

DO YOU WANT TO BE YOUR OWN BOSS?

Watch the [video](#) titled “Do You Really Want to Be Your Own Boss?” by Two Cents.

1 WARM UP

Task 1: Let's begin with a fun game. Can you identify the jobs pictured below?



1. **Funeral Director.**



2. **Beekeeper.**



3. **Chauffeur.**



4. **Wedding planner.**



5. **Fishmonger.**



6. **Botanist.**



7. **Sommelier.**



8. **Astronomer.**



9. **Fitness Instructor.**

Task 2: Discuss the following lead-in questions as a class.

- Have you ever thought about starting your own business?
- What do you think stops most people from starting their own business?
- If you could start a business tomorrow, what would it be?
- What's one thing that excites you about the idea of entrepreneurship?
- Do you think entrepreneurship should be taught at school?

2 TOPIC-RELATED IDIOMS

Task 1: Match the idioms from the box to the definitions.

Wear many hats	Rose-coloured glasses	Bang for your buck
Seal the deal	Reach for the stars	

1. to set ambitious goals or strive for the highest achievements. **Reach for the stars.**
2. to have many different roles or responsibilities. **Wear many hats.**
3. to get good value or benefits for the money spent. **Bang for your buck.**
4. too optimistic, leading to a view of life that is not realistic. **Rose-coloured glasses.**
5. to successfully reach an agreement through negotiation. **Seal the deal.**

Task 2: Use the idioms from task 1 to complete the sentences below.

- a. She looked at her hometown through **rose-coloured glasses**, ignoring the issues it had.
- b. As a small business owner, I have to **wear many hats**, from managing finances to marketing our products.
- c. After months of negotiation, we finally managed to **seal the deal** with the new client yesterday.
- d. My parents always encouraged me to **reach for the stars** and never settle for mediocrity.
- e. This laptop might seem expensive, but it offers the best **bang for your buck** with its high performance and durability.

Task 3: Practice using the idioms by answering the questions:

1. How does the idiom “**reach for the stars**” relate to the mindset of an entrepreneur?
2. What challenges might arise when entrepreneurs are required to **wear many hats**?
3. For entrepreneurs, how can **wearing rose coloured glasses** at the beginning of the entrepreneurial journey be seen as a positive?
4. How can the idea of getting more **bang for your buck** influence a startup's approach to cost management and budgeting?
5. How can entrepreneurs ensure they are more likely to **seal the deal** during negotiations with potential new clients?

3 VIDEO: COMPREHENSION

Task: Answer the video-based comprehension questions.

1. What does the media seem to be obsessed with regarding individuals?
 - a. Sports achievements.
 - b. Artistic talents.
 - c. **Entrepreneurship.**

2. What is emphasised as a common perception about entrepreneurship in the video?
 - a. It guarantees immediate wealth.
 - b. **It is the only path to real wealth and fulfilment.**
 - c. It is less fulfilling than traditional jobs.

3. What does the video suggest about the initial challenges entrepreneurs might face?
 - a. Working shorter hours for more money.
 - b. **Working longer hours for less money.**
 - c. Enjoying complete autonomy from the start.

4. According to the video, what is a crucial skill for a CFO (Chief Financial Officer)?
 - a. **Budgeting and accounting.**
 - b. Designing promotional materials.
 - c. Conducting market research.

5. What responsibilities does the head of the HR department at a startup have?
 - a. Balancing revenue and expenses.
 - b. **Hiring, firing, and training employees.**
 - c. Conducting market research and managing social media.



6. How does the video suggest entrepreneurs should approach time management?
 - a. Force a "normal" schedule.
 - b. Work during weekends and vacations.
 - c. **Leverage flexibility and work during peak productivity times.**

7. What is highlighted as a challenge in the Marketing Director role in the video?
 - a. Logistics.
 - b. **Creating and testing advertising.**
 - c. Soft skills.

8. According to the video, what is emphasised about the salesperson role?
 - a. **Personal relationships with customers.**
 - b. Designing promotional materials.
 - c. Conducting market research..

9. What additional aspects of entrepreneurship are mentioned in the video?
 - a. **Logistics, customer service, legal, soft skills, and self-motivation.**
 - b. Sales, marketing, and human resources.
 - c. Team building, micromanagement, and training.

10. What is the video's final message regarding entrepreneurship?
 - a. Entrepreneurship is easy and stress-free.
 - b. **Wearing multiple hats in entrepreneurship might not be for everyone.**
 - c. Entrepreneurship guarantees a fulfilling and successful career.



4 DISCUSSION QUESTIONS

Task: Discuss the following questions as a class. Have fun!

1. Do you agree that the media is obsessed with entrepreneurs?
2. The video suggests that some people view “entrepreneurship as the only path to real wealth and fulfilment”. Why do you think this is?
3. How has the rise of social media impacted people’s views of entrepreneurship?
4. Do you agree that autonomy and independence can be fulfilling?
5. Would you like more or less autonomy in your current job? How so?
6. Would you be willing to work longer hours for less money in pursuit of being your own boss, and potentially growing a business?
7. What is the role of a CFO?
8. Why are effective budgeting and accounting crucial skills for growing a business?
9. In what ways are aspects of the Human Resources department relevant to running your own business?
10. Discuss the importance of finding and retaining talented people.
11. How does embracing flexibility in setting one's schedule contribute to success as an entrepreneur or self-employed individual?
12. Why does Chelsea emphasise the importance of dedicated offline time in maintaining productivity and avoiding burnout for entrepreneurs?
13. What is the role of a marketing director?
14. What are the challenges involved in being a marketing director, and why is it important for entrepreneurs to understand that marketing is an ongoing job?
15. What skills are crucial for a successful salesperson, according to the video? And, why are sales skills important for entrepreneurs?
16. How are logistics, customer service, legal matters, and soft skills connected to the responsibilities of an entrepreneur?
17. If you were to start your own business, which of the discussed roles (CFO, Human Resources, Marketing Director, Salesperson, etc.) would be the most challenging for you, and why?
18. Do you agree that not everyone is suited for entrepreneurship, and a stable day job can be fulfilling for many?

5 DEBATE

Task 1: Study the statements, then decide if you agree or disagree with them. Use the language in the table at the bottom of the page to help structure your answer.

John



In my opinion, entrepreneurship is a gamble, where success often depends more on luck than on skill or hard work.

Oli



From my experience, the startup culture promotes a toxic work mentality, contributing to burnout and mental health issues among entrepreneurs.

Beth



People often discuss entrepreneurial success, ignoring the many failures. This creates unrealistic expectations, and pressures individuals into starting risky businesses.

Amy



In my view, starting your own business is the best and only way to be truly free. In a "normal" job, you will always have to answer to your manager.

Express an opinion It seems to me that... I feel that... I'm absolutely convinced that... In my opinion,... I believe / suppose / feel (that)...	Express disagreement I don't agree with you about... I can't accept your view that... I have a different opinion... I'm not sure if... I'm not convinced that...
Express pro's and con's There are two sides to this point... On the one hand...,on the other hand... An argument for / against is... Some people think that...,others say that... The advantages / disadvantages are...	Summarise So, in conclusion... To summarise.. Overall, it is clear that... As a result.. The bottom line is...

6 CASE STUDIES

Let's finish the lesson by studying five case studies. Read about the challenges new entrepreneurs face, then advise what they should do to overcome their issues.

1. Sarah, the proud owner of a bakery featuring unique pastries, faces challenges with marketing. Despite the exceptional quality of her baked goods, she struggles with low foot traffic due to a lack of effective marketing ideas. Sarah seeks new marketing ideas to promote her bakery and boost sales. What should she do?

2. Lisa's restaurant is gaining popularity, but success brings challenges. The biggest issue for Lisa is the difficulty in finding skilled and reliable staff. The lack of quality staff decreases the restaurant's ability to provide excellent customer service and reach its potential. What should she do?

3. Mark, an entrepreneur in the fitness industry, feels overwhelmed. Balancing client sessions, administrative tasks, and his personal life leads to burnout. He struggles to manage his time and maintain a healthy work-life balance, negatively affecting both his well-being and business sustainability. What should he do?

4. Olivia, an artist turned entrepreneur, faces a sales related issue.. She feels that she is not a natural salesperson, so she struggles to pitch her products and ideas effectively to potential clients. This negatively affects the growth of her business. What should she do?

5. Jack started a graphic design business but faces money problems. He recently bought too much equipment and software, leaving him without any spare cash. Mark knows he needs to plan his spending better and is looking for good ideas to keep the business stable without making the quality worse. What should he do?



HOMEWORK

Read the text about entrepreneurship, then write detailed answers to the questions.

1 SO, YOU WANT TO BE AN ENTREPRENEUR

Becoming your own boss can be a rewarding venture, but it requires careful consideration and planning. Here are four key factors to think about before becoming an entrepreneur.

Firstly, assess your passion and expertise. To thrive as an entrepreneur, it's essential to be passionate about your venture. Choose a field or industry that aligns with your interests and skills. This passion will not only drive your commitment but also enhance your resilience during challenging times.

Next, conduct thorough market research. Understanding the market landscape is crucial for success. Identify your target audience, competitors, and potential challenges. A comprehensive market analysis will help you tailor your products or services to meet the demands of your customers and stand out in a competitive environment.

Financial planning is crucial. Launching and sustaining a business requires financial stability. Calculate your startup costs, operational expenses, and potential revenue streams. Create a realistic budget and contingency plan to navigate uncertainties.

Lastly, develop a strong work ethic and discipline. Being your own boss demands self-motivation and discipline. Establish a structured routine, set achievable goals, and stay focused on your objectives. Maintaining a strong work ethic will not only enhance productivity but also contribute to the long-term success of your venture.

In summary, pursuing entrepreneurship necessitates a combination of passion, market knowledge, financial prudence, and a disciplined work approach. By carefully considering these four aspects, you can increase your chances of thriving as your own boss.

Task 2: On a separate piece of paper, write detailed answers to the following questions.

- a. Why is it necessary to be passionate about your business?
- b. Describe the importance of conducting detailed market research.
- c. What is financial planning, and why is it crucial?
- d. Do you agree that a strong work ethic and discipline are essential?
- e. Write a summary of what you learned from the text, and main lesson.