

**1950s**

**Telegraph Operator:** People sent and received telegrams, which were messages sent using Morse Code through underground and undersea cables.



**1970s**

**Typists:** Women worked in “typist pools” where they typed letters and forms for managers in an office.



**1920s**

**Cow Milkers:** People milked every cow on the farm twice a day by hand.

## Getting Ready

**Discuss these questions with a partner.**

- 1 Why are the jobs above no longer needed? What jobs have they been replaced with?
- 2 Which jobs today do you think will no longer be needed in 20 years? Why?

**Before You Read**

Would You Start a Business?

**A Think about answers to the following questions.**

- 1 A “start-up” is a very small business that is still in the process of growing. Would you like to have a start-up? Why, or why not? If you answered “yes,” what kind of business would you like to have?
- 2 What are some advantages and disadvantages of being a business owner?
- 3 What kind of person do you have to be to start and run your own business?

**B Discuss your answers with a partner.****Reading Skill**

Making Inferences

Information in a reading passage is not always stated directly. Sometimes a reader has to infer (make guesses about) events, information, or a writer’s opinion, using information in the reading.

**A Skim the first paragraph of the passage on the next page to answer the following question. You will have to infer information from the passage. Underline the sentences in the first paragraph that helped you find the answer.****Which is considered the most common career path?**

- a go to university, then get a job afterwards
- b start a business while in university
- c start a business after university

**B Skim the rest of the passage, then read the sentences below. Circle the sentence that best describes the secret behind each person’s success.****Brian Laoruangroch**

- a Sell products from your own store or website to save money.
- b Find the simplest way to sell your products, even if you have to pay extra for the service.

**Whitney Williams**

- a Fall in love with someone who has the same interests as you.
- b Spending time on your work now will help you be successful later.

**Zac Workman**

- a Start small and let your company grow.
- b Think big and don’t listen to people who tell you “No.”

**C Now read the entire passage carefully. Then answer the questions on page 100.**

**Motivational Tip: Setting goals.** Set a goal for your own personal reading rate on the next reading passage. When we set a goal, we have something to work toward. The goal must be realistic but challenging. When you work toward and achieve your reading rate goals, you will feel a great sense of satisfaction.

# College Start-Ups

- Most college students see their time at university as the first step in their career path; afterwards, they will go out into the working world and get a job. But some students have great ideas that simply cannot wait until graduation day. With many free **resources** and technologies available to them, more and more university students are finding ways to start small businesses while they are still in school. Let's take a look at a few **enterprising** undergraduates and their companies.



## Green Mobile

- As a student at the University of Missouri, Brian Laoruangroch used to sell refurbished<sup>1</sup> cell phones on eBay as a hobby. But when Brian realized how much money he could make by buying, fixing, and reselling phones, he decided to create his own website to resell the phones. His parents loaned him money, and he received money from his local government to found a company called Green Mobile, which now has local **retail** stores and about 20 employees. Brian said balancing work and studies was challenging, but he didn't forget to pay attention in class. "I was learning important business **concepts** while I was using them in my own business," he said.

## Whitney Williams Collection

- Whitney Williams has always been creative, and she enjoys making things in her spare time. While in elementary school, she sold handmade **stationery** to people in her neighborhood, and later she expanded her offerings to include one-of-a-kind purses. When Whitney visited Italy as a student at Texas Christian University, she fell in love with the handmade jewelry she saw there. It inspired her to start her own jewelry business. Instead of partying with friends or traveling, Whitney spent most of her weekends for the next two years selling her high-quality jewelry at small shows and private sales. As a result, the Whitney Williams Collection is now produced and sold around the world. Whitney hopes to eventually **expand** her brand to include shoes, clothing, and accessories.

## Punch

- As a competitive swimmer, Zac Workman became very familiar with energy drinks. However, Zac found problems with most energy drinks. They either tasted bad, used chemicals that weren't healthy, or made the user feel tired again when its sugary energy was used up. This **spurred** Zac to do some research when he got to the University of Indiana. Using an old family recipe for fruit punch, Zac developed an energy drink with natural ingredients, and found a partner to produce it. His energy drink, called Punch, became popular on his **campus**. As his business grows, Zac says he's learning on the job. "People would think it would be difficult to balance class and a business," he said, "but I'm learning more now than I ever have in the classroom."

<sup>1</sup> Something that is **refurbished** is made clean, fresh, or like new again.

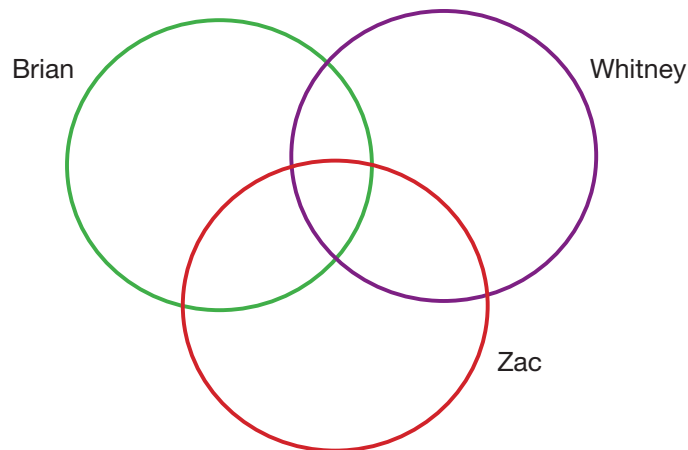
# Reading Comprehension

Check Your Understanding

## A Choose the correct answers for the following questions.

- 1 According to the article, how many employees does Green Mobile have?
  - a only one
  - b about 20
  - c over 30
- 2 Who did Whitney sell her first products to?
  - a her neighbors
  - b her classmates
  - c her teachers
- 3 Which best describes Zac's energy drink Punch?
  - a a drink made especially for swimmers
  - b an all-natural drink that helps athletes
  - c a fresh sports drink that Zac made every day

## B Complete the diagram by writing the letter in the correct area.



- a turned a hobby into a business
- b developed a product for athletes
- c used family money to start the company
- d says lessons learned in school have helped in managing a business
- e started the company while still in university
- f creates new and original products to sell
- g worked weekends and did not see friends very often when starting the company

## C Discuss the following questions with a partner.

- 1 Do you think a university student knows enough to start and manage a business? Why?
- 2 Should a business owner be more interested in making money or doing what they are passionate about? Why?



## Critical Thinking

## Vocabulary Comprehension

### Definitions

**A** Match each word with its definition. The words in blue are from the passage.

- |                    |  |
|--------------------|--|
| 1 ___ resource     | a able to make money from new, interesting ideas       |
| 2 ___ enterprising | b products used for writing letters and notes          |
| 3 ___ retail       | c money, skills, or time that is available when needed |
| 4 ___ concept      | d to get bigger  |
| 5 ___ stationery   | e the land and buildings of a university or college    |
| 6 ___ expand       | f concerning the sale of things to people in stores    |
| 7 ___ spur         | g motivate, inspire                                    |
| 8 ___ campus       | h an idea about how something is or should be done     |

**B** Complete the following sentences using words from A. You might have to change the form of the word.

- I'd like to have a(n) \_\_\_\_\_ business selling personalized notebooks, but I don't have the \_\_\_\_\_ to start one!
- The school decided to \_\_\_\_\_ the size of its \_\_\_\_\_ so that more students could attend.
- Don't be afraid to fail. Sometimes that can \_\_\_\_\_ you on to great success.
- Mr. Galison is very \_\_\_\_\_; his business \_\_\_\_\_ always seem to earn lots of money for the company.

**A** Match a word from the box with a word below to make a compound noun.

computer travel book taxi police fire office car hair

- |                    |                 |                 |
|--------------------|-----------------|-----------------|
| 1 _____ manager    | 2 _____ agent   | 3 _____ dealer  |
| 4 _____ programmer | 5 _____ dresser | 6 _____ driver  |
| 7 _____ fighter    | 8 _____ keeper  | 9 _____ officer |

**B** Which word(s) in A are one word? Which are two words? Discuss with a partner. You can use your dictionary to help you.

**C** Write the occupations from A next to the definitions below.

- | Occupation | Definition                                      |
|------------|---|
| 1 _____    | protects your city from criminals               |
| 2 _____    | helps you with a vacation                       |
| 3 _____    | drives you from one place to another            |
| 4 _____    | sells you a new automobile                      |
| 5 _____    | cuts and styles your hair                       |
| 6 _____    | creates websites or software                    |
| 7 _____    | puts out fires                                  |
| 8 _____    | runs an office                                  |
| 9 _____    | keeps a record of how much money a business has |

## Vocabulary Skill

### Compound Nouns

A compound noun joins two words to make one (for example, *hand + made = handmade*). Sometimes, two words are used to talk about one thing (for example, *retail store*). There are many compound nouns in English, and several are used to talk about jobs and careers.



**Before You Read**

A Job That Fits You

**A** Think about each of these jobs. What kind of person is the best match for each job?



nurse



engineer



athlete

**B** Discuss your answers with a partner.

**Reading Skill**

Skimming for General Ideas

When we skim while reading, we read quickly to get a general idea of the meaning of the text. Later we can go back and read more slowly to understand all of the details.

**A** Look at the title of the article on the next page. Think of three words that describe your personality and write them here.

\_\_\_\_\_

**B** Skim the different personality groups in the article and quickly decide which group sounds the most similar to your personality. **Circle** the group in the box below.

- |           |               |              |
|-----------|---------------|--------------|
| Realistic | Investigative | Artistic     |
| Social    | Enterprising  | Conventional |

**C** Read the entire article carefully. Then answer the questions on page 104.

# The Right Job for Your Personality

Choosing a career is an important life decision, yet many people settle on one based on the **opinions** of friends and family. It's very difficult to find something you really enjoy doing, but scientists have devised tests to help people come closer to finding their dream job.

5 One of the most widely-used tests is the Holland Code. Psychologist John Holland worked for more than 50 years to develop his **theories** about personality and career choice. He created a set of six personality types to help people understand what careers might be best for them. Dr. Holland believed that people work best in environments that match their personalities, and the key to finding a satisfying career is to match your **fundamental** interests with an occupation.

10 Take a look at the six personality types below and see which jobs might be right for you. Most people are a combination of two or three types.



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## Realistic

Realistic people like to work with things they can see or touch. They are **inclined to** solve problems by doing them, rather than thinking or talking about them. They generally like to work outside and are good with tools, machines, plants, and animals.

**Job matches:** carpenter, chef, nurse, pilot

## Investigative

20 People of this personality type value ideas and are strong at tasks that allow them to **investigate** facts and figure out complex problems. They are better at individual work like research and study, rather than leading groups of people or working in teams.

**Job matches:** computer programmer, historian, psychologist, surgeon

## Artistic

25 Artists are creative people. They don't work well with structure and rules, and **thrive** instead in environments that allow communication and a free flow of ideas. They enjoy tasks that allow them to express themselves and mix with people.

**Job matches:** actor, art therapist, graphic designer, writer



30



## Social

Social personalities love to work with people. They get the most satisfaction out of teaching and helping others, and are driven to serve the community as opposed to making money.

**Job matches:** coach, counselor, social worker, teacher

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## Enterprising

Many great leaders and business people have enterprising personalities. These are **persuasive** people who are good at

making decisions and leading teams. They tend to value money, power, and status, and will work toward achieving them.

**Job matches:** business owner, event manager, lawyer, salesperson

## 40 Conventional

Conventional people appreciate rules and **regulations**, and like having structure to their lives. They are logical thinkers and have a lot of self-control, making them the perfect people to work with data and details.

**Job matches:** accountant, analyst, editor, librarian

45 Nowadays, anyone can take a Holland Code personality test online to find what jobs might be right for them. Why not try it today?

## Reading Comprehension

Check Your Understanding

### A Match the personality type with the description.

- |                       |   |
|-----------------------|---|
| 1 _____ Realistic     | a likes to lead and influence other people                |
| 2 _____ Investigative | b likes to organize things and check details              |
| 3 _____ Artistic      | c likes to create new things and express their ideas      |
| 4 _____ Social        | d likes to work with their bodies and do practical things |
| 5 _____ Enterprising  | e likes to work with ideas and problems                   |
| 6 _____ Conventional  | f likes to work with and help other people                |

### B Read the following sentences. Check (✓) true (T) or false (F).

	T	F
1 A person can fit into several personality types.		
2 Realistic and Conventional people like working with objects.		
3 Most people consider their personality type before choosing a job.		
4 Both Social and Investigative types like working with other people.		
5 You need to see an expert to take a Holland Code test.		

### C Discuss the following question with a partner.

- Can you suggest another job for each personality type that isn't already in the passage? Give reasons for your choices.
- Do you think personality tests are accurate? Why, or why not?



## Critical Thinking

## Vocabulary Comprehension

Odd Word Out

### A Circle the word or phrase that does not belong in each group.

The words in **blue** are from the passage.

- |                |                |            |            |
|----------------|----------------|------------|------------|
| 1 popular      | decision       | opinion    | agreement  |
| 2 guess        | hypothesis     | politics   | theory     |
| 3 fundamental  | essential      | central    | mistaken   |
| 4 take care of | inclined to    | support    | encourage  |
| 5 investigate  | find out about | study      | ignore     |
| 6 succeed      | prosper        | thrive     | reduce     |
| 7 romantic     | forceful       | strong     | persuasive |
| 8 order        | error          | regulation | law        |

### B Answer the following questions, then discuss your answers with a partner. The words in **blue** are from the passage.

- What are some jobs in which people **investigate** things? Would you enjoy doing these jobs?
- What is the best way to **persuade** someone to do something?
- Do you consider yourself an **opinionated** person? How so?
- Do you think **regulations** are important in a job? Why, or why not?



- A** Look at some of the adjectives that describe people's personalities. Note the different adjective endings.

introverted    adventurous    responsible    creative  
patient    energetic    hard-working

- B** Complete the online job ads below with the appropriate adjective endings. Use your dictionary to help you.

**JOBS AVAILABLE**

Looking for a **(1)** self-motivat\_\_\_\_\_ and **(2)** effect\_\_\_\_\_ teacher to join the staff at our elementary school. You must have a teaching certificate and at least five years' experience to apply. Must also be **(3)** interest\_\_\_\_\_ in working with children ages 6–9.

[Read more >>](#)

Want to make \$5,000 a month working in shorts and a T-shirt? Water World, the swimming pool specialist, has an immediate opening for an **(4)** adventur\_\_\_\_\_ and **(5)** assert\_\_\_\_\_ salesperson in the Boston area.

[Read more >>](#)

We have an immediate job opening for an **(6)** experienc\_\_\_\_\_, **(7)** flex\_\_\_\_\_ secretary in our very busy downtown office.

[Read more >>](#)

ScorePro, a software company that creates fun and educational math materials for children, is looking for a **(8)** dynam\_\_\_\_\_, **(9)** enthusiast\_\_\_\_\_ computer programmer to join our company.

[Read more >>](#)

- C** Choose one of the ads above. Using adjectives, think of two or three reasons to describe why you would be good for the job. Share your answers with a partner.

## Vocabulary Skill

### Adjective Endings

Adjectives can be formed in many different ways. Knowing the most common adjective endings can help you identify adjectives, and differentiate them from other word forms.

**Motivational Tip: Reflect on your goals.** Think back to the goal that you set for yourself at the beginning of this unit. Did you achieve your goal? Why, or why not? If you achieved your goal, find a way to celebrate! If you did not achieve your goal, determine what you need to do in the next unit to reach it and then celebrate.

## Real Life Skill

### Searching for a Job Online

Jobs listed on many websites are often organized by category; teaching jobs, for example, will often be listed within the category *Education*. Understanding job categories and recognizing key vocabulary in English can help you to begin a directed and successful online job search.

**A** Look at the career categories on the left. What kind of jobs might you find in each? Match the jobs with the categories.

- |   |                                |   |                      |
|---|--------------------------------|---|----------------------|
| 1 | ___ Administrative             | a | lawyer               |
| 2 | ___ Education                  | b | clothing salesperson |
| 3 | ___ Finance                    | c | nurse                |
| 4 | ___ Food, Travel, Hospitality  | d | bank officer         |
| 5 | ___ Health Care                | e | English teacher      |
| 6 | ___ Computer                   | f | secretary            |
| 7 | ___ Legal                      | g | web designer         |
| 8 | ___ Retail Sales and Marketing | h | hotel manager        |

**B** How much do you want to work? Match a contract type with a definition.

- a full-time      b part-time      c contract/temporary (temp)

- 1 \_\_\_ works about 5–20 hours per week  
2 \_\_\_ works for a company for a specific period of time, e.g. 1 month  
3 \_\_\_ a regular employee of a company; works 40+ hours per week

**C** Choose a job that is interesting to you, and the type of contract you would like. Go to one of the websites below and find a job that matches these requirements. Complete the information below.

[www.careerbuilder.com](http://www.careerbuilder.com)      [www.monster.com](http://www.monster.com)      [www.workhound.co.uk](http://www.workhound.co.uk)

Website: \_\_\_\_\_

Job Description (title, location, pay, working hours):

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## What do you think?

Discuss the following questions with a partner.

- 1 Describe your ideal job.
- 2 Is it easy or difficult to find a job in your country? Why?
- 3 What advice have you heard for getting a job? Do you think these ideas are useful?