

## Lesson plan

<b>Unit</b>	5 – Initiating Projects
<b>Lesson</b>	5.2 Creating Your Team Vision – Start with Why
<b>Recommended lang. level</b>	A2–B1 (CEFR)

<p><b>Outcomes</b></p> <p>By the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> <li>- Reflect on their team’s vision and long-term goals.</li> <li>- Identify and articulate the purpose (“why”) of their team.</li> <li>- Understand and apply the basic principles of Simon Sinek’s <i>Start With Why</i> model.</li> <li>- Collaboratively define a shared team vision and purpose.</li> <li>- Discuss motivation, commitment, and responsibility within a team.</li> </ul>
<p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• Slides: <i>5.2 Creating Your Team Vision – Start with Why</i> or Video: <i>5.2 Creating Your Team Vision – Start with Why</i></li> <li>• Video extract: <i>Simon Sinek – Start With Why (TED Talk)</i></li> <li>• Handout 1: True/False – Simon Sinek’s Start With Why (Action required: print the handout)</li> <li>• Board / flipchart or digital equivalent</li> </ul>
<p><b>Frameworks connections</b></p> <p><b><u>Cambridge Life Competencies Framework:</u></b> Communication, collaboration, critical thinking</p> <p><b><u>Cambridge Employability Skills Framework:</u></b> Collaboration and teamwork, communication, critical thinking and problem-solving</p>

**SPIRE Framework:** setup, perform, inspire,

<b>Duration</b>	75 minutes	
<b>Overview</b>  Students explore the concept of team vision and purpose by reflecting on their goals and motivations. Through guided discussion and analysis of Simon Sinek's <i>Start With Why</i> model, students define their team's shared "why" and consider how it influences motivation, decision-making, and teamwork.	<b>Stage</b>	<b>Timing</b>
	Stage 1 – Setup: Activating ideas about vision	10 minutes
	Stage 2 – Perform: Understanding team vision and purpose	10 minutes
	Stage 3 – Perform: Analysing Start With Why	15 minutes
	Stage 4 – Inspire: Defining the team's "why"	20 minutes
	Stage 5 – Review: Motivation and responsibility	10 minutes
	Stage 6 – Self reflection	10 minutes

<b>Procedure</b>			
Stage	Aim	Duration	Procedure
Setup: Activating ideas about vision	Introduce the concept of team vision and future goals	10 minutes	<ul style="list-style-type: none"> <li>- Ask students to work in their teams from Unit 5.1.</li> <li>- Display the reflection questions from slide 3.</li> <li>- Invite students to discuss what they imagine their team achieving by the end of the project.</li> <li>- Ask students how their team's work or attitude could make a difference.</li> <li>- Elicit a few ideas from the class without evaluating answers.</li> </ul>
Perform: Understanding team vision and purpose	Clarify the meaning of team vision and team purpose.	10 minutes	<ul style="list-style-type: none"> <li>- Present the definition of team vision from slide 5.</li> <li>- Ask students to paraphrase the definition in their own words.</li> <li>- Introduce the concept of team purpose as motivation and reason for existence.</li> </ul>



			<ul style="list-style-type: none"> <li>- Ask students to answer the second set of reflection questions in their teams.</li> <li>- Monitor and support discussion as needed.</li> </ul>
Perform: Analysing Start With Why	Develop understanding of Simon Sinek's Golden Circle model.	15 minutes	<ul style="list-style-type: none"> <li>- Introduce Simon Sinek and the <i>Start With Why</i> concept.</li> <li>- Show the selected video clip from the TED Talk.</li> <li>- Ask students to focus on the ideas of Why, How, and What.</li> <li>- Distribute Handout 1.</li> <li>- Ask students to complete the True/False task individually.</li> <li>- Check answers as a class and clarify misunderstandings.</li> </ul>
Inspire: Defining the team's "why"	Apply the <i>Start With Why</i> model to the students' own team.	20 minutes	<ul style="list-style-type: none"> <li>- Ask students to return to their teams.</li> <li>- Instruct teams to answer the "Start with your why" questions from the slides.</li> <li>- Encourage teams to discuss motivations, goals, skills, and emotions.</li> <li>- Ask teams to agree on a short statement that explains their team's "why".</li> <li>- Support teams in reaching shared agreement.</li> </ul>
Review: Motivation and responsibility	Encourage reflection on commitment and accountability.	10 minutes	<ul style="list-style-type: none"> <li>- Ask teams to rate their motivation on a scale from 1 to 10.</li> <li>- Invite students to explain their rating.</li> <li>- Ask students to discuss what actions they will take if a team member does not follow the team vision and purpose.</li> <li>- Lead a brief whole-class discussion to reinforce shared responsibility.</li> </ul>
Self-reflection	Encourage students to reflect on what they have achieved	10 minutes	Ask students to reflect on the questions on the last slide.



### **Additional considerations**

- Pre-teach key vocabulary related to vision, purpose, and motivation if needed.
- Pause the video to support comprehension for lower-level learners.
- Encourage respectful discussion, especially when opinions differ.
- Revisit the team “why” later in the project to reinforce continuity and motivation.