Getting To Know

WHY SMALL BUSINESSES FAIL

In 30 seconds, answer the following questions:

• Would you like to run your own business? Why?
Watch the video and answer the following question in 60 seconds.

- What are the reasons for small business failure?

Source: http://www.dailymotion.com/video/x4duubw
Liste and repeat. Then, choose a word to define.

1. Customized (adj) /ˈkʌstəmaɪzd/  
2. Unpredictable (adj) /ˌʌnpriˈdɪktəbl/  
3. Strive (v) /straɪv/  
4. Warrant (v) /ˈwɔːrənt/  
5. Obstacle (n) /ˈɒbstəkl/  
6. Possess (v) /pəˈzɛs/

Make a sentence using that word.  

Example: I do not possess a television set.
Wear Your Words

Explanation of two useful phrasal verbs.

Pull through

to succeed in doing something very difficult.

Get by

to manage to live or do a particular thing using the money, knowledge, equipment, etc. that you have.

Examples:

✓ I relied on my instincts to pull me through.
✓ How does she get by on such a small salary?

Make a sentence using one of the given phrasal verbs.
Essential Structures

Make a sentence using the given structure.

Structure:
S + make an effort + to + V.

Example: I make an effort to improve my English speaking skills.

Suggestions: meet the requirements, get used to the new system, solve the problems, ...
Raise Your Voice

Pair Work: Discuss how to overcome small business challenges and failures in **180 seconds**.

**Suggestions:**

- Develop a complete business plan.
- Enhance your leadership skills and knowledge of the industry.
- Develop a customized approach or service package.
- Use professional business accounting software to keep records of all financial transactions.
- Etc.
Assessment Form

Here are some comments on your performance

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<tr>
<th>Students</th>
<th>Pronunciation</th>
<th>Vocabulary</th>
<th>Grammar</th>
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Feel free to ask if you have any questions!
What We Gained

- Vocabulary related to why small businesses fail.
- **Two phrasal verbs:**
  - Pull through
  - Get by
- **Structure:**
  - S + make an effort + to + V.
- Discussion about how to overcome small business challenges and failure.

Please do your homework in the downloadable outline from the website!
Homework

Complete your mission and find more in related lessons

Your mission

✓ Take note of what you need to improve (Vocabulary, Grammar and Pronunciation)
✓ Search for related lessons in the course browser
✓ Take those lessons

Recommendation

✓ 107-this graph shows the company's growth trends (#0420)
✓ 133-business vocabulary (#0191)