

# The 7 Steps - September



## 1. CONTEXT

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



Microsoft

## 2. QUESTIONS

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

### Listening Questions 1

- When and where did Microsoft start?  
\_\_\_\_\_.
- What operating system did it release in 1981?  
\_\_\_\_\_.
- What did the early versions of Windows add to Microsoft's previous OS?  
\_\_\_\_\_.
- What happened in the last two decades?  
\_\_\_\_\_.
- How many employees became millionaires after the IPO?  
\_\_\_\_\_.

### Listening Questions 2

- How many years did the Windows Phone stay in the market?  
\_\_\_\_\_.
- Which of Microsoft's divisions had 13% increased revenue in 2018?  
\_\_\_\_\_.
- What is Microsoft's cloud service named and what was its revenue growth in 2018?  
\_\_\_\_\_.
- What is included in the gaming segment of Microsoft's business?  
\_\_\_\_\_.
- In FY2018, what was the company's operating profit?  
\_\_\_\_\_.

## 3. LISTEN

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

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

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

### Discussion Questions

- What kind of operating systems have you used? Which do you prefer and why?
- What are your predictions for technology in the future? How will society change as a result?

#### 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

Microsoft is certainly one of the most famous software companies in the world now, but it was founded in 1975 by two friends, Bill Gates and Paul Allen, in Albuquerque, New Mexico, USA. In 1979, the company moved to the Seattle area, where it has remained ever since.

The company grew as the personal computer market developed throughout the 80s and 90s. In 1981, Microsoft introduced its MS-DOS operating system on the IBM PC. The success of IBM PCs led to MSDOS becoming the **dominant** operating system of the 80s. It was a command-line based OS, which meant that users had to remember specific commands in order to use it.

The evolution of MS-DOS was the early versions of Windows, which added a graphical user **interface** on top of MS-DOS. Windows went on to become the dominant PC operating system of the last two decades.

Microsoft had its IPO in 1986 and the **subsequent** increase in stock price created an estimated 12,000 millionaires among Microsoft employees.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Dominant	Link
Interface	Resulting
Subsequent	Commanding
Diversify	Earnings
Revenue	Section
Segment	Vary

#### TRANSCRIPT 2

Over the years, Microsoft has **diversified** its business well beyond operating systems. Windows released its first smartphone in 2010, but unfortunately the Windows phone was discontinued in 2015. However, the company has had a lot of success in other areas.

In the company's Productivity and Business Processes division, which includes Office 365 and LinkedIn, **revenue** increased 13 percent in 2018 to \$9.7 billion. Since Satya Nadella took over as CEO, the company direction has been moving towards cloud computing called Azure and devices like the Microsoft Surface. In 2018, thanks to 89 percent annual revenue growth from Azure, the company's Intelligent Cloud revenue was up 23 percent to \$9.6 billion. In the same year the gaming **segment**, which includes Xbox hardware, Xbox Live subscriptions, and games made by Microsoft as well as others, recorded \$10 billion making 2018 its most successful year yet.

In FY2018, the company reported nearly \$110 billion in revenue and just over \$30.3 billion in operating profit. The new focus on devices and services has shown to be successful so far.