

Creased up



Tickled pink



Gobsmacked

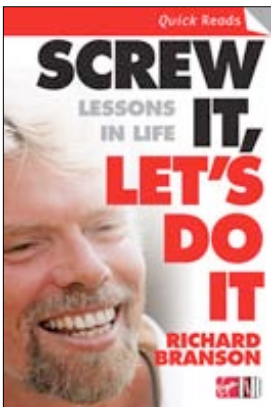


Swept away



Quick Reads

Get hooked on books.



Screw It, Let's Do It Richard Branson



Contents

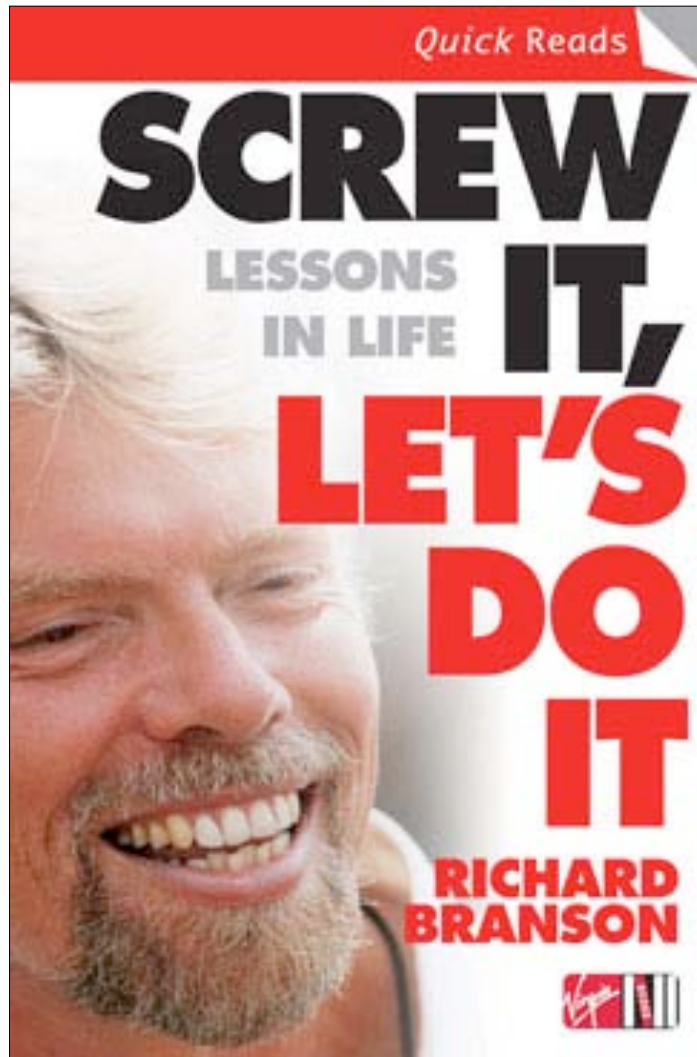
	Briefly about the book	3
	Information about Richard Branson	4
Activity 1	Anticipating approaches	5
Activity 2	Why he did it	7
Activity 3	Drawing on experience	8
Handout 1	Activity 1: Anticipating approaches	9
	Further development	10
	More reading	11
	Adult Core Curriculum References	12

Acknowledgement

The learning materials to accompany the Quick Reads publications have been produced as part of The Vital Link's Reading for Pleasure campaign, funded by the Department for Education and Skills and in co-operation with World Book Day. Our thanks go to the writing and editorial team of Nancy Gidley, Kay Jackaman and Moreen Mowforth.

**The
Vital
Link**

www.vitallink.org.uk



Blurb

Believe it can be done; try and try again until you achieve your goal of a successful life. Learn the secrets from Richard Branson.

Synopsis

Global entrepreneur Sir Richard Branson has built a business empire and made billions, and is renowned for his approachability and ability to challenge and succeed against the odds. *Screw It, Let's Do It* reveals the lessons that have helped him through his business and personal life, like believing it can be done and that, if others disagree with you, try and try again until you achieve your goal; or that you must love what you do. These and other lessons, with examples of how he learned them and how he's used them, will inspire you to make a difference in your everyday life.

Readability

10/11. Level E3

Richard Branson

Extracted and adapted from www.virgin.com

Richard Branson was born in 1950 and educated at Stowe School. It was here that he began to set up *Student* magazine when he was just 16. By 17 he'd also set up a Student Advisory Centre, which was a charity to help young people.

In 1970 he founded Virgin as a mail order record retailer, and not long after he opened a record shop in Oxford Street, London. During 1972 a recording studio was built in Oxfordshire, and the first Virgin artist, Mike Oldfield, recorded 'Tubular Bells', which was released in 1973.

Virgin Atlantic Airways, formed in 1984, is now the second largest British long haul international airline service. The airline has won many major awards, including Airline of the Year Award several times.

During 1997 Virgin took over Britain's two most run-down rail franchises, CrossCountry and the West Coast Main Line to form Virgin Trains.

In addition to his own business activities, Richard is a trustee of several charities including the Virgin Healthcare Foundation, a leading healthcare charity that was responsible for the launch of a health education campaign relating to AIDS in 1987.

Richard has been involved in a number of world record-breaking attempts since 1985. In 1986 his boat, 'Virgin Atlantic Challenger II' crossed the Atlantic Ocean in the fastest ever recorded time. This was followed a year later by the epic hot-air balloon crossing of the same ocean in 'Virgin Atlantic Flyer'. This was not only the first hot-air balloon to cross the Atlantic, but was the largest ever flown. In January 1991 Richard crossed the Pacific Ocean from Japan to Arctic Canada, breaking all existing records. Between 1995 and 1998 Richard Branson, Per Lindstrand and Steve Fossett made a number of attempts to circumnavigate the globe by balloon. In late 1998 they made a record-breaking flight from Morocco to Hawaii but their dream of a global flight was shattered by bad weather, and then a Swiss team successfully circumnavigated the globe in early 1999.

In December 1999, Richard Branson was awarded a knighthood in the Queen's Millennium New Year's Honours List for 'services to entrepreneurship'.


Activity 1

Anticipating approaches

Purpose	<ul style="list-style-type: none"> → To help readers explore content and approach in book selection. → To demonstrate the often multilayer nature of texts for readers.
Resources	<p>Handout 1: Copies of the Introduction to <i>Screw It, Let's Do It</i> Flipchart Pens, paper</p>
Activity	<p>The title of the book reflects Richard Branson's attitude to new ideas and challenges, not just in a business context. It grabs readers' attention because it is colloquial, energetic and personal.</p> <p>Its subtitle is <i>Lessons in Life</i>. Would readers anticipate it to be a self-help book, or an autobiography? Ask for up to five ideas on the essential characteristics of each, e.g. self-help books have practical steps, suggest sources of support, anticipate barriers to change. Autobiographies record events in one person's life, depicts relationship of events to personal development, focus on personal challenges. Write the two lists on the flipchart. What should emerge is that one is practical and objective and the other more personal and subjective.</p> <p>Read through the introduction to the book. Ask readers for their immediate response – what grabs them? Words or phrases will do; note them on the flipchart.</p> <p>Looking back at the list of features of self-help book and autobiography, where are the matches from what readers have identified in the introduction? Would readers now change their expectations of this book as likely to be one or the other?</p> <p>Suggest that they refer to the lists as they continue to read the book, and make a note of any evidence to support or contradict their expectations.</p>

continued →

Reflection	Ask readers to identify the elements of the introduction that make them feel the book will be of relevance to them. Do readers need to share experiences with the author or have empathy with him to be curious about the book? Would they read it differently as a self-help book or as an autobiography?
Development	<p>Richard Branson is a very successful entrepreneur. An entrepreneur is defined by economists as someone who organises, manages, and assumes the risks of a business or enterprise.</p> <p>Ask the group what they understand by the word 'entrepreneur' – where did it come from? (From the French word <i>entreprendre</i>, which means 'to undertake'.) What does an entrepreneur do? Readers may wish to look up a definition in a dictionary and then word storm characteristics of an entrepreneur on to a flipchart, e.g. likes taking risks; enjoys excitement and thrills; impulsive; ambitious; hardworking; brave; energetic; creative problem solver. Can readers identify these elements in Richard Branson's introduction, and if so where?</p>

Activity 2

Why he did it

Purpose	→ To explore how Richard Branson's background and upbringing influenced his approach to life and business.
Resources	Copies of <i>Screw It, Let's Do It</i> Copies of information about the author from this folder Internet access to http://www.virgin.com/aboutus/autobiography/ Flipchart Pens and paper
Activity	<p>Richard Branson emphasises the influence he feels his family background has had on his approach to life. These references run strongly throughout the text.</p> <p>Ask readers in pairs or small groups to read through allocated sections of the text, noting down information on family members he mentions, as well as what he feels he learned from them. Additional information can be obtained from the website above, containing the first chapter of Richard Branson's autobiography.</p> <p>As a group, share these findings and record them into a spidergram on the flipchart, along with the impression readers have formed of the characters mentioned. Who do they feel has, or had, the strongest influence, and why?</p>
Reflection	Richard Branson's success is the result of creativity and imagination as much as hard work. He talks about the lessons he has learned; were these derived from formal or informal educational experiences? From subject teachers or from models closer to home?
Development	There are major female influences in Richard Branson's success. Readers may like to identify and research a successful female businesswoman and see if they can relate her success to Richard Branson's ideas, e.g. Anita Roddick, Stella McCartney, Sahar Hashemi and Nicola Horlick.

Activity 3

Drawing on experience

Purpose	<ul style="list-style-type: none"> → To relate the subheadings to supporting incidents in the text. → To examine the possible application of the lessons drawn from business life in personal life.
Resources	Copies of <i>Screw It, Let's Do It</i> Flipchart, Paper and pens
Activity	<p>Each section of the book has a heading indicating a lesson Richard Branson has drawn from in his life. There are also subheadings to each of these.</p> <p>Ask readers to work in pairs or small groups and to select one or two of the sections, so that as many as possible are covered. Suggest readers take each of the subheadings in that section and briefly summarise in notes the incidents they think are the source of the subheading. Ask them to decide whether they think each subheading is an accurate reflection of what is conveyed in the text, or whether they could think of other lessons that could also be drawn from the incidents described. If they can, ask readers to give them a subheading too.</p> <p>Feed findings back to the rest of the group, sharing any new subheadings suggested. Note new ones on the flipchart.</p>
Reflection	Richard Branson draws very heavily on his business experience in giving examples of his precepts. Do readers think all of these could be applied in their personal life? Which three would they select as most important if they were to recommend them to their friends and family? Ask readers to note these down, with supporting evidence from their personal experiences. These could be shared within a group if appropriate.
Development	Readers might like to compare the structure of this book with the Quick Reads book by John Bird <i>How To Change Your Life in Seven Steps</i> . Both use personal anecdote and headings to summarise points. What are the similarities and differences in approach between them?

Handout 1

Activity 1: Anticipating approaches

Introduction to *SCREW IT, LET'S DO IT*

The press call me and my partners at Virgin 'Mavericks in Paradise'. There's no doubt that we tend to do things in a less stuffy way than most businesses – and I have ended up with two tropical islands to have fun on – so it must be true. And for me it works. I work hard and I play hard.

Though I have never followed the rules at every step, I have learned many lessons along the way. My lessons in life started at home when I was young. They carried on at school and in business from as early as my teens when I ran Student magazine. I am still learning and hope I never stop. These lessons have held me in good stead throughout my life. I have written them down and I hope that you will find something in these pages that might inspire you.

I believe in goals. It's never a bad thing to have a dream, but I'm practical about it. I don't sit daydreaming about things that are impossible. I set goals and then work out how to achieve them. Anything I want to do in life I want to do well and not half-heartedly. At school, I found reading and writing hard. Back then, dyslexia wasn't understood and my teachers just thought I was lazy. So I taught myself to learn things by heart. Now I have a very good memory and it has become one of my best tools in business.

When I was starting out in life, things were more certain than they are these days. You had a career lined up, often the same one your father followed. Most mothers stayed at home. Today nothing is sure, and life is one long struggle. People have to make choices if they are to get anywhere. The best lesson I learned was to just do it. It doesn't matter what it is, or how hard and daunting it might seem, as the ancient Greek, Plato, said, 'The beginning is the most important part of any work.'

A journey of a thousand miles starts with that first step. If you look ahead to the end, and all the weary miles between, with all the dangers you might face, you might never take that first step. And whatever it is you want to achieve in life, if you don't make the effort, you won't reach your goal. So take that first step. There will be many challenges. You might get knocked back – but in the end, you will make it. Good luck!

Further development

Other possible activities

Send in a book review to the First Choice website www.firstchoicebooks.org.uk

Ask the group to become 'entrepreneurs' and decide on a venture to be approached in the way Richard Branson recommends, e.g. linked to enjoyment or interests; thinking outside the box. The group could plan marketing activities (publicity, special offers, events); structure, layout or design of the product, etc, with money no object.

Readers could use the Internet or other sources to research the Virgin group and produce a short guide to the interests and current development activities of some of its companies.

More reading

March title	Author	ISBN
The Thief	Ruth Rendell	0091796865
Woman Walks into a Bar	Rowan Coleman	0099492288
Blackwater	Conn Iggulden	0091907039
Star Sullivan	Maeve Binchy	0752879545
Hell Island	Matthew Reilly	0330442325
The Book Boy	Joanna Trollope	0747582114
Don't make me Laugh	Patrick Augustus	1902934466
Someone Like Me	Tom Holt	1841494461
Screw It, Let's Do It	Richard Branson	0753510995
How to change your life in 7 steps	John Bird	0091907039
Chickenfeed	Minette Walters	0330440314
The Team	Mick Dennis with the Premier League	0552153729

May title	Author	ISBN
Danny Wallace and the Centre of the Universe	Danny Wallace	0091908949
Desert Claw	Damien Lewis	0099493535
Cleanskin	Val McDermid	0007216726
Name You Once Gave Me	Mike Phillips	0007216718
Grey Man	Andy McNab	0552154334
I Am a Dalek	Gareth Roberts/Dr Who	0563486481
Poison in the Blood	Tom Holland	0349119643
I Love Football	Hunter Davies	0755314700
Winner Takes All	John Francome	0755329481
The Dying Wish	Courtia Newland	0349119635
Secrets	Lynne Barrett-Lee	1905170300
The Corpse's Tale	Katherine John	1905170319

See www.quickreads.org.uk for information on these and future Quick Reads

See First Choice library booklist at www.firstchoicebooks.org.uk for mainstream books selected against criteria for their suitability for emergent readers

Audio version of the Quick Reads are available from W F Howes Ltd as part of their Clipper Emergent Reader programmes (www.wfhowes.co.uk/ceip/)

Other publications for emergent readers include those from Sandstone Press (www.sandstonepress.com) and New Island's Open Door series (www.newisland.ie)

Adult Core Curriculum References

Activity 1

What's in a name?

SLlr/E3.3 -.5
SLlr/L1.1 and .3 -.5

SLc/E3.1 and .3
SLc/L1.1 and .3
SLdE3.1-.3
SLd/L1.1-.3
Rt/E3.1, .2, .4, .8
Rt/L1.1, .2, .5

Activity 2

Why he did it

SLlr/E3.4, .5
SLlr/L1.3-.5
SLc/E3.1, .3
SLc/L1.1, .3, .4
SLd/E3.1-.3
SLd/L1.1-.3
Rt/E3.1, .2, .4, .7, .8
Rt/L1.1, .2, .3, .5

Activity 3

Drawing on experience

Rt/E3.1, .2, .4, .5, .7, .8
Rt/L1.1-.5