UNIT 11. Good Intentions (Lesson1)

- Collocations about success
- Define success
- Discussion questions
- Review

1. Collocations about success

(1) Go under

- It was terrible when their business **went under**. I felt really bad for the family.
- The economy was so bad it was lucky that the company didn't **go under.**

(2) Pull something off

- It's going to be really tough **to pull this off**, but when we do, we'll be rich.
- It was pretty amazing to watch him **pull off** such a difficult task.

(3) Measure success

- I wouldn't **measure success** by how many degrees a person has. It's more about the person's personal idea of success.
- It's hard to define success precisely because everyone always has their own **measure of success**.

(4) Without fail

- **Without fail**, every time I go to Paris on vacation, it's raining.
- I arrive to every appointment, meeting, and class **without fail.**

(5) Market saturation

- The **market saturation** of coffee shops is high. It wouldn't be wise to open a new coffee shop here.
- The **market** isn't as **saturated** here compared to other places.

2. Define success

(1) Gerunds

- Gerund phrases can be used to define abstract concepts
- Gerunds are verbs made into nouns. Like 'being', 'having', and 'running'.
  - I think success **is having** a lot of friends & family.

(2) Practice defining success

- Success **is being** married.
- **Having** a lot of children and **having** a happy marriage with someone **is** difficult to achieve. So I think it is a really good definition of success.

- Success **is living** alone.
- **Being** able to pay for your own living expenses **is** a significant millstone. **Living** alone might also **be** a good sign of success.

- Success **is traveling** wherever you want.
- **Travelling** wherever you want **is** a dream come true for most people. Success would definitely **be being** able to travel wherever and whenever you like.

- Success **is** not **making** other people happy.
- Not focusing on **making** other people happy **is** important to achieve success. If someone just worries about **making** everyone happy they will never succeed. In fact, concentrating on making other people happy all the time **is** going to be a failure.

3. Discussion questions

Q: Does your parents definition of success match your definition of success?

My parents and I don't have the same definition of success. I would say that success **is finding** happiness and meaning in the work that you do. On the other hand **without fail**, my parents would say that **earning** a lot of money **is** truly success. I think most people think that way.

Q: Can you think of a company that has gone under?

The first company that I think of that **went under** is the camera company Kodak. It seems that they weren't able to **pull off** the transition from film cameras to smartphones. When they tried to transition the **market** was already **saturated**. Not **being** able to adapt to the market **is** a good example of **failure**.

Q: How do you measure success?

Of course it is different for everyone but I would **measure success** by work-life balance, job satisfaction & income. I think a proper balance of **maintaining** all of these things **are** a good measure of success.