

Innovative Companies

LEAD-IN ACTIVITY

Nowadays, companies need to be innovative to stay ahead of their competitors.

- Carry out some research on the internet, and find an innovative company.
- Be prepared to explain why you think this company is innovative and why you've chosen this particular company. You have 15 minutes for this task.
- Then get together in pairs and discuss the companies you've found with your partner. This task should take 10 minutes.
- Your teacher will then ask you to share your thoughts in class.



Please note!

Try to use English sources for your research!

TED-TALK

- Go to YouTube and watch the TED-talk "The unexpected benefit of celebrating failure" by Astro Teller.
- Then answer the questions below.



Moonshot factory

A moonshot factory, like X or Google X, pursues big dreams and visions.

① The moonshot blueprint is based on:

- huge problems
- radical solutions
- existing solutions
- breakthrough technology

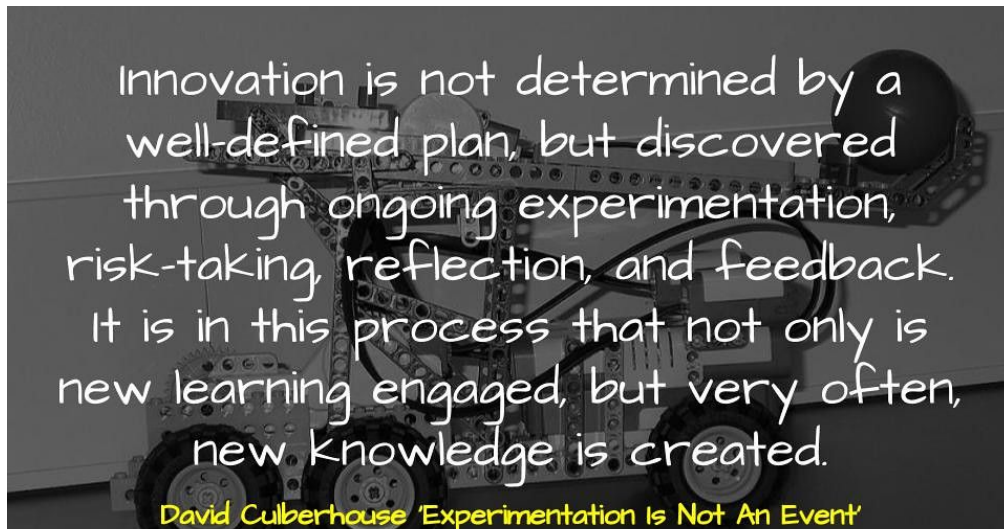
② Find the right words for the gaps:

According to Astro Teller, Google X is a [] place. Among the projects they killed was a project about automated [] farming. At X, employees kill projects and are [] and [] for it.

③ What do you think about this moonshot factory and how they deal with ideas, projects and problems? Explain your opinion and give examples. Write 250 words.

④ Have a look at the quote below.

- Discuss with a partner if you agree with this statement. Explain why you agree or disagree with the entire statement or parts of it.
- In pairs, come up with your own unique definition of innovation in a business context.
- Design a meaningful visual aid including your definition and be prepared to present it to you colleagues.



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