

Term 3 – WEEK 2 Contents– Intensive 1 Class (IC1)

Today's Agenda

- 1. CHECK: Preparing your mind for 2016 Paper
- 2. DISCUSS: “Rule of 3” Article
- 3. LEARN: Using “Rule of 3” to discuss a product.
- 4. Homework Assignment

REVIEW: Preparing your mind for 2016

*It's a new year! It's 2016! All over the world, many people set goals and targets for the new year in January. By the way, another phrase for “goal or target” at the beginning of the year is called “New Year’s Resolution.” How about you? What are your goals, targets, or resolutions for 2016? Take a few moments to think about “what you want to achieve in 2016.” Then, write down **THREE business** and **THREE personal** goals for 2016. Think carefully! Good luck!*

Key Phrases:

1. I am definitely going to (100% sure)
2. I plan to(80% + sure)
3. I am going to(80% +sure)
4. I want to....(50% + sure)
5. I hope to....(less than 50% sure)

Speaking Technique: Key Phrase + Target + Reason + Your plan

Examples: Business

Example #1: For my business goal, this year, **I’m going to** improve my EXCEL skills **mainly because** I have to make many EXCEL documents every day. **For example, I plan to** attend some seminars or read some EXCEL books. That is my business goal for 2016.

Example #2: For my business goal, this year, **I want to** decrease my overtime work **simply because** I worked more than 40 hours of overtime work last year. **For example, I plan to** arrange my time more effectively or come to the office at 7:30 am. That is my business goal for 2016.

Examples: Personal

Example #1: For my personal goal, this year, **I'm definitely going to** buy a new PC **basically because** my PC is very old and slow. For example, I plan to buy a lightweight PC or a Tablet PC. That is my personal goal for 2016.

Example #2: For my personal goal, this year, **I hope to** move to a new apartment **mainly because** my current apartment is too small. **For example, I plan to** look for a new apartment in Yokohama or Shinagawa. That is my personal goal for 2016.

For my **Business** Goals, this year,

1. First of all, I

2. Next, I

3. Finally, I

For my Personal Goals, this year

1. To begin with, I

2. In addition, I

3. Lastly, I

Ending: These are my goals for 2016.

REVIEW:

The “Rule of 3” to improve your speaking: January 2016

By [Carmine Gallo](#) Contributor



I write about success, leadership and communications.

As a communications coach, I strongly recommend using the ‘Rule of 3’ in all areas of communications: marketing, pitches, and presentations.

“3” is the most persuasive number in communications.

Since three is easier to remember than four, or seven, I suggest sticking to the Rule of 3 whenever possible. If your listener will only remember about three things from your conversation, presentation, or email, why overwhelm them with twenty-two key messages? Longer lists are complex, confusing, and convoluted.



The Rule of 3 is everywhere. The next time you are standing in the security line at a U.S airport, pay attention to the TSA instructions. The “3 simple steps to security” are: Show ID and boarding pass, take out liquids, and take off shoes and jackets. A former Air Force pilot approached me after a presentation on improving communication skills and said it reminded him of the “3 rules of surviving captivity”: **fellowship** with other prisoners, **survive**, and **return** with honor.

Steve Jobs’ love of threes.



Steve Jobs using the Rule of 3

Steve Jobs applied the Rule of 3 in nearly every presentation and product launch. In 2007 Jobs introduced the first iPhone as the “third” of Apple’s revolutionary product categories (the first two were the Macintosh and the iPod). He even said that Apple would be introducing “three” revolutionary products—a new iPod, a phone, and an Internet communications device. Jobs repeated the three products slowly until the audience finally figured out he was talking about one device capable of handling all three tasks.

In 2010 Jobs introduced the first iPad with a slide showing the new tablet as a “third device” between a smartphone and a laptop. The iPad, he told the audience, would also come in “three models”: 16, 32, and 64 GB of flash storage.

In 2011, Jobs introduced the iPad 2 as “thinner, lighter, and faster” than the original. The three adjectives so accurately described the new device, thousands of blog and newspaper headlines included those three words.

Try to apply the Rule of 3. Divide a presentation into three parts. Introduce a product with three benefits. Give me three reasons to hire you! The rule of 3 worked for famous people such as Thomas Jefferson, it worked for Jobs, and it will work for you.

CHECKED: Here are the **23** KEY vocabulary words for this article:

Week 1 – IC1 Key Vocabulary Words (Term 3) January 2016

1. convey:

2. pitch:

3. persuasive

4. overwhelm:

5. convolute:

6. former:

7. remind:

8. captivity:

9. fellowship:

10. prisoner:

11. survive:

12. honor:

13. apply:

14. nearly:

15. launch:

16. revolutionary:

17. device:

18. handle

19. figure out:

20. adjective

21. accurate:

22. describe:

23. hire:

CHECKED Homework #1:

Finishing writing your THREE Business and THREE Personal goals for the next class.

LEARN:

Week 2 – IC1 Class – Using “Rule of 3”: Describing a Product

January 2016

Today, we are going to use the “Rule of 3” to discuss a company product. Take a look at the example below and analyze how to use the “Rule of 3” with product descriptions.

Product Description using the “Rule of 3:”

- **Let me take this opportunity to tell you about** our new product, the **x-100 headphone** model.
 - This new product has three (**attractive / key / appealing**) points that I believe (**customers/you**) will like.
 - **For starters**, the weight of this product is **very light**. As a result, these headphones can be used for “**long periods of time.**”
 - **In addition**, the bass sound of this product is very deep and powerful and is “**second to none.**” Consequently, I believe many DJs and music lovers will also want to buy and use these new headphones.
 - **Finally**, the price of these headphones are “**reasonably priced**” compared to other high end headphones in the market. Hence, from my perspective, we can sell many headphones to both younger and older customers.
 - **Ending: That’s** the **x-100 headphone** model.
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Key words:

1. **Long periods of time:** means “can be used for a long time”
 2. **Second to none:** means “Number 1”
 3. **Reasonably priced:** means the price is “not expensive,” or “fair” price
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Homework:

- **Directions:**
- 1. Think of **3** products from your company.
- 2. Using the “Rule of 3,” describe **three** of your company products and their “3 key features.”
- 3. Be sure to also bring a picture of each of your products to show to your classmates next week.
- Example:
- **Product A:**
- 3 Key Features
- **Product B:**
- 3 Key Features
- **Product C:**
- 3 Key Features

- Total: **3** product descriptions and **3** pictures (A4 Size)

- Good luck!