

Actividad 3: A start-up business

PROPÓSITO

La actividad refuerza la comprensión de textos escritos y orales relativos a personalidades del ambiente social y económico, y fortalece el léxico y las estructuras propias de esta área del conocimiento.

OBJETIVOS DE APRENDIZAJE

OA 2: Producir textos orales y escritos claros en contextos relacionados con sus intereses e inquietudes, con el fin de expresar una postura personal crítica que respeta otras posturas

OA 3: Utilizar su conocimiento del inglés en la comprensión y producción de textos orales y escritos claros, con el fin de construir una postura personal crítica en contextos relacionados con sus intereses e inquietudes.

ACTITUDES

- Pensar con apertura a distintas perspectivas y contextos, asumiendo riesgos y responsabilidades.

DURACIÓN

3 horas pedagógicas

DESARROLLO

Comentando textos relacionados con negocios y emprendimiento

- Leen el texto en parejas o grupos de a tres para comentar cada párrafo; usan el diccionario cuando desconozcan alguna expresión o palabra y anotan la idea fundamental en cada párrafo.

Steve Job's techniques on how to sell a business

1. **Wow Moment**

Every Steve Jobs presentation had one moment that left people in awe. Call it the 'wow moment,' everyone talked about the next day. These emotionally charged events were often very creative props, intriguing slides, an unexpected surprise at the end of a presentation. In 1984, Jobs, like a magician, pulled the Macintosh from a black bag sitting on a table in the middle of the stage. In 2008 he introduced "The world's thinnest notebook" by pulling it from of a large envelope. Simple, but memorable. Ask yourself, "How do I make my content stand out from the rest?"

2. Stick to the Rule of Three

The rule of three is a fundamental principle in writing, in humour and in a Steve Jobs presentation. The rule of three simply means that people can remember three pieces of information really well, not more. Steve Jobs used the rule of three in nearly every presentation. If a new operating system had 200 features, he would highlight three. Ask yourself, “What are the three things I want my audience to know?” Break up your content into groups of three. It really works.

3. Share the Stage

Steve Jobs rarely gave an entire presentation himself. He usually surrounded himself with a supporting cast, often up to another 10 executives and partners in a 90-minute presentation. Apple CEO Tim Cook does the same. The brain needs variety. No one, no matter how smooth and polished, can carry an audience for long before his or her listeners start to glance at their watches. Don’t be the only talking head on stage. Bring up a star employee, a satisfied customer, play a video or offer a demo to keep your audience engaged.

4. Introduce Heroes and Villains

Every great drama has a hero and a villain. The villain is the problem that your product or service (the hero) solves. Jobs used IBM as a villain early on. In later years, other villains or common problems included the PC, styluses and free music downloads. Apple products were unveiled as the hero who the audience could work with to fight the villain. Think about what product or service plays the villain in your scenario and how you or your product can be seen as the hero in your story.

5. Think Visually

A Steve Jobs presentation was always strikingly simple and visual. To this day, Apple presentations maintain a commitment to a less is more approach when it comes to slide design. Many Apple slides are pictures, while others contain just one word. Ideas are more easily recalled when presented in both text and images rather than text alone. And remember that the slides themselves are meant to complement your message and should not be used as notes for the presenter.

6. Create Twitter-Friendly Headlines

A Steve Jobs presentation always contained a twitter-friendly headline that fits within 140 characters. In 2007 Steve Jobs said, “Today Apple reinvents the phone” as the theme for the introduction of the first iPhone. Ask yourself, “What is the one thing I want my audience to know?” The one sentence that best describes your product, service or initiative should be introduced early in your presentation and again throughout. Use the same headline in media events, press releases and on promotional materials to allow the message to stick in people’s minds.

7. Sell Dreams, Not Products

Remember, none of these presentation techniques will work if you don’t have genuine passion for your message or if you don’t care deeply about enriching the lives of your customers. Steve Jobs inspired his

audiences. He famously concluded a presentation by saying, “Some people think you’ve got to be crazy to buy a Mac but in that craziness, we see genius and those are the people we’re making tools for.” Your audience doesn’t care about your product, your brand or your company. They care about themselves, their goals, their hopes, their ambitions. Help them achieve their dreams, inspire them, educate them, and entertain them, and you’ll win them over... the Steve Jobs way.

*Carmine Gallo is a popular keynote speaker, communication coach, and bestselling author of The Presentation Secrets of Steve Jobs and **The Storyteller’s Secret**: From TED speakers to business legends, why some ideas catch on and others don’t.*

Adapted from: https://www.curriculumnacional.cl/link/https://medium.com/@carmine_34105/7-keys-to-selling-your-ideas-the-steve-jobs-way-73ac4195e4da

Sintetizando información

- El docente señala: *Let’s read the text again and find one word or one idea that synthetizes each paragraph.*

<i>Wow Moment</i>	
<i>Stick to the Rule of Three</i>	
<i>Share the Stage</i>	
<i>Introduce Heroes and Villains</i>	
<i>Think Visually</i>	
<i>Create Twitter-Friendly Headlines</i>	
<i>Sell Dreams, Not Products</i>	

- Ellos comparten sus respuestas y las revisan, mientras el profesor permanece atento y recorre los puestos de los alumnos en caso de dudas.

Orientaciones para el docente

Se sugiere el siguiente indicador para evaluar formativamente los aprendizajes:

- Organizan en una tabla la información relevante de un texto de interés.