

**The 7 Steps -**  
**June**



**1. CONTEXT**

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.



Arc'teryx

**2. QUESTIONS**

Read the listening questions to check your understanding. Look up any new vocabulary.

**Listening Questions 1**

1. Where is Arc'teryx based and when was it founded?  
\_\_\_\_\_.
2. Name three products the company makes.  
\_\_\_\_\_.
3. What kind of animal is the Arc'teryx logo based on?  
\_\_\_\_\_.
4. What was the company's original name?  
\_\_\_\_\_.
5. What does LEAF stand for?  
\_\_\_\_\_.

**3. LISTEN**

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

**Listening Questions 2**

1. What company is Arc'teryx a part of?  
\_\_\_\_\_.
2. Name two other brands that are part of this company.  
\_\_\_\_\_.
3. Name three athletes that are mentioned.  
\_\_\_\_\_.
4. What percentage of their employees are women?  
\_\_\_\_\_.
5. How many brand stores does Arc'teryx have globally?  
\_\_\_\_\_.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

**Discussion Questions**

1. Are you interested in outdoor equipment and clothing?
2. How often do you think about where the products you buy have come from and who was involved in the process?

#### 4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

#### 5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

#### 6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

#### 7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

#### TRANSCRIPT 1

Arc'teryx **describe** themselves as a company that makes high-performance outdoor and equipment. Some of the products the North Vancouver, Canada based company sells includes backpacks, jackets, shoes, hats, and climbing gear. North Vancouver is a short drive or ferry ride across the water from downtown Vancouver.

Arc'teryx explain that the unique looking logo that **appears** on their products is based on Archaeopteryx Lithographica. The Archaeopteryx was a dinosaur with wings and feathers, and the words 'archaeo' (ancient) and 'pteryx' (wing) both originally come from Greek.

When the company was founded in 1989 their original name was Rock Solid and they made climbing harnesses. More recently, they explain that their product lines include more than 500 items in 2018. In 2016 Arc'teryx opened a factory near downtown Vancouver and 10% of all their items are produced there, including their LEAF products. LEAF stands for Law Enforcement Armed Forces. As of 2018, they also make their products in over 20 factories around the globe including Vietnam, Bangladesh, and El Salvador.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Describe	Located in
Appear	Buy
Associate with	More than
Based in	Explain
Purchase	Connect to
In excess of	Feature

#### TRANSCRIPT 2

Arc'teryx is part of Amer Sports which is **based in** Helsinki, Finland. Amer Sports was founded in 1950 and includes many famous brands in addition to Arc'teryx such as Wilson, Salomon, Louisville Slugger, and Atomic. A few of the products **associated with** these brands include: baseball gloves, basketballs, footballs, and tennis rackets (Wilson); baseball bats (Louisville Slugger); and skis, ski boots, and ski poles (Atomic).

One of the biggest names in baseball history to have swung a Louisville Slugger bat was Babe Ruth and some tennis legends who have used a Wilson racket are Roger Federer, Serena Williams, and Chris Evert. In 2019, it was reported that a group of investors led by China's Anta Sports **purchased** Amer Sports for \$5.15 billion.

According to Arc'teryx, they employ more than one thousand people around the world – 60% of whom they say are women – and have over 30 'brand stores' in North America, Asia, and the UK, and **in excess of** 3,000 retail points in 40 countries. In November 2018 Amer Sports announced that Arc'teryx had opened a new brand store in Fukuoka.