

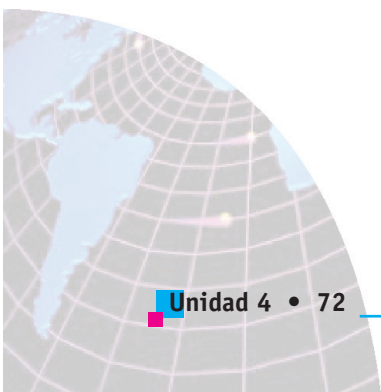
UNIT 4

PREPARING THE PATH TO FACE MY FUTURE



LOGROS

- Aplica las estrategias de lectura propuestas
- Amplía su vocabulario mediante definiciones en Inglés
- Afianza aspectos gramaticales por medio de cuadros sinópticos y ejercicios
- Mejora sus procesos para acceder al mundo laboral (**PROYECTO DE VIDA**)
- Dinamiza los conocimientos, habilidades y destrezas de las personas, con el propósito de que interactúen de manera autónoma y que genere resultados (**LIDERAZGO**)
- Comprende y manifiesta los sentimientos y pensamientos sobre algún tema o situación (**COMUNICACIÓN**)
- Participa activa, responsablemente y colectivamente en el logro de los objetivos comunes (**TRABAJO EN EQUIPO**)
- Resuelve problemas en forma acertada y oportuna (**SOLUCIÓN DE PROBLEMAS**)



FAMOUS ENTERPRISES AND THEIR LEADERS Reading Comprehension



INDICADORES DE LOGRO

- Identifica el origen y el desarrollo de algunas empresas importantes
- Incrementa el vocabulario acerca de tópicos específicos (**CONNECTORS, ALTHOUGH, IN SPITE OF**)
- Reconoce las necesidades, talentos y conocimientos de los integrantes del grupo (**LIDERAZGO**)
- Influye positivamente sobre las decisiones personales y colectivas de su grupo
- Se adapta fácilmente a las condiciones del entorno en el cual interactúa
- Aporta sus habilidades y capacidades para facilitar la solución de problemas, de manera asertiva



I read and analyze the following idea.

Los líderes de las empresas exitosas, se han mantenido y han llegado lejos con sus propuestas, porque han desarrollado diferentes habilidades que son necesarias para llevar a una empresa a triunfar en un mercado determinado. La idea de futuro que poseen estos líderes es positiva y trasciende, no se queda en buenos propósitos se pasa a la práctica para transformar las realidades circundantes.

Entre las habilidades de un líder eficaz encontramos que debe estar permanentemente actualizado en diferentes campos, debe tener iniciativa, debe ser responsable, debe estar al servicio de los intereses colectivos, debe aprender de los errores para no repetirlos, debe abrirse a nuevas ideas y escuchar a los demás para descubrir en ellos la manera de potenciar las competencias, habilidades y destrezas que harán que la empresa o el equipo sea mejor y todos se puedan beneficiar de ella.

En esta guía veremos las historias de algunas empresas y sus líderes, con el fin de aprender que todo tiene un comienzo y que lo más importante es la perseverancia, cualidad infaltable en los líderes.



1. I write on my notebook, the name of five famous enterprises in my country and the name of five famous enterprises around the world. Then I share this activity with my classmates.

2. With my group we are going to remember some slogans about some products, for example: NIKE: JUST DO IT, JHON WALKER: KEEP WALKING, we write them on our notebooks, we can use some magazines or newspapers in order to find out this information.



I read the following information carefully with my classmates.

Small shops become very big enterprises

At the present time we have all around the world famous enterprises, supermarkets, drugstores and shops; which have had a good leadership among their general staff and different members. Here we are going to study some of these famous and important enterprises.

NIKE HISTORY



The Nike athletic machine began as a small distributing of clothes located in the Phil Knight's car. From these inauspicious beginnings, Knight's original idea grew to become the shoe and athletic company that would come as a company for the athlete.

Nike emanated from two sources: Bill Bowerman's who was interested in more durable racing shoes for his Oregon runners, and Knight's search for a way to make a living without having to give up his love of athletics. Bowerman knew Knight at the University of Oregon where Phil Knight ran in 1959. Bowerman wanted a better quality running shoes and Knight was searching for a marketing strategy. Between them, the seed of the most influential sporting company grew.

Then in 1963 Phil Knight traveled to Japan on a world-tour, and he had an interview with a Japanese running shoe manufacturer, **Tiger**- Company. Presenting himself as the representative of an American distributor interested in selling Tiger shoes to American runners, The Tiger executives liked what they heard and Knight placed his first order for Tigers soon thereafter.

Nike began to sell not only sportswear, but also street wear. They began to hire young teenagers that would work for minimum wage. What was once a small town company had now changed to a world-wide mega Corporation not only was Nike sponsoring athletes from all sports, they also started to advertise to everyone. And that's where "Just Do It" came from.





Telling people to **“Just Do It”** was Nike’s way of saying, “Buy our shoes and you’ll do it”. This highly successful campaign increased Nike’s sales. Nike has now become a company that not only influences the sporting world, but has also come to define popular culture as we know it.

Activity one

In an individual way I am going to write a short summary about Nike’s company. I can do this activity in Spanish. I try to write this information in a logical way. I share this information with my teacher.

I complete on my notebook the following sentences.

1. Nike’s car was the _____
2. Bill Bowerman and Phil Knight were _____
3. The Tiger company sold shoes to _____
4. **Just do it** means _____

NIKE’S LEADER: Bill Bowerman (1911-1999)

Now I am going to read the following biography.



Born on February 9th in 1911 in Portland, Oregon, and Bill Bowerman died in his sleep on Christmas morning at the age of 88. Bill Bowerman studied physical education at the University of Oregon, during his work; Bowerman developed the University of Oregon track program into one of the most successful in the nation. Bowerman’s Oregon teams won four national collegiate championships, and his athletes set 13 world and 22 American records.

Dissatisfied with the quality of running shoes available to his athletes, Bowerman experimented with his own designs. In partnership with his student Phil Knight, they started a shoe company that sold directly to athletes at track meets. The successful venture led to the creation of Nike, Inc. in 1968. The Jerome H. Lemelson awards program at the Massachusetts Institute of Technology recognized Bowerman and Knight for the invention of the modern athletic shoe as one of most significant inventions of the century with slogans like “Just Do it” urging joggers to take to the roads, and celebrity athletes like Michael Jordan to promote their products, Nike quickly established itself as the world leader in athletic apparel manufacturing.



ABOUT NIKE'S LEADER

Bill Bowerman was a LEADER. Why can we say that? I justify my answer on my notebook. I can write my opinion in Spanish. I take into consideration the attainments (indicadores) which are at the beginning of this handout.

Let's continue learning about a famous enterprise from Colombia:

ALMACENES LEY



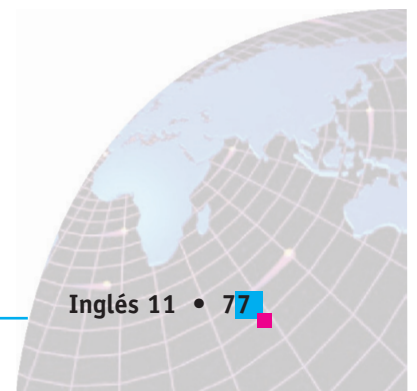
In 1922, the Carnival of Barranquilla motivated to the antioqueño Luis Eduardo Yepes to build a small place identified with the first letters of his complete name. He wanted that people from Barranquilla, could find what they needed to celebrate their great party. This initiative allowed that the small place became a warehouse. The motivation of this paisa made that the **LEY** had other warehouses very soon in several cities, not only of the Atlantic Coast but of the whole country, too.

Eighty years ago, **Ley Department store** was created to serve the Colombian people, and motivated by this goal, it has increased its services in 31 municipalities, from Valledupar until Ipiales and from Cali until Cúcuta.

Activity two

With my classmates I answer the following questions:

- What is the meaning of the word Ley?
- How was LEY store created?
- When was Ley store created?
- What kind of articles can we find in that store?





Before reading the following text I am going to answer some questions with my classmates:

- What kind of clothes do you frequently wear?
- Which are the most common clothes that people wear?
- Do you wear classical or casual clothes?
- How do you describe modern clothes?
- How do you describe classical clothes?

We continue learning about a famous enterprise

How were blue jeans invented?



Jeans history would be nothing without Levi Strauss. Levi Strauss is credited with inventing jeans. Levi Strauss immigrated with his family to New York in 1847. His family sold dry goods. He moved to San Francisco in the early 1850s because he thought the same dry goods business would be good in California.

Levi Strauss came to San Francisco in 1853, at the age of twenty-four, to open a west coast branch of his brothers' New York dry goods business. He built his business into a very successful operation over the next twenty years, making a name for himself as a well-respected businessman.

Shortly after his arrival, a prospector wanted to know what Mr. Strauss was selling. When Strauss told him he had rough canvas to use for tents and wagon covers, the prospector said, «You should have brought pants!», saying he couldn't find a pair of pants strong enough to last. Strauss had the canvas made into pants. Miners liked the pants, but complained that they tended to have skin problems. Levi Strauss substituted a twilled cotton cloth from France called «serge de Nimes,» which became known as denim.

For many years jeans were only used as work wear clothes, but by the 1940s they were considered leisure wear in America. Once pop and film stars like Elvis Presley,



James Dean, and Marlon Brando sported them they became desirable internationally in the 1950s and are associated with rock and roll and pop music. Later in the 1960s, jean brands old and new were worn universally in the western world.

The most famous jeans are still probably those produced by Levi as Levi 501s. But new styles of jeans had been introduced in the 1960s, the 1980s, 1990s, making them with different colors and including Lycra.

Activity three

I complete the following chart on my notebook

Event	Date
	1847
Levi Straus come to San Francisco in	
	1940
Jean brands old and new were worn universally in the western world.	
	1960

Computers, another interesting story. Let's read about its evolution

History of Microsoft



The company was founded in 1975 by William H. Gates III and Paul Allen. They knew each other during their time of students. In that year, the popular magazine Electronics dedicated in its cover an article to the Altair 8800, the first personal computer. Their common interest to program with the computer PDP-10 of Digital Equipment Corporation encouraged Gates and Allen to develop the first version of the programming language BASIC for the equipment Altair. They bought the license from this software to the manufacturing company of the Altair, and they founded Microsoft in Albuquerque, New Mexico, in order to develop versions of BASIC for other companies of the sector.



In 1979 Gates and Allen transferred the company to Bellevue, Washington. In 1980 IBM hired Microsoft to write the operating system of the IBM PC that would come out to the market the following year. The executed contract with IBM allowed Microsoft to sell this operating system to other companies. In 1984 Microsoft had accepted licenses from MS-DOS to 200 makers of computer equipments and, this way, this operating system became the most utilized for PC, which allowed Microsoft to grow vertiginously in the decade of 1980.

In 1983 the denominated word processor Microsoft Word was created. At the beginning, Microsoft obtained big successes of sale of programs like Microsoft word, Microsoft Excel.

This enterprise continued creating new programs and expanding a great variety of services that made possible the programs we have now like Microsoft Front page, Microsoft Power point, Microsoft Outlook.

In 1999 Microsoft paid 5.000 million dollars to the company of telecommunications AT&T Corp., to use their operating system Windows CE designed to offer to the consumer integrated services of television for cable, telephone and quick access to Internet. Also, that same year, the company launched Windows 2000, the most up-date version. At the moment Microsoft is one of the most known companies and with a privileged position in the purse. The future will bring us many more news of this company.



Taken and adapted from <http://www.maestrosdelweb.com/editorial/microsoft/>

Activity four

Answer the following questions on my notebook

- Which is the name of the first personal computer?
- Where was Microsoft founded?
- What happened in the decade of 1980?
- Which are the names of two inventors of Microsoft?
- What year was Windows 2000 launched?



MICROSOFT'S LEADER

The leader from MICROSOFT is William (Bill) Gates. Actually he is one of the most important leaders in the economical and technological world. For that reason, we are going to look for his biography. I copy the most important information. I can copy it in a TIMETABLE. Let's see the example:

Oct 28, 1955	Gates was born in Seattle
In 1968	He discovered his interest in software and began programming computers at age 13.

You can get information from <http://www.microsoft.com/billgates/bio.asp>

Activity five

With a classmate, I am going to answer on my notebook the following questions. Then, we share these with the rest of my classmates.

1. What do you think about the previous enterprises, why were they so successful?
2. Why are Bill Bowerman, Luis Eduardo Yepes, Levi Straus and Bill Gates known as leaders? Mention some characteristics
3. Do you think that only a person with enough money can create an enterprise?
4. If a person doesn't have money and wants to create his own enterprise what will he need to do?
5. Why do some stores or enterprises become very popular?
6. Write the name of your favorite store, supermarket or enterprise and explain your preferences
7. In our Country we have some leader enterprises, they contribute with the social and economical development. I justify this statement. I can get information in internet or in economical magazines

JUSTIFY MY OPINIONS ON MY NOTEBOOK, AND I SHARE THIS INFORMATION WITH MY TEACHER AND CLASSMATES.



PRACTICING GRAMMAR

In English as in Spanish we have words that have the same meaning, but are used in different ways. Look some examples:

- **Although** means= **Aunque** and it is used with **S+ v+ N or adjective**

Although it was cold I liked it

S V (noun)

Although Jane has very little money, she is happy.

S v Noun

- **Despite** means= **A pesar de** it is used + a noun + or a gerund form

Despite the cold I liked it

Noun

(**Despite** of having very little money, Jane is happy

Practice

I Change on my notebook the following sentences to despite.

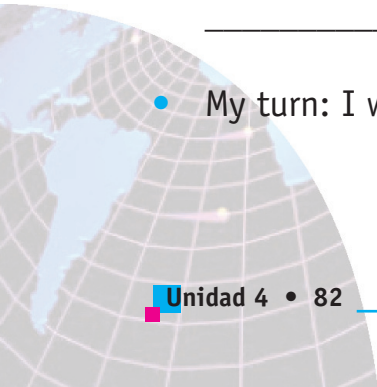
1. I like living in my apartment although it is noisy

2. Although Kerry is ill she took the test

3. Although the work was very hard, we enjoyed doing that job

4. Although the weather is extremely hot, I ran five miles this morning

- My turn: I write by my own two examples using **Although** and **Despite**





LET'S READ THE FOLLOWING ARTICLE

CINCO PILARES

Los líderes son iguales en todas partes. Los escandinavos son más reservados, los latinoamericanos más demostrativos emocionalmente, pero las bases del liderazgo no cambian. Jack Zenger, gurú del liderazgo empresarial, tardó unos 15 años en recopilar toda la información acerca de los 25,000 líderes. Trabajó con empresas especializadas en este tipo de estudios y buscó personajes en todo el mundo.

Tras dos años, detectó qué hace efectivo a un líder. No son los genes, no es magia. Es sólo una enorme convicción aderezada con dotes de comunicación y una disciplina férrea. No todo lo trae el destino: 25,000 historias de liderazgo no pueden equivocarse. Todos los líderes deben sostenerse sobre cinco pilares fundamentales, que son sus aptitudes diferenciales. Estas se dividen en diferentes grupos:

- **Honestidad e integridad:** hacer lo que se dice que se va a hacer. Con esto se ganará la confianza de la gente.
- **Capacidades personales:** son aquellas adquiridas desde el inicio de la carrera, como las habilidades técnicas, de resolución de problemas, las prácticas de auto desarrollo (no conformarse con lo que se es y querer mejorar siempre), la toma de iniciativas.
- **Capacidades interpersonales:** ser un muy buen comunicador, tomarse el tiempo para comunicar efectivamente. Saber escuchar. Ser un buen jugador en equipo, una persona que trabaja bien con otros. Ser un buen colaborador. Inspirar y motivar.
- **Encausarse hacia resultados:** los buenos líderes se concentran en lograr que la empresa produzca. De esta manera, establecen estándares muy altos y mantienen a la organización enfocada hacia los resultados que necesitan producir.
- **Liderar el cambio:** el líder cambiará la orientación, desarrollará nuevos productos, se expandirá a nuevos mercados a nivel mundial. Nunca se quedará como mero administrador.



(FUENTE: DE GERENCIA.COM, REFORMA, EXPANSIÓN. <http://www.ameri.com.mx foro2005/default.htm>).

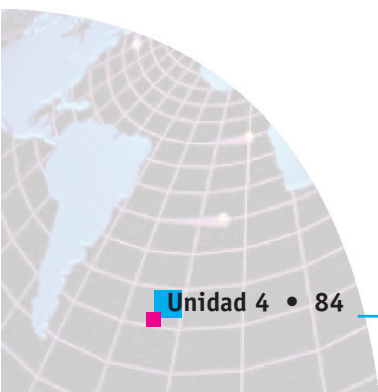


Activity one

- With a classmate I am going to identify a famous store or supermarket around my community. I write a short description of this place including the reasons of its popularity -its origin, evolution and if it is possible, we write the most important dates about its creator. I share this information with my teacher and classmates.
- In an individual way I am going to write on MIS CONFIDENCIAS a compromise to participate and help more in my community, at home at school.
- I write in Spanish an article about the positive aspects that the creation of an enterprise has. It's very important to take into consideration some models in order to learn from them. Don't forget the information given by people from my community . I share my own experience too about the way I have built up our own "micro-empresa".



***I HAVE FINISHED
MY JOB
IN THIS HANDOUT***





ESTUDIO Y ADAPTACIÓN DE LA GUÍA

