

LESSON 9

COMPETITION

● KEY POINT THE COMPETITIVE SPIRIT

Consider the following:

Are you competitive?

Is competition constructive?

What are the negative aspects of competition?

Do you have to be competitive to survive in today's work market?

DEFINITION:

Mean and Lean: (expression): Efficient and competitive.

Competition is one of the fundamental characteristics in business. Competitive companies are best suited to survive in difficult market conditions. It keeps the teams hungry for more. What kind of personality is competitive? Read Jane Jackson's report from Sports Illustrated and find out more.



Time 60 Minutes

Vocabulary Competition and survival vocabulary

Key Points Learning about competitive strategy

Grammar Ever Never

Objectives To analyze sports environments in competitive circumstances.

Review previous lesson.

● VOCABULARY AND EXPRESSION BUILDERS

Originally: The beginning.

I am originally from the west.

Resort town: A holiday town. For vacations.

I love going to the resort town of Miami.

To be spotted by: To be discovered.

I was spotted by the director.

To urge: To ask or to insist.

She urged her boss to reevaluate his decision to fire the employee.

To get worked up: To get emotional.

He got so worked up in the meeting he was unable to speak.

Make your presence felt: To make an impression.

The CEO made his presence felt by talking loud.

Affectionately called: Peter is also called Skip.

This is his nickname.

He is affectionately called the Captain.

Opponents: Your competition.

The opponents of the idea wanted a debate.

Tips: To give good advice.

He gave some investment tips.

Open Era: The tennis open championship period.

The tennis open season starts with the French open.

SENTENCE BUILDERS

Read each sentence out loud several times.

1. I am originally from Russia, but I moved to France in the early 80s.
2. At the age of 6, the two-time champion was becoming a star.
3. He became the youngest men's champion. But didn't continue on his career.
4. He was defeating defending champion Nadal.
5. Tennis players often get worked up during the open season.

COMPREHENSION BUILDERS

World Level Woman's Tennis.

Jane Jackson
Sports Illustrated

Maria Sharapova was born in Russia on April 19, 1987. Her parents were originally living in Belarus but they moved north to Russia in the early 80s to escape the effects of Chernobyl.

At the age of three, she moved with her family to the resort town of Sochi, where she began to play tennis at the age of four, using a racket given to her by the famous tennis player Yevgeny Kafelnikov's father. At the age of five, Sharapova was spotted by Martina Navratilova, who urged her parents to get her serious coaching in the United States.

In 2004, Sharapova became the third youngest Wimbledon women's champion and second youngest in the open era by defeating defending two-time champion Serena Williams in straight sets (6-1, 6-4). She also became the first Russian ever to win that tournament.

"Tennis gets me worked up. It's exhilarating! I forget about everything while playing and I don't care at all about what is going on out of court".

Maria Sharapova is a tennis champion. She wants to beat her competition. How does she do this? Here are her tips.

- 1) You must analyze your competition. It is best to prey on an opponent's weakness. This saves a lot of energy. If my competition has a weak backhand I will take advantage of this.
- 2) You have to make your presence felt. The press says I make a lot of noise when I play. This is my main strategy. I make noises to let my competition know that I am fully in the game.
- 3) You have got to impose your style. I do not wait for my opponent to impose her game.
- 4) You have to be first. To make it your game, move quickly to impose your tempo.
- 5) You should go into the competition with the objective of winning and nothing else.

Maria Sharapova, affectionately called "Masha", will be on tour this year. Catch her at Wimbledon, the US open, or the French open.

Jane Jackson
Sports Illustrated.

QUESTIONS

- 1) Maria Sharapova is _____.
 - a. American
 - b. from Belarus
 - c. Russian

- 2) She was the _____ Russian to win Wimbledon.
 - a. first
 - b. last
 - c. third

- 3) Maria Sharapova thinks it is important to _____.
 - a. over analysis your competition
 - b. impose your style
 - c. consider your competition

- 4) To win you must want _____.
 - a. to be a good tennis player
 - b. to follow you opponent's tempo
 - c. to win and nothing else

TECHNIQUE BUILDERS (Using Ever Never.)

Use never as a negative in a statement.
Use ever in an interrogative sentence.

Examples

I never eat at that restaurant.
Do you ever eat at that restaurant?

EXERCISES

Complete the following sentences using ever or never.

1. The tennis tournament has (ever never) _____ been organized around the biannual competition.
2. Hasn't the executive (ever never) _____ decided to pull out of the market in Mexico? His company does not seem to be performing well.
3. Jill (ever never) _____ deals with her boss. She should talk directly to her.
4. The US Open champion hasn't (ever never) _____ dealt with competition like Sharapova.
5. Has she (ever never) _____ been to university?
6. The tennis player hasn't (ever never) _____ won an open championship.

EXERCISES

7. Anita (ever never) _____ gets worked up during difficult meetings.
8. Lyon hasn't (ever never) _____ been a resort town.
9. Have you (ever never) _____ been to Morocco?
10. The key account manager will (ever never) _____ close that contract.

