Four tips for success for women in business

Mumsnet is a website for parents. Listen to its founder, Justine Roberts, talking about her tips for success for women in business.

Tasks

Do the preparation task first. Then watch the video and do the exercises.

Preparation task

Match the definitions (a–j) with the vocabulary (1–10).

<table>
<thead>
<tr>
<th>Vocabulary</th>
<th>Definition</th>
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<tbody>
<tr>
<td>1. …… a passion</td>
<td>a. to stop doing something because it is too difficult</td>
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<td>2. …… to take off</td>
<td>b. a state of total confusion with no order</td>
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<td>3. …… to give up</td>
<td>c. a moment when you suddenly have a good idea</td>
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<td>4. …… an unmitigated disaster</td>
<td>d. to accept something enthusiastically</td>
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<td>5. …… a light-bulb moment</td>
<td>e. a strong interest or wish for doing something, such as an activity or hobby</td>
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<td>6. …… a prompt</td>
<td>f. to cry</td>
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<td>7. …… to embrace</td>
<td>g. to suddenly start to be successful or popular</td>
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<td>8. …… chaos</td>
<td>h. something bad or unsuccessful that has no good or positive points</td>
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<tr>
<td>9. …… to be in tears</td>
<td>i. a thing that causes you to do something</td>
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<tr>
<td>10.…… to grapple with something</td>
<td>j. to try to deal with or understand a difficult problem</td>
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Task 1
Are the sentences true or false?

1. Justine says that when Mumsnet began, most new businesses were run by young men.  Answer: True
2. Someone offered to invest in Mumsnet, but only if it was run by a young mother.  Answer: True
3. Justine says you must never make mistakes if you want a successful business.  Answer: True
4. She got the idea for Mumsnet after she made some bad choices for a holiday with children.  Answer: True
5. Justine wears trainers so that she can go to the gym at lunchtime.  Answer: True
6. She says that women with a business and children should accept that they can’t be perfect.  Answer: True
7. Justine cried when her child didn’t want her to go to work.  Answer: True
8. She loves working on her own to find solutions.  Answer: True

Task 2
Match the ends of the sentences (a–f) with the beginnings of the sentences (1–6).

1. …… When you really believe in something,  a. that’s what will keep you going through the low moments.
2. …… Choose something you have a real passion about,  b. that you have to spend hours on your appearance.
3. …… Often the things that go wrong  c. having guilt is a wasted emotion.
4. …… Don’t feel, as a woman in business,  d. because otherwise it’s too easy to give up.
5. …… It’s almost impossible to fit in everything  e. if you have your own business and a family.
6. …… Your kids will be fine, and  f. can be the prompts for what you can do right.

Discussion
Do you have any more tips for success in business?
Answers

Preparation task
1. e
2. g
3. a
4. h
5. c
6. i
7. d
8. b
9. f
10. j

Task 1
1. True
2. False
3. False
4. True
5. False
6. True
7. False
8. False

Task 2
1. a
2. d
3. f
4. b
5. e
6. c