**Unit Two**

**Entrepreneurial Spirit**

**Suggested Teaching Steps**

Lead-in

Text A

* Detailed Study
* Structure

After-reading

Additional Materials

**Lead-in**

**Directions: Please watch the video clip and answer the questions**

1. According to the video, what is entrepreneurial spirit?

2. Choose the definition you agree with most.

**Tips:**

1. being an owner; looking outside of the norm; crossing the boundary; opening up one’s mind; doing things in a different way.

**Text A Unleash Your Entrepreneurial Spirit and Achieve Success on Your Own Terms**

No matter how you contribute to the world — whether it’s by becoming a doctor or a teacher or a stay-at-home mother — your success at whatever you choose is equally important. None of these choices is any less valid than another — they are simply different. The world would be a bizarre dystopia if everyone’s value was measured by the same yardstick. We don’t all have the same definition of happiness, and thus we don’t all have the same definition of success.

You don’t have to be perfect or gifted from birth. Anyone can do something extraordinary. Do you ever look around at the world, evaluate your life, and see the way you would like it to be instead of the way it is? That’s all you need to get started. In fact, that desire to wonder what’s possible is what defines your entrepreneurial spirit. You can nurture this side of you into believing you have the power to create change.

All of this capacity within you is what we’ll tap into to unleash your entrepreneurial spirit. First you’re going to need to believe that confidence comes before competence, failure comes before winning, and happiness comes before success.

Deep down, I think you already know that life is determined not by your past or your circumstances but rather by what you choose to do next. The doing is the difference. Your inner entrepreneur is all about planning, partnering, and persisting until what you dream and imagine is made real. It’s about getting out there and creating success in your life. And I’m talking real success, the kind that puts peace in your mind and happiness in your heart, not just money in your bank account and a title on your résumé. Think that’s too much to ask for out of life? It’s not.

I’ve boiled the entrepreneurial spirit down to what I call the six P’s: Passion + Path + Positivity + People + Perseverance + Productivity. These are the essential tools that will make your goals reachable and your life extraordinary. A lot of people go all passion but with no sense of their path. Passion gives you the gusto to bounce out of bed every morning, but without the path, you will have trouble translating thought into impactful action. Your path is your plan for getting there, at the pace you set.

No success is possible without cultivating an optimistic perspective — in short, positivity. I am a deep believer in the power of positive thinking. Learning to shift into a positive mindset helps you dodge the obstacles on your path.

But without the power of people around you to support you, mentor you, and otherwise love you, your passion will fall flat and your plan will never get done. Other people help us make our dreams real, keep us accountable, cheer us on, and make it all worthwhile.

None of these P’s will work if we don’t fuel them with perseverance. You’ll never hear me say that you can make your dreams come true without hard work. That would be like oceanfront property in Arizona — people may want to buy it, but that doesn’t make it real. If you want to be extraordinary, you need to build the resilience to weather the naysayers and develop the determination to reach your goals

The final P is productivity — how you use your time to make it count, for you. How come something as unsexy as productivity is the last P? Because it is essential if you want to achieve awesome things in life without running yourself ragged. Success is about working smarter, not just

harder … Productivity pulls all of the other P’s together and enables you to love your life.

But I won’t sugarcoat it. Because extraordinary isn’t for those who think “have it all” means “do it all” — and on someone else’s schedule, trying to please all the people all the time. Being extraordinary requires saying no and making trade-offs — a lot.

Together, these six P’s are your roadmap for finding your extraordinary life. By cultivating the six P’s, you’ll learn to shift your gaze to see the opportunities all around you, instead of focusing on the obstacles. Let’s start by asking you some key questions. Pursue the answers to these questions, and you will be on the way to making your one-of-a-kind life extraordinary.

What is your PASSION?

How do you create a PATH?

Do you have a POSITIVE mindset?

Who are the PEOPLE who matter most to you?

Are you willing to develop the PERSEVERANCE to outlast your problems?

To be more PRODUCTIVE, are you ready to say no to things that don’t align with your values and your goals?

You may not know the answers to all of these questions just yet, but don’t worry. This process may start messy, but by the end all will be clear as day.

So, are you ready? If you aren’t going to create what you want in your life, who is? And if you aren’t going to do it now, then when? Get started!

**Detailed Study**

1. (Para. 1) None of these choices is any less valid than another — they are simply different: All these choices are valid — they are just different.

【译文】所有这些选择都意义相当——它们仅仅不同而已。

1. (Para. 2) Do you ever look around at the world, evaluate your life, and see the way you would like it to be instead of the way it is?

【译文】你可曾环视世界，审视你的生活，勾勒它理想的模样，而非现状？

evaluate: v.

to form an opinion of the amount, value or quality of sth. after thinking about it carefully 估计；评

价；评估

e.g. Our research attempts to evaluate the effectiveness of the different drugs.

It is important to evaluate risks before making a decision.

1. (Para. 2) You can nurture this side of you into believing you have the power to create change.

【译文】你可以恣意憧憬，相信自己有力量去变革。

nurture: v.

to care for and protect sb./sth. while they are growing and developing 养育；养护；培养

e.g. These delicate plants need careful nurturing.

Parents want to know the best way to nurture and raise their child to adulthood.

4. (Para. 3) All of this capacity within you is what we’ll tap into to unleash your entrepreneurial spirit.

【译文】我们致力发掘你的这些内力，以发挥你的企业家精神。

tap: ( ～ into): to make use of a source of energy, knowledge, etc. that already exists 利用，开发，发掘（已有的资源、知识等）

e.g. We need to tap the expertise of the people we already have.

My recommendation for you is to tap into that knowledge and use the parts you need.

unleash: v.

to suddenly let a strong force, feeling, etc. have its full effect 突然释放；使爆发

e.g. Unleash your creativity!

The government’s proposals unleashed a storm of protest in the press.

5.(Para. 5) I’ve boiled the entrepreneurial spirit down to what I call the six P’s.

【译文】我把企业家精神归纳为六点（6 个 P）。

boil down to: (not used in the progressive tenses) (of a situation, problem, etc.) to have sth. as a main or basic

part 归结为；基本问题是

e.g. What they want boils down to just one thing. It is land.

In the end, what it all boils down to is money, or the lack of it.

1. (Para. 5) Passion gives you the gusto to bounce out of bed every morning, but without the path, you will have trouble translating thought into impactful action.

【译文】激情让你每天早晨一跃而起，但缺乏途径，你没法将想法化为有效行动。

gusto: n.

enthusiasm and energy in doing sth. （做某事的）热情，兴致，精力

e.g. Hers was a minor part, but she played it with gusto.

They sang with gusto.

translate into: to change sth., or to be changed, into a different form 把······转化成······

e.g. It’s time to translate words into action.

I hope all the hard work will translate into profits.

impactful: adj.

having a major impact or effect 有效的，有力的

e.g. Share what you know in the best and most impactful way possible.

7. (Para. 6) Learning to shift into a positive mindset helps you dodge the obstacles on your path.

【译文】学习养成积极心态有助你规避途中重重障碍。

shift into: to change from one state, position, etc. to another 转入

e.g. That would have been the ideal chance for her to shift into a high-profile overseas assignment.

Many of those residents will likely shift into other jobs as work becomes more plentiful.

dodge: v.

to move quickly to avoid someone or sth. 闪开；躲开；避开

e.g. He ran across the road, dodging the traffic.

Face your problem boldly instead of trying to dodge them.

obstacle: n.

sth. that makes it difficult to achieve sth. 障碍；阻碍；绊脚石

e.g. So far, we have managed to overcome all the obstacles that have been placed in our path.

A lack of qualifications can be a major obstacle to finding a job.

8.(Para. 7) But without the power of people around you to support you, mentor you, and otherwise love you, your passion will fall flat and your plan will never get done.

【译文】但是，若没有周围的人支持你，引导你，爱你，你的激情会消退，你的计划不会付诸实践。

mentor: v.

to give sb. help and advice over a period of time, especially help and advice related to their job

e.g. The arrogant young executive did not wish to be mentored by anyone.

fall flat: if a joke, a story, or an event falls flat, it completely fails to amuse people or to have the effect that was

intended （笑话、故事、事件等）完全失败，根本未达到预期效果

e.g. His joke fell flat.

If they won’t offer the money, our project will fall flat.

9. (Para. 7) Other people help us make our dreams real, keep us accountable, cheer us on, and make it all worthwhile.

【译文】他人帮助我们实现梦想，令我们有担当，为我们加油，让一切变得值得。

accountable: adj.

~ (to sb.) (for sth.) responsible for the effects of your actions and willing to explain or be criticized for them（对自己的决定、行为）负有责任，有说明义务

e.g. Politicians are ultimately accountable to the voters.

Someone must be held accountable for the killings.

worthwhile: adj.

~ (to do sth.) | ~ (doing sth.) important, enjoyable, interesting, etc.; worth spending time,

money or effort on 重要的；令人愉快的；有趣的；值得花时间（或花钱、努力等）的

e.g. The smile on her face made it all worthwhile.

It didn’t seem worthwhile writing it all out again.

1. (Para. 8) None of these P’s will work if we don’t fuel them with perseverance.

【译文】这些点都不会起作用，除非我们辅之以坚持。

fuel: v.

to increase sth.; to make sth. stronger 增加；加强；刺激

e.g. The economic boom was fuelled by easy credit.

The rapid promotion of the director’s son has fuelled resentment within the company.

1. (Para. 12) Are you willing to develop the PERSEVERANCE to outlast your problems?

【译文】你愿意锲而不舍地尝试解决问题吗？

outlast: v.

to continue to exist or be effective for a longer time than sth. else 比······持续时间长

e.g. These naturally dried flowers will outlast a bouquet of fresh blooms.

This type of battery outlasts the ordinary kind.

1. (Para. 12) To be more PRODUCTIVE, are you ready to say no to things that don’t align with your values and your goals?

【译文】为了有更高的产出，你准备好对那些与你价值观和目标相悖的事说不了吗？

align with: to change sth. slightly so that it is in the correct relationship to sth. else 使一致

e.g. Domestic prices have been aligned with those in world markets.

**Structure**

**Directions: Choose the best answer to the following questions according to the text.**

1) What defines the entrepreneurial spirit?

A) Making a great contribution to the world.

B) Being talented in innovation.

**C) Wondering about another possibility.**

D) Showing professional competence.

2) According to the passage, real success will definitely lead to\_\_\_\_\_\_\_\_.

A) physical health

B) plenty of money in your bank account

C) a fancy title on your résumé

**D) inner peace and happiness**

3) Which of the following would the author agree with?

**A) Making your time count.**

B) Running yourself ragged.

C) Compromising with the naysayers.

D) Trying your utmost to please everyone.

4) The example of oceanfront property in Arizona is used to illustrate \_\_\_\_\_\_\_\_.

A) the necessity of working smart

B) the benefits of good investment

C) the advantage of planning ahead

**D) the importance of perseverance**

5) Which P pulls all of the other P’s together?

A) Passion.

B) People.

**C) Productivity.**

D) Positivity.

6) What can we learn from the passage?

A) Only a few people could be extraordinary.

**B) No success is possible without impactful action.**

C) “Have it all” means “do it all”.

D) The road to success is never smooth.

**After Reading**

**Summary of the Text**

**Directions: The text can be divided into 4 parts. Fill in the blanks with appropriate words from the text to complete the main idea of each part**

|  |  |  |
| --- | --- | --- |
| **Parts** | **Paragraphs** | **Main Ideas** |
| **Part I** | 1-2 | Anyone can do something extraordinary with the **entrepreneurial** spirit within. |
| **Part II** | 3-4 | To unleash your entrepreneurial spirit, you need to believe that your life is determined by **what you choose to do next**. |
| **Part III** | 5-11 | The entrepreneurial spirit can be boiled down to six P’s, i.e, **Passion, Path, Positivity, People, Perseverance, Productivity.** |
| **Part IV** | 12-14 | By cultivating the six P’s, you’ll learn to focus on the **opportunities all around you** and get started to achieve success on your own terms. |

**Key to Exercises—Vocabulary**

1. 1) circumstance 2) perseverance 3) cultivate 4) accountable 5) outlast

6) impactful 7) nurture 8) capacity 9) tap into 10) align with

2. 1) approachable 2) capacity 3) emotion

4) nurture 5) competent

**Key to Exercises—Structure**

1. 1)no matter how far they extend

2) No matter how often they turn up

3) no matter how much you may disagree with each other

4)no matter how burdensome and tiring it is

5) No matter how well a poem is translated

1. 1) Provided it doesn’t rain, the sports meeting will be held tomorrow.

2) As long as we persevere in our efforts with might and main, we can fulfill our dreams.

3) When you walk into the gallery, you feel as if you were inside a fragile white seashell.

4)It looks as if successful international cultural communication will make the world smaller.

5) In spite of the fact that he was poor and had no friends, he rose to a high position in the government.

**Key to Exercises—Cloze**

1. E 2) I 3) L 4) C 5) J 6) O

7) B 8) N 9) G 10) F

**Key to Exercises—Translation**

参与并取胜，这就是奥林匹克精神。它表现于弱者敢于向强者挑战，也表现于强者力争取得更好的成绩。胜而又胜，优而更优，这种理想一直鼓舞着运动员奋力前进。他会尽其所能，争取优胜，永不松懈，永不罢休。有人说竞技者终究逃脱不了失败，即使是最佳运动员也会被更强者所淘汰——这就是竞技运动的魅力。

**After-reading Activity 1**

**Directions: Who do you think is a successful businessperson? What do you know about him/her? Talk to your classmates.**

**After-reading Activity 2**

**Directions: Are you ready to start your own business and be a successful businessperson? Before giving your answers, think about what it really takes to be a successful businessperson. Listen to the recording and discuss with your group members the qualities needed and rank them by importance.**

|  |  |  |
| --- | --- | --- |
| **Qualities** | **Reasons** | **Ranking** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Script:**

Last week, a good friend invited me to an idea camp for entrepreneurs at IILM, a business school in Gurgaon. Being an entrepreneur is a lot more risky than the conventional job routine. There is no regular salary; you have to find customers on your own. At the camp, I asked several successful businessmen to share their initial struggles and success stories. They spoke with passion, and I learnt a few lessons: Lesson one — Believe in your idea. Never underestimate what you can do. You may surprise yourself. Lesson two — Build your team with people possessing complementary skills, not “yes men” who are always showering praise. You need employees, who will give you honest feedback and take your company to the next level. Lesson three — Keep your team motivated. Celebrating every small success and appreciating team members will build a sense of camaraderie. Lesson four — Be passionate. Most businessmen accepted that the rewards of being an entrepreneur can be terrific but they were also of the opinion that there is no “secret sauce.” What you really need is to be passionate about your work.

**After-reading Activity 3**

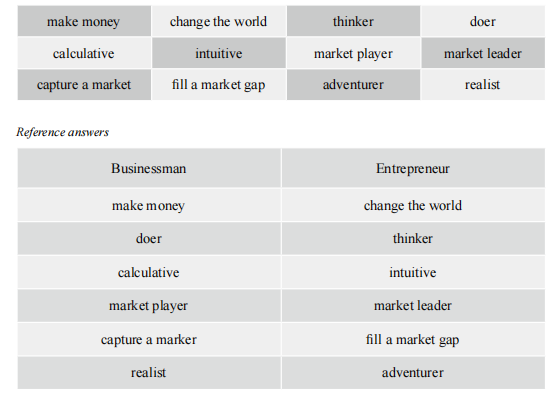
**Directions: In recent years, jobs in government agencies seem to be more and more popular in China. However, some university students do not want to work in government agencies because of the fixed pay, boring work, etc. Therefore, they would prefer to find jobs in companies or even establish their own businesses. So what’s your choice, being a civil servant, working in a company or establishing your own business? Explain your reasons to your group members.**

|  |  |
| --- | --- |
| **Your Choice** | **Reasons** |
|  |  |

**Additional Materials**

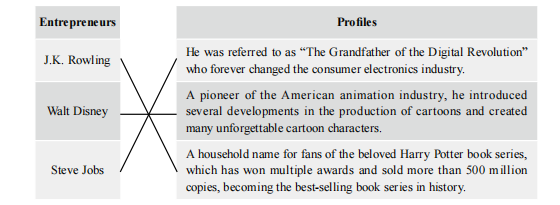
**Activity One**

**Directions: Entrepreneurs and businesspersons have a lot in common. However, there are also many differences between the two. Choose words from the word bank below to create a comparison chart. Explain your choices.**

****

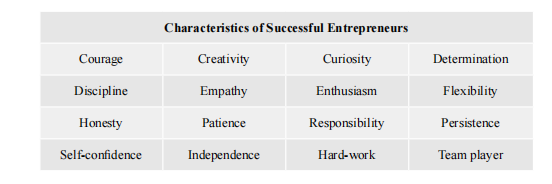
**Activity Two**

**Directions: Below is a list of three famous entrepreneurs. Match the introduction on the right column with the name on the left, then add the names of three Chinese entrepreneurs and explain why you think they are important**

****

**Activity Three**

**Directions: Below is a list of the characteristics of successful entrepreneurs. Choose three most important ones from them and explain your reasons. Feel free to add any qualities that are important but missed out.**

****

**Background Information**

**1. Entrepreneurial spirit** is a state of mind that goes beyond just creating a business. It is a state of mind that will push an individual to find courage, use his resources and his full potential, and implement all the necessary means to carry out the project he wants (business project or life project).

**2.Jessica Herrin** is CEO and Founder of the Stella & Dot Family of Brands. She has been featured on Oprah, the Today Show, and Undercover Boss, in Fortune, The NY Times, USA Today, The Wall Street Journal, and was included on Inc.’s list of top 10 Female CEOs. After graduating from Stanford University with a B.A. in Economics, Jessica joined two successful tech startups before heading back to the Stanford Graduate School of Business. At the ripe age of 24, she dropped out of business school to co-found the leading wedding site, WeddingChannel.com.