**Lesson:** *How to Start a Movement*

Text From: <https://www.youtube.com/watch?v=V74AxCqOTvg>

**Warm Up: Small Talk** (5 mins)

* What does it take to be an “influencer” in today’s social media?
* When did you first know about this movement?
* How do you think influencers get to have so many “followers”?

**1. Listening Comprehension** (10 mins)

**Directions:** Watch the lesson video (<https://www.youtube.com/watch?v=V74AxCqOTvg>) and answer the questions below:

**1.1.** **General Comprehension**

**Question:** What’s the main idea discussed by the speaker?

**1.2. Specific Comprehension**

* According to Derek Sivers, what’s the relationship between the leader of a movement and the first follower?
* Why is so important to show not only the leader, but also the followers in a movement?
* In his opinion, who has the crucial role in the start of a movement? The leader itself or the first follower(s)?
* What kind of courage should we then have to start a movement?

**2. Video Transcript: Meaning in Context** (10 mins)

**Directions:** *Under your teacher’s supervision, read the lesson transcript out loud for pronunciation purposes. As you read, say in your own words what you think the speaker meant by the underlined phrases. Ask your teacher about the meaning of words or phrases you might not be familiar with.*

*Ladies and gentlemen, at TED we talk a lot about leadership and how to make a movement. So, let's watch a movement happen, start to finish, in under three minutes and dissect some lessons from it.*

*First, of course you know, a leader needs the guts to stand out and be ridiculed. What he's doing is so easy to follow. Here's his first follower with a crucial role; he's going to show everyone else how to follow.*

*Now, notice that the leader embraces him as an equal. Now it's not about the leader anymore; it's about them, plural. Now, there he is calling to his friends. Now, if you notice that the first follower is actually an underestimated form of leadership in itself. It takes guts to stand out like that. The first follower is what transforms a lone nut into a leader.*

*And here comes a second follower. Now it's not a lone nut, it's not two nuts --three is a crowd, and a crowd is news. So, a movement must be public. It's important to show not just the leader, but the followers, because you find that new followers emulate the followers, not the leader.*

*Now, here come two more people, and immediately after, three more people. Now we've got momentum. This is the tipping point. Now we've got a movement.*

*So, notice that, as more people join in, it's less risky. So those that were sitting on the fence before now have no reason not to. They won't stand out, they won't be ridiculed, but they will be part of the in-crowd if they hurry.*

*So, over the next minute, you'll see all of those that prefer to stick with the crowd because eventually they would be ridiculed for not joining in. And that's how you make a movement.*

*But let's recap some lessons from this. So first, if you are the type, like the shirtless dancing guy that is standing alone, remember the importance of nurturing your first few followers as equals so it's clearly about the movement, not you.*

*Okay, but we might have missed the real lesson here.*

*The biggest lesson, if you noticed -- did you catch it? -- is that leadership is over-glorified. Yes, it was the shirtless guy who was first, and he'll get all the credit, but it was really the first follower that transformed the lone nut into a leader. So, as we're told that we should all be leaders, that would be really ineffective.*

*If you really care about starting a movement, have the courage to follow and show others how to follow. And when you find a lone nut doing something great, have the guts to be the first one to stand up and join in. And what a perfect place to do that, at TED.*

**3. Vocabulary Building** (20 mins)

**3.1.** **Synonyms: Say it another way!** (10 min)

a) So, let's watch a movement happen, start to finish, in under three minutes.

b) First, of course you know, a leader needs the guts to stand out.

c) Here's his first follower with a crucial role.

d) Now, notice that the leader embraces him as an equal.

e) The first follower is what transforms a lone nut into a leader.

f) Now, here come two more people, and immediately after, three more people.

g) Now we've got momentum. This is the tipping point.

h) You'll see all of those that prefer to stick with the crowd.

i) But let's recap some lessons from this.

j) Remember the importance of nurturing your first few followers as equals.

k) Leadership is over-glorified.

l) He'll get all the credit, but it was really the first follower that transformed the lone nut into a leader.

m) As we're told that we should all be leaders, that would be really ineffective.

n) Have the courage to follow and show others how to follow.

**3.2. Word Families (10 min)**

**Directions:** Complete the following sentences with the right word from the word family. In each case, explained the reason for your choice. The first example has been done for you.

a) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is sometimes overrated nowadays.

A. Leaders

B. Lead

C. Leadership (X) [Explanation: The Subject must be a singular noun.]

b) It is the first follower who truly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ others.

A. influences

B. influencers

C. influencing

c) A leader should not be afraid of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A. ridiculed

B. ridiculous

C. ridicule

d) The leader should consider the first follower as an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 A. equality

 B. equal

 C. equalizer

e) The first followers transform the movement into a \_\_\_\_\_\_\_\_\_\_\_\_\_.

 A. crowded

 B. crowd

 C. crowds

f) The first follower is actually an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ form of leadership as well.

A. underestimated

B. underestimating

C. underestimate

g) A movement always needs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

 A. public

 B. publicity

 C. publicly

h) The new followers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ other to join.

 A. motivate

 B. motivation

 C. motivating

i) As more people join, it becomes less \_\_\_\_\_\_\_\_\_\_\_\_\_ to be part of a movement.

 A. risk

 B. risked

 C. risky

j) Eventually, those who do not \_\_\_\_\_\_\_\_\_\_\_\_\_\_ the crowd will be ridiculed.

 A. joint

 B. join

 C. joined

6. **Speaking (15 mins): Man Vs. Society** (15 min)

**Directions:** Answer the following questions through a brief oral presentation. Feel free to add further information.

* Are you part of a movement or follow any “influencers”? If so, which group do you belong to?
* Who inspired you to join such a movement? The leader itself or any of the followers?
* Have you ever thought of leaving the movement? If so, why have you stayed?
* Why do you think people tend to follow other peoples’ behavior? What could be the psychological explanation of it?
* What happens to those people who choose not to join and stay out of a broad movement? In your opinion, are they considered old-fashioned, brave or smart?
* On the whole, do you agree with Derek Siver’s idea of the formation of a movement?