

The Opportunities You Have—The Success You Get: Leaderless Discussion Prep

Activity 1

With your partner, watch and listen to a video presentation about successful story. Watch the videos once to get the overall meaning and then at least one more time to identify adverbs and adjectives from the videos. Pause and rewind the videos as needed. List down the adjectives and adverbs found in the videos.

Video 1

Brunch-ish: A Brunch Day Party Like You've Never Seen by GoDaddy (YouTube)

<https://youtube.com/watch?v=nsXd8CdCrm4>

Video 2

How Starbucks Became a \$100B Success Story | Howard Schultz | From Poor Boy To Billionaire by Inspire Yourself (YouTube)

<https://youtu.be/i9UYbJ2xMTI>

Activity 2

Click on this link to fill in your answers.

Wordwall : <https://wordwall.net/resource/32884612>

Activity 3

Work in pairs. Based on the video that you have watched, discuss what made it successful and what you can both learn from the story. Record your discussion (5-6 minutes) and upload the video. (Rubrics is on the last page of this paper.)

Adapted from:

<https://www.oercommons.org/courseware/lesson/90202/overview?section=1>

Transcript for Video 1

A lot of times, when I go to venues, they don't believe me when I say, "Hey, I have 400 plus people that come to a brunch day party." (upbeat music) My name is RaDesha Williams and I'm the owner and founder of Brunch-ish. It was always hard to find people that look like me, people that were in my age group. I always tried to create these spaces for myself. Brunch-ish is a monthly pop-up brunch day party series here in Phoenix, Arizona. We put all the tables together. We're a community. We all stand together. We kind of put you in that situation that you have to befriend your neighbors. You ready for the next event? - I am ready. Let's get it in. (upbeat music) - I think we should do the community style tables here again so it can open up the dance floor a lot more 'cause now this is getting so big, we need to have two dance floors in a way. We have VIP Birthday Packages here. We're going to clear this out - More area for games. - Yeah, definitely area for games. There's so much space out here. We could definitely have an outside lounge area. Usually when people do events, they get this blanket number and it starts trickling down unlike Brunch-ish, the numbers keep growing each time. And you know black women ran Brunch-ish. When I first started doing event planning, it was definitely for women. It's the connectivity women have for each other. We always look out for each other 'cause most of us deal with the same experiences. So we can kinda take off those roles that we carry from the day to day and kinda be ourselves. When I first started, I was just wearing normal clothes. They're just now realizing who's running it. With that, it was like, "OK, we need shirts. We need branding." So, I got a logo made and I was like, "Look, we're gonna get these shirts made so people can identify who's part of the team." - Hi, RaDesha. - Hi, nice to see you. I think I want to do another shirt for my staff and then possibly sell that to the attendees as well. - Okay. - Definitely wearing that t-shirt brings that inclusivity with the event. Like I said, it's a family and it's kinda like wearing your family shield when you wear that shirt. Because I started this by myself, I don't know anything about building websites or anything. GoDaddy was very user friendly for me. The templates were really nice and I wanted to be very simple. - Hey. - Hey. - How you been? - Good, how are you? - Good to see you again. - Nice to see you again as well. - Are you getting the next event planned out? - Yeah, trying to figure out which theme I wanna do. - So what are your goals for the website and getting this event out there? - Actually introducing more of like an event template would be really nice. Some type of embedded ticket system. - We have a tool called, um, Email Marketing, and that'll give you a list of everybody that comes to your events and you can send out one big email of the next event. You can have the theme on there. You can have a link to your Eventbrite so they can click on that and take them to get the tickets. Um, it's one of the biggest ways that people communicate with their customer base. - Not only does it help me, but it also helps venues that we use. I'm able to highlight them as sponsors, or the business women I work with. I put them as sponsors, too, so I can actually link their website with ours. The people definitely shaped me along this journey. There's one moment someone literally hugged me and was like, "Thank you for doing this" It's definitely the biggest family reunion ever and I'm like this is what success looks like. When we're able to come together as strangers and interact with each other like we've known each other for a long time.

Transcript for Video 2

There's not a single person on this planet who haven't heard of Starbucks world's biggest coffee house company but did you know that the former CEO of Starbucks Howard Schultz was born and raised in poverty barely making ends meet and when things got really tough he even had to sell his blood couple of times this is the success story of Howard Schultz how he went from living in poverty and struggling for money to survive to transforming Starbucks into a 100 billion dollar company and he was just a young boy who never stopped dreaming and here is why you shouldn't stop too. He was born in a very poor family he spent his childhood living in a small one-bedroom apartment from a public housing project his father was an army vet and a truck driver and spent most of his life working low paid jobs when Howard was only 7 years old while delivering diapers his father fell on the ice and broke his leg and because of this he was fired from his job and with no medical insurance and no savings his family was struggling for money that image of his father laying on the couch feeling hopeless crushed and defeated left a permanent mark in his memory it was one of the biggest defining moments in Howard's life and to get away from all of these problems he used to sit on the staircase in his building dreaming of a better life he played football in high school and earned an athletic scholarship to go to college but he didn't want to play sports and decided to major in communications so to pay for college he had to take student loans and worked many odd jobs to make ends meet few times he even had to sell his blood for money to survive after graduating from college Howard worked at a ski lodge and as a salesman but he had a desire to work at Starbucks at that time Starbucks had three owners and only sold coffee beans so at the age of 29 after a full year of convincing the owners to hire him he finally got a job at Starbucks while on a business trip to Italy he walked into an Italian coffee shop and he was fascinated by his experience while drinking coffee he was amazed by the fact that the owners of the coffee shops actually knew their customers and they even called them by their names while serving them coffee excited he traveled back to the U.S. trying to convince the Starbucks owners to accept these incredible new ideas but the owners rejected him so Howard quit Starbucks and went on to create his own coffee company called Il Giornale but he had no money to fund this company in the course of the year I spent trying to raise money I spoke to 242 people and 217 of them said no try to imagine how disheartening it can be to hear that many times why your idea is not worth investing in it was a very humbling time but eventually enough people believed in his vision and decided to invest in his business he worked extremely hard to open his first coffee shop where he could replicate the experience he had in Italy and finally implement his ideas after a few years Starbucks went bankrupt and Howard bought the company and became CEO of Starbucks he rebranded his company with the Starbucks name and expanded across the United States today Starbucks has more than 30,000 stores around the world and market value over 100 billion dollars and Howard has an advice

for you in life you can blame a lot of people and you can wallow in self-pity or you can pick yourself up and say listen i have to be responsible for myself i believe life is a series of near misses a lot of what we ascribe to luck is not luck at all it's seizing the day and accepting responsibility for your future it's seeing what other people don't see and pursuing that vision i feel so strongly that the reason i'm here is i dreamed big dreams i dreamed the kind of dreams that other people said would not be possible i cannot offer you any specific secret recipe for success the perfect plan how to reach the pinnacle of success in the business but my own experience suggests that starting from scratch and achieving much more than what i dream about is quite possible but if you wait for the perfect conditions you'll never get anything done but the good thing is you can make a decision and take control now remember something a year from now you may wish you had started today. So what's your story. You.

Scoring Rubric for Success Story (25%)

Criteria	Points
Fluency The speaker speaks confidently and naturally with no distracting hesitations. Ideas flow smoothly. (5) The speaker hesitates several times, but generally seems to know the desired words, even if it is necessary to think about them a bit. (3) The speaker has many hesitations and great difficulty remembering or selecting words. (1)	
Pronunciation Pronunciation is accurate, with correct inflections, numbers of syllables and other correct nuances of pronunciation. (5) Pronunciation is satisfactory; however words sometimes have incorrect inflections or are otherwise sometimes hard to understand. (3) Pronunciation is very hard or impossible to understand by a native speaker. (1)	
Grammar The speaker speaks with no more incorrect grammar than a native speaker would. (5) The speaker occasionally uses inappropriate verb tenses and/or incorrectly uses parts of speech, however the speaker has the ability to correct grammar without prompts. (3) The speaker makes frequent use of inappropriate verb tenses and/or incorrectly constructs sentences or uses parts of speech. (1)	
Vocabulary Vocabulary is sufficient to be understood in most settings and words are used with their correct meaning.(5)	

Vocabulary is moderate, although the speaker sometimes needs help identifying the correct words. There are only occasional problems with correct meanings of words. (3)

Vocabulary is very limited and/or incorrect words are often used. (1)

Content

The speaker is knowledgeable about the subject and provides a significant level of detail, given the time available. (5)

The speaker is aware of the subject and attempts to provide relevant ideas about it. Provides some details.(3)

Speaker seems to have little or no understanding of the subject. Statements are superficial or not relevant. (1)

This rubric can be attributed to:

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