

Innovation

Level

Intermediate and above

Tasks

Deciding how innovative each student's company is

Guessing the top three innovative companies and scanning a paragraph to check the answers

Reading an article about innovation

Identifying the 'odd-word-out', which does not form a collocation with the word 'innovation'

Discussing trends and plans for innovation within the students' own companies

How to use the lesson

- 1 Check students understand the word 'innovation'. Hand out the worksheet and ask students to mark a cross on the line which best represents how innovative their company is. Students discuss their answers in pairs. Elicit feedback and some examples of innovation.
- 2 Students look at the list and add the missing three company names. Tell students to scan the third paragraph of the article to check their answers.

Answers

(1) – Apple (2) – Google (3) – Toyota

- 3 Students read the whole article and summarise the main points. You may wish to look at useful vocabulary such as: *dawn / challenging / futurologist / embrace / vision*.
- 4 Ask students to decide which word does not form a strong collocation with the word 'innovation' at the end of the line.

Answers

4.1 – (c) suffer 4.2 – (e) wide

- 5 Divide students into small groups to discuss their ideas. Monitor and support as necessary. When they have finished, ask each group to present their ideas to the rest of the class. Encourage discussion. Finally, give language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.jimcarroll.com>

http://bwnt.businessweek.com/interactive_reports/innovative_50_2009/

http://www.fastcompany.com/fast50_09

<http://en.wikipedia.org/wiki/Innovation>

<http://www.destination-innovation.com/>