overage positive	win increase
1. fail	_____			2. lose	_____
3. loss	_____			4. decrease	_____
5. problem	_____			6. negative	_____
7. downsizing	_____			8. lay-off	_____
9. shortage	_____			10. failure	_____

Exercise 7G

Look at the word list below. Then look at the list of negative words given. Often in business, managers and bosses don't want to hear "negative" words, they are looking for the more positive approach in a situation. Match the more positive word or phrase that a boss would like to hear, in the word list with the list of negative terms below.

a gap **to downsize a department** **creative solutions** **an opportunity**

1. a problem _____ 2. a shortage _____
3. a show-stopper _____ 4. to fire employees _____

Now look at those same phrases in use.

1. a) Jones, your department is showing a 25% sales shortage year-to-date.
b) Jones, there is a 25% gap between projected and actual sales year-to-date.

Which sounds more positive? Why?

2. a) We are firing 30% of our workers in the next year.
b) We are downsizing the advertising department by 30% this year.

Which sounds more positive? Why?

3. a) The Drumheller account is a show-stopper. They won't agree on any part of the proposal.
b) We need some creative solutions with the Drumheller account; they are delaying progress.

Which sounds more positive? Why?

4. a) The customer service department is a disaster, there is one problem after another there.
b) We have lots of opportunities for training, growth and improvement in the customer service department.

Which sounds more positive? Why?

Exercise 7H

Fear Factor!

Write some words to describe the things or situations of which people are afraid.

Then look at this list and tell your partner if you are afraid of this thing or situation and why.

- | | |
|--------------------------------|----------------------------------|
| 1. spiders _____ | 2. snakes _____ |
| 3. thunder and lightning _____ | 4. driving on highways _____ |
| 5. heights _____ | 6. robbers/muggers/thieves _____ |
| 7. being alone _____ | 8. personal sickness _____ |
| 9. failure _____ | 10. death _____ |