

The 7 Steps -
September



1. CONTEXT



Tiger Woods

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

2. QUESTIONS

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

Listening Questions 1

1. How old was Tiger Woods when he started playing golf?
_____.
2. What was his best score as a 3-year-old?
_____.
3. When did he become professional and how old was he at the time?
_____.
4. What were the terms of his first contract with Nike?
_____.
5. What was a major reason for him being so marketable?
_____.

3. LISTEN

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

Listening Questions 2

1. What did Tiger Woods achieve when he was 24?
_____.
2. Who is the only person to win more majors than Tiger Woods as of 2019?
_____.
3. What happened to Tiger Woods in late 2009?
_____.
4. What was the business impact of this occurrence?
_____.
5. What did he achieve in 2019?
_____.

| Listening 1 | | | | |
|-------------|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| | | | | |
| % | % | % | % | % |

| Listening 2 | | | | |
|-------------|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| | | | | |
| % | % | % | % | % |

Discussion Questions

1. Who do you think are some of the most marketable sports stars in Japan and abroad? Why are they so marketable?
2. How do you feel about sports stars receiving huge endorsement deals from companies?

TRANSCRIPT 1

4. CHECK ANSWERS



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

You may not know the name Eldrick Woods, but you probably know him by his nickname, Tiger. Tiger Woods is **arguably** the most famous golfer in the world for both his professional success and his personal problems. He was born and raised in the Orange County area of California in the United States. His father, Earl, started teaching him how to play golf when he was only one-year-old. When he was 2, he **appeared** on a TV talk show and showed the host how he could drive a ball and putt. At the age of 3, he managed to shoot 48 for nine holes.

As a teenager, he won numerous tournaments and awards for being the best amateur player of the year. In 1994, he enrolled at Stanford University and won several tournaments in his 2-year college career. He turned pro at the age of 20 in August of 1996 and at his press conference to announce his decision, he famously said "Hello world." Nike built an entire advertising campaign around that quote after signing Woods to a 5-year, \$40 million contract.

He also signed endorsement deals with other companies such as General Motors, Titleist, and American Express. He was **guaranteed** tens of millions of dollars before he even played his first tournament as a professional. One of the reasons he was so **marketable** was his ethnicity. Woods is a mixture of Thai, Chinese, Dutch, African-American, and Native American, which made him stand out from the mostly Caucasian players on the PGA tour.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Arguably

Go on (a TV show)

Appear

Sellable

Guarantee

Concession

Marketable

Defensibly

Admission

Overcome

Rebound

Ensure

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 2

As a professional, Tiger Woods has gone on to have one of the most successful careers of all-time. In professional golf, there are 4 major championships: the Masters, the US Open, the Open Championship, and the PGA Championship. As of July 2015, only 6 players had ever achieved the career Grand Slam, which means winning each of the major championships at least once. Tiger Woods was the youngest to achieve it, which he did when he was only 24 years old. Only Jack Nicklaus has won more major titles than Tiger Woods as of 2019. Also as of August 2019, Woods had won 81 USPGA Tour events, which is the second-best all-time to Sam Snead, who won 82.

In November 2009, a tabloid accused him of having an affair with a nightclub manager. Two days after that, Woods had a car accident in the middle of the night. In the weeks after that, more than a dozen women claimed to have also had affairs with Woods. In December, he admitted cheating on his wife. Following his **admission**, Accenture, AT&T, Gatorade, and GM all cancelled their sponsorship deals with him. Woods and his wife, Elin, got divorced in August 2010.

In 2010 and 2011, he did not win a single tournament. He **rebounded** in 2012 and 2013, winning 8 tournaments, but none of them were majors. He broke his major drought by winning the prestigious Masters tournament in 2019.