

Lecture Listening Comprehension

Aim: To develop the students' ability to listen to a long lecture, to take notes, use those notes to answer a number of comprehension questions and then reflect on the lecture critically.

Lesson Time: Approximately 2:00 hours

Lead in

- Ask Students to read the 'title' & predict the content of the lecture.
- Ask students to write down key terms & language from the discussion.
- Feed in / check key vocabulary.

Differentiation

Challenging

1. Students listen once & take notes (*Use the blank note-taking page or page with sub-headings*).
2. Give 5 minutes to tidy notes.
3. Listen again & add to notes (use a different colour pen).
4. Distribute questions. Set 30 minutes to answer using their notes.
5. Feedback: Distribute or project **ANSWERS**.

Medium

1. Students listen once & take notes (*Use the blank note-taking page or page with sub-headings*).
2. Distribute questions. Set 20 minutes to answer using their notes.
3. Listen again. Students answer the missed questions as they listen.
4. Give an extra 10 minutes to consolidate answers.
5. Feedback: Distribute or project **ANSWERS**.

Easier

1. Distribute questions. Students have 15 minutes to read the questions.
2. Students listen & answer the questions.
3. Give 10 minutes to tidy answers.
4. Students listen again. Check answers & answer missed questions.
5. Give 10-15 minutes to tidy answers.
6. Feedback: Distribute or project **ANSWERS**.

Critical thinking questions

Option 1: Students individually reflect on the questions, make notes of their responses and write a short critical response paragraph to submit for teacher or peer feedback.

Option 2: Students ask and answer the questions in small groups.

Full URL Link:

Video: <http://www.youtube.com/watch?v=0q-wvAleUgk>

Sell your ideas the Steve Jobs way

[Listening Comprehension Questions]

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Time: 50:00

Level: *** ** [B2/C1]

Link[Link: <http://www.youtube.com/watch?v=0q-wvAleUgk>]

Check these words and phrases before listening:

Key vocabulary

1. Persuasive
2. Intuition
3. Effectively
4. To convince sb of sth
5. Passion
6. Self-esteem
7. Enthusiastic
8. A sales pitch
9. Morgan Stanley (Leader in financial services)
10. A hero or villain
11. IBM (computer company)
12. Netbook
13. Cisco 320 TB router
14. Superiority
15. Malaria and mosquitoes
16. Dopamine
17. To reinvent sth
18. Memory processing
19. To leave a good impression on sb
20. Facial and hand gestures / body language / posture
21. Eye contact
22. Genius
23. Articulate vision
24. Selling dreams
25. Clarity

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Note-taking Page (Blank) Page 1

Note-taking Page (Blank) Page 2

Note-taking Page (Sub-headings) Page 1

1. Introduction

2. A premise

3. Passion

Real Techniques

4. Big picture

5. The Problem (The antagonist)

Note-taking Page (Sub-headings) Page 2

6. Numbers

7. Think Visually

8. Emotionally Charged Events

9. Stage Presence

10. Summary

Sell your ideas the Steve Jobs way

[Link: <http://www.youtube.com/watch?v=0q-wvAleUgk>]

Use your notes to answer the following questions using the sections headings to help you.

1. Introduction

1.1. What is the title of the presentation?

1.2. What does he mean by 'a new way at looking at an old problem'?

1.3 What is the name of his best seller?

2. A premise

2.1. What is the premise he starts with?

3. Passion

3.1. In the Steve Jobs informal meeting video, what does he say about passion?

3.2. What is the reference to Richard Tate?

3.3. What is the reference to Starbucks?

Real Techniques

4. Big picture

4.1. What do you understand from 'the big picture' and the reference to Twitter?

5. The Problem (The antagonist)

5.1 What do you understand about creating a story with a hero and a villain?

5.2. What are the three main elements in Steve Jobs' presentations?

5.3. What was the point about Intel's new processor 'Sandy Bridge'?

5.4. How did Steve Jobs introduce the iPad?

6. Numbers

6.1. How should you bring numbers into a presentation?

7. Think Visually

7.1. Why does PowerPoint create mediocre presentation slides?

7.2. How does Steve Jobs use presentation slides?

7.3. What is discussed on the topic of 'picture superiority'?

7.4. How do you think visually when creating presentation slides?

8. Emotionally Charged Events

8.1. What is discussed on the topic of 'emotionally charged events'?

8.2. What example did he use to demonstrate a multisensory experience in presenting?

9. Stage Presence

9.1 What are the three main points with mastering stage presence?

10. Summary

10.1. Are you selling dreams or products and why?

10.2. Steve Jobs talks about the Apple Brand. Name some of the things he says.

10.3. What is the 'one more thing...' in Apple presentations?

10.4. The final summary is....

Critical thinking: Do you agree with this lecture? What did you like / dislike? Can we all be like Steve Jobs? Do you think some people have more charisma than others? Can we always be passionate about everything we present? Surely, Apple's 'think differently' and 'believe in your dreams' are intelligent marketing phrases that are made to make us think we are special when we are really the same as everyone else? Anything else?

Sell your ideas the Steve Jobs way – **ANSWERS**

1. Introduction

1.1. What is the title of the presentation?

The new rules of persuasive presentations.

1.2. What does he mean by 'a new way at looking at an old problem'?

How do we sell our new ideas effectively?

1.3 What is the name of his best seller?

The presentation secrets of Steve Jobs

2. A premise

2.1. What is the premise he starts with?

'A person can have the greatest idea in the world but if that person cannot convince others, it doesn't matter!'

3. Passion

3.1. In the Steve Jobs informal meeting video, what does he say about passion?

People with passion can change the world for the better.

3.2. What is the reference to Richard Tate?

He created a board game called 'Cranium'. Everyone said it wouldn't work, but he followed his dreams. Sold a million games with no advertising; our customers are our best sales force. Great ideas come from a feeling. He says don't take NO for an answer.

3.3. What is the reference to Starbucks?

The CEO in interviews doesn't talk about coffee but selling a workplace (a workplace should treat people with dignity and respect).

Real Techniques

4. Big picture

4.1. What do you understand from 'the big picture' and the reference to Twitter?

The brain craves meaning before details and if you can't summarise your idea in 140 characters then your sales pitch isn't very good. People want the big picture before the details. (Examples: a tiger, Morgan Stanley presentation, MacBook Air slide 'the thinnest notebook', iPad, the Beatles on iTunes). It takes courage to be simple.

5. The Problem (The antagonist)

5.1 What do you understand about creating a story with a hero and a villain?

Presenting is like telling a good story and people want a hero and a villain. The example was between IBM (villain) and Apple (hero). It can also be a problem and a solution. The example was of the iPhone (digital keypad).

5.2. What are the three main elements in Steve Jobs' presentations?

1) Inform 2) Educate 3) Entertain.

5.3. What was the point about Intel's new processor 'Sandy Bridge'?

Poor advertising. The messaging needed to change. Don't focus on the chip and its features but focus on what the features will do for you. Sell the benefit (the hero) and how it will benefit my life.

5.4. How did Steve Jobs introduce the iPad?

By identifying its tasks and using the Netbook as the villain.

6. Numbers

6.1. How should you bring numbers into a presentation?

By contextualising them. Examples: 5GB iPod = 1,000 songs in your pocket (creates interest and context). Cisco is very good at this too (John Chambers CEO). Example: The Cisco 320 TB router 'powerful enough to stream every movie ever made in 4 minutes / download congress library in 1 sec'.

7. Think Visually

7.1. Why does PowerPoint create mediocre presentation slides?

Its default is headings and bullet points. This creates a set pattern in slide creation.

7.2. How does Steve Jobs use presentation slides?

The slides compliment the messenger. Steve jobs is the central figure and the slides are the backdrop. The slides serve to compliment the story.

7.3. What is discussed on the topic of 'picture superiority'?

A picture aids 65% memory processing / retention as opposed to only 10% using words. According to John Medina, the brain interprets every letter as a picture, so the brain is choking on text in a PowerPoint presentation. In fact, reading and listening to someone talk at the same time is impossible to concentrate on either.

7.4. How do you think visually when creating presentation slides?

Before you create your slides, begin with sketching, brainstorming and whiteboarding. Visual slides can create 'holy smoke' moments (the one moment everyone remembers in a presentation).

8. Emotionally Charged Events

8.1. What is discussed on the topic of 'emotionally charged events'?

The more emotion and feeling in a PowerPoint, the more the presentation will be remembered. This is because it releases dopamine into the brain that records the event. Example 1: Steve Jobs taking the MacBook Air out of an envelope.

Example 2: Steve Jobs introducing the iPhone by not showing it first but by engaging the audience and using strong emotive phrases like 'Today Apple will reinvent the phone'.

8.2. What example did he use to demonstrate a multisensory experience in presenting?

He used Bill Gates TED Talk about Malaria. Bill pretends to release mosquitoes into the room. The experience was made memorable.

9. Stage Presence

9.1 What are the three main points with mastering stage presence?

65% of impression on people is through facial, gestures and body language.

1) Eye contact (80-90%). 2) Open posture. 3) Hand gestures.

10. Summary

10.1. Are you selling dreams or products and why?

Selling dreams. People only care about themselves and what's in it for me.

10.2. Steve Jobs talks about the Apple Brand. Name some of the things he says.

I'd love to make computers that are easy to use for everyday people. Think differently. We sell tools for people to change the world. People need inspired products to change the world. In craziness we see genius. We focus on the customer to articulate vision.

10.3. What is the 'one more thing...' in Apple presentations?

Dream bigger and believe in your dreams.

10.4. The final summary is....

Deliver and communicate your ideas with confidence, clarity and passion.