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*Branson and Roddick*

**R**ichard Branson is the founder and head of the Virgin Group. It includes a record company, record shops, cinemas, an airline and a publishing company. He has three rules for success.

- Give value for money
- Make things fun
- Be creative



**A**nita Roddick is the founder and head of the Body Shop International, a chain of shops selling natural skin and hair care products. Roddick gives three reasons for her success.

- Work hard
- Be curious about things
- Break the rules



# Branson and Roddick

## Worksheet

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**ACTIVITY**

Pairwork: speaking

**AIM**

To complete a dictation between pairs of students.

**GRAMMAR AND FUNCTIONS**

Imperatives

**VOCABULARY**

*founder, head, includes, record, company, chain (of shops), airline, publishing company, value for money, creative, products, success, to work hard, to break rules*

**PREPARATION**

Make one copy of the worksheet for every six students.

**TIME**

15 to 25 minutes

**PROCEDURE**

- 1 Tell the students they are going to do a dictation.
- 2 Write *The Virgin Group - Richard Branson* and *The Body Shop - Anita Roddick* on the board. Ask the students to tell you what they know about these companies.
- 3 Hold up a copy of the worksheet. Tell the students that it is the text for the dictation. Explain that the two texts are about Richard Branson, founder and CEO of The Virgin Group and Anita Roddick, founder and CEO of The Body Shop International.
- 4 Put the copies of the worksheets on the wall, where students cannot read them from where they are sitting.
- 5 Divide the class into pairs.
- 6 In each pair appoint one student as runner and the other as writer.
- 7 Explain the task. The runner goes to the wall to read the text and then comes back and dictates what she or he remembers to the writer. The writer writes the text down. The runner cannot write. The writer cannot run. When they have finished the first text they change roles to transcribe the second.
- 8 Ask the students to explain the rules to you and write them on the board if necessary.
- 9 Once they understand the rules, start the activity.
- 10 Stop the activity when one pair have written down both texts perfectly.

**FOLLOW-UP**

Ask the students about their 'rules for success'.

**COMMENT**

It is advisable to double check the vocabulary for this lesson and pre-teach any items you think they may not know before the dictation starts. You may want to leave some words on the board during the activity.