

The 7 Steps -
February



Zoom

1. CONTEXT

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

- When was Zoom founded and where did the founder work previously?
_____.
- Why did the company change its name to Zoom?
_____.
- What needs arose from the COVID-19 pandemic?
_____.
- What was the increase in daily Zoom participants from December 2019 to December 2020?
_____.
- What decision did Zoom make that led to further growth?
_____.

Listening Questions 2

- What is one factor that contributes to Zoom's business success?
_____.
- What are two kinds of webinars offered by Zoom?
_____.
- What activities does the annual Zoom conference include?
_____.
- What is one example of a theme used at Zoomtopia?
_____.
- Who is the unofficial mascot of the Zoom conference and what is it?
_____.

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 are your experiences using videoconferencing tools? Have these had a positive impact on your life?
- What companies have provided you with great customer support for their products in the past? How has this impacted you?

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

Perhaps no company has seen its profile rise higher and faster during the Covid-19 pandemic than the video conference application company Zoom. Started in 2011 by a former WebEx executive Eric Yuan, the company was originally named Saasbee Inc. The name was changed to Zoom in 2012 based on the children’s book Zoom City. One of the early supporters of Zoom, Jim Scheiman, had read the book to his children and had been saving the name for a company that he felt matched the values of creativity, exploration, happiness and trust.

Since its founding, Zoom continued to grow at a steady pace until the Covid-19 pandemic threw the company into overdrive in 2020. The beginning of the pandemic created a huge need for distance learning, remote work, and socializing online. Zoom had more new users in the first two months of 2020 than it did in all of 2019. The number of daily meeting participants rose from around 10 million a day in December 2019 to 350 million a day in December 2020.

Some of this **explosive** growth came from Zoom making their service free for schools in certain countries to assist educators in the transition to online classes.

Engagement	Explosive	Attribute	Respectively	Fictional
Fill-in the blanks with the appropriate word / phrase above:				
1. The researchers are concerned about the _____ increase in invasive species.				
2. She _____ her interest in space to her father.				
3. My company is focusing on developing stronger _____ with our customers due to a recent drop in sales.				
4. The man was on trial for making _____ claims about how he obtained the money.				
5. My son and daughter are working in medicine and law, _____.				

TRANSCRIPT 2

Besides the pandemic, another factor that has been **attributed** to Zoom’s breakout success is its commitment to educating and empowering its user base through a variety of means. One of the key ways that it achieves this is through Zoom webinars. These free online classes are designed to help Zoom users learn a wide range of skills to help them better utilize Zoom. This can range from the basics of the tool to more advanced topics. Some areas covered by Zoom webinars include Zoom Basics, Zoom Phone 101, Zoom for the Conference Room, and many more focused on executives and educators.

In addition to webinars, another way that Zoom boosts user **engagement** and empowerment is the annual Zoom conference, Zoomtopia. Designed to be an annual celebration of users, the conference features sessions, panels, and guest speakers for Zoom users. Each year the event has a theme with “Epic Environments” and “The Imaginarium” being the themes for 2020 and 2021 **respectively**. The events also have an unofficial mascot called “Happy the Humpback,” who is a **fictional** humpback whale. This mascot has been part of the Zoomtopia experience since 2018 and is often connected to the theme of that year’s conference in some way.