

# 21<sup>ST</sup>

# CENTURY READING

CREATIVE THINKING AND  
READING WITH **TED**TALKS

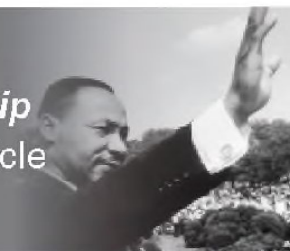
## UNIT 1A

### 1

#### STARTING UP

*Interdisciplinary*

*Inspired Leadership*  
Magazine-style article



- Getting the main ideas
- Identifying supporting ideas
- Understanding references
- Getting meaning from context
- Reflecting on own experience
- Applying ideas to other contexts

# STARTING UP

A photograph of a person in a dark jacket and a headlamp, kneeling on a paved surface at night. They are lighting a candle. The ground is covered with many other lit candles, creating a warm, glowing path. In the background, other people are visible, some wearing headlamps, suggesting a community event.

## THINK AND DISCUSS

1. What do you think the people in the photo are doing? Read the caption to check.
2. What factors make a movement like Earth Hour successful?

Tunisians light candles during Earth Hour. Earth Hour encourages communities to turn off non essential lights for one hour to raise awareness of environmental issues. The movement now engages over 7,000 cities and towns worldwide.

## Lesson A

# INSPIRED LEADERSHIP

**A.** Look at the title of the unit. What do you think makes a leader inspiring? List the four most important factors below. Then share your ideas with a partner.

A large, empty gray rectangular box is positioned below the arrow, intended for students to write their responses to step A.

**B.** Look at the picture of Dr. Martin Luther King Jr., and read the caption on this page. Why do you think he is considered a great leader? Discuss your ideas with a partner.

C. Look at the headings for these paragraphs. Read the first sentence in each paragraph. What do you think the article is about? Read and check.

### GETTING THE MAIN IDEAS

What is the article mainly about? Complete the sentences with your own ideas:

- **Successful leaders tell people...**
- **To followers it is important...**

In the summer of 1963, 250,000 people **showed up** in Washington, D.C., to hear Martin Luther King Jr. speak. No emails were sent out, and there was no website to check the date. And yet thousands of people went. “How do you do that?” asks Simon Sinek.

South African leader of the African National Congress movement, Nelson Mandela, salutes a crowd in Amsterdam in 1990.

### FOCUS ON BELIEFS

- 2 Sinek, an author and consultant who studies **leadership**, has a theory about why some leaders are able to inspire others to action.

He thinks that great leaders, above all, **focus** on what they believe. They answer questions like “What’s my **purpose**? Why does my organization exist? Why do I get out of bed in the morning?” For example, Martin Luther King Jr. **stood out** as a great leader because he told people what he believed—“I have a dream,” he said, not, “I have a plan.” Many people shared his belief that change was possible, and they decided to join him.

- 4 Organizations, says Sinek, can also inspire followers by focusing on beliefs. The most successful businesses do more than just describe the **features** and benefits of their products. Apple, for instance, communicates its belief in thinking differently and challenging the way things are normally done. This helps to explain, says Sinek, why people stood in line for six hours when the first iPhone came out. They did this not only because of the technology, but because they wanted to be part of a company they believed in. **In other words**, says Sinek, “people don’t buy *what* you do, they buy *why* you do it.”

- 3 If you talk about what you believe, says Sinek, you will **attract** those who share the same beliefs. Most of us are followers, but that does not mean we are unthinking or easily led. Sinek suggests that we don’t follow leaders because we have to, but because we want to. To illustrate this, he points out that thousands of people didn’t turn up for King himself, but for what he—and they—believed in. “It’s what they believed about America,” says Sinek, “that got them to travel in a bus for eight hours to stand in the sun in Washington in the middle of August.”

### NOT ALL LEADERS INSPIRE

5 So we make our choices based on why companies and individuals do what they do. Unless we feel a real connection to the leaders in our lives—and share in their beliefs—we won’t follow them. In the end, everyone wants to be part of something they believe in. “Because there are leaders and then there are those who lead,” says Sinek. “Leaders hold a position of power or authority, but those who lead inspire us [ . . . ] We follow those who lead, not for them but for ourselves.”

**unthinking:** *adj.* acting or speaking without thinking first

## IDENTIFYING SUPPORTING IDEAS

Writers usually support their main ideas with extra details, called *supporting ideas*. The supporting ideas make their main ideas clearer, or more persuasive. The following phrases often introduce a supporting idea: “for example,” “for instance,” “to illustrate.”

**A. Scan the passage and underline any words that signal a supporting idea.**

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C. Read the ideas below from the passage. Find and underline the complete sentence in the passage. Then write down if they are main ideas (MI) or supporting ideas (SI).

- SI 1. . . . stood in line for six hours . . .
- MI 2. . . . attract those that share the same beliefs . . .
- MI 3. . . . answer questions like “What’s my purpose?” . . .
- SI 4. . . . thousands of people didn’t turn up for King himself . . .
- SI 5. . . . No emails were sent out . . .

## UNDERSTANDING REFERENCES

Find the following statements in the reading and write down who is being referred to by the underlined word.

1. “They answer questions like ‘What’s my purpose?’”

The great leaders

2. “It’s what they believed about America,” says Sinek . . .”

(Thousands of) people

3. “They did this not only because of the technology . . .”

People (in a queue)

In the summer of 1963, 250,000 people showed up in Washington, D.C., to hear Martin Luther King Jr. speak. No emails were sent out, and there was no website to check the date. And yet thousands of people

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## BUILDING VOCABULARY

### A. Circle the correct word or phrase to complete each sentence.

1. Hundreds of people **stood out** **showed up** at the store at midnight to buy the new iPhone.
2. Good leaders tell people why they are doing something; **in other words** / **stood out**, to explain what they believe.
3. Sinek says we **feature** / **focus** more on a leader's beliefs instead of his or her plans.
4. A business tries to **attract** / **purpose** new customers by offering them better products or services.

### B. Match the word or phrase (1–4) to the best definition (a–d).

- |                   |  |
|-------------------|--|
| ___ 1. leadership | a. the important parts, qualities, or abilities that something has |
| ___ 2. features   | b. to appear more impressive than others                           |
| ___ 3. purpose    | c. the ability or power to lead people or an organization          |
| ___ 4. stand out  | d. a goal or reason  |
- 

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## CRITICAL THINKING

1. **Reflecting.** Which leaders that you know about have the characteristics described by Sinek?

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2. **Applying.** The passage illustrates how good leadership can benefit businesses. What other areas of life does this idea also apply to? Explain your answer.

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## EXPLORE MORE

Watch Simon Sinek's TED Talk "How great leaders inspire action" at TED.com. What is "The Golden Circle" model of leadership? Share your opinions of Sinek's talk with your class.

Watch  
it  
[HERE](#)





**GOOD  
WORK!**