

GENERAL ENGLISH

With Jonathan Rogers





INFO

VISION

FINANCE

BUSINESS

WORK

IDEA

NEW

TODAY'S VOCABULARY

think outside the
box



put your money
where your mouth
is



make a long story
short

go the extra mile

the bottom line

to make an extra effort or
work harder

to think creatively and innovatively.

to back up words with actions or
financial support

to summarize or get to the point quickly

the final result or the most
important factor / the final total
of an account or balance sheet



VISIONARIES IN THE
WORLD OF BUSINESS:
BREAKING BARRIERS
AND MAKING WAVES

The business world is full of innovation, risk-taking, and ambition. Throughout history, many pioneers have broken barriers and made waves with their groundbreaking achievements. Let's take a closer look at some of these famous firsts and the people behind them.

1. Henry Ford, the founder of Ford Motor Company, revolutionized the automotive industry with the first assembly line. By thinking outside the box, Ford's assembly line production method cut the time it took to build a car from 12 hours to just 93 minutes. His revolutionary approach set a new standard for manufacturing efficiency and helped pave the way for the modern industrial revolution.
2. Steve Jobs, the co-founder of Apple, was a true visionary who went the extra mile to make Apple one of the most successful companies in the world. Jobs was a relentless innovator who believed in pushing the boundaries of what was possible. His passion and dedication helped shape the personal computer industry, and his legacy continues to inspire entrepreneurs today.
3. Jeff Bezos, the founder of Amazon, made a long story short by creating an e-commerce platform that has become the world's largest online retailer. Bezos started Amazon in his garage and initially focused on selling books online. Today, Amazon offers a wide range of products and services, and its success has made Bezos one of the richest people in the world.



4. Warren Buffett, the CEO of Berkshire Hathaway, is known for his investment savvy and long-term thinking. Buffett has a famous quote: "Price is what you pay. Value is what you get." His philosophy of investing in quality companies at the right price has made him one of the most successful investors in history.



5. Ray Kroc, the founder of McDonald's, was a master of the bottom line. Kroc saw the potential in the McDonald's fast food concept and turned it into a global phenomenon. Kroc's attention to detail and focus on profits helped make McDonald's one of the most successful and recognizable brands in the world.



In conclusion, these famous firsts in the world of business demonstrate the power of innovation, dedication, and hard work. From Ford's assembly line to Bezos's e-commerce platform, these pioneers have shown us that thinking outside the box, going the extra mile, and putting your money where your mouth is can lead to incredible success. So, the next time you're in a business meeting, remember these idiomatic expressions and take a page out of the book of these famous businesspeople.



DISCUSSION QUESTIONS

In break out rooms, you will discuss with your group, and then feedback to the rest of the class.

Question 2: What do you think are some of the key characteristics of successful businesspeople?

Question 1: Who is your favorite famous businessperson? Why?

Question 3: How do you think innovation has changed the way businesses operate today?

DISCUSSION QUESTIONS

In break out rooms, you will discuss with your group, and then feedback to the rest of the class.

Question 1: How do you think the world of business will change in the next 10 years?

Question 2: Can you think of any other idiomatic expressions that are commonly used in the world of business?

DISCUSSION QUESTIONS

In break out rooms, you will discuss with your group, and then feedback to the rest of the class.

"The biggest risk is not taking any risk" - Mark Zuckerberg. What are your thoughts on this quote?