

EFL Lesson Plan –Virtual CEO and Superhero syndrome

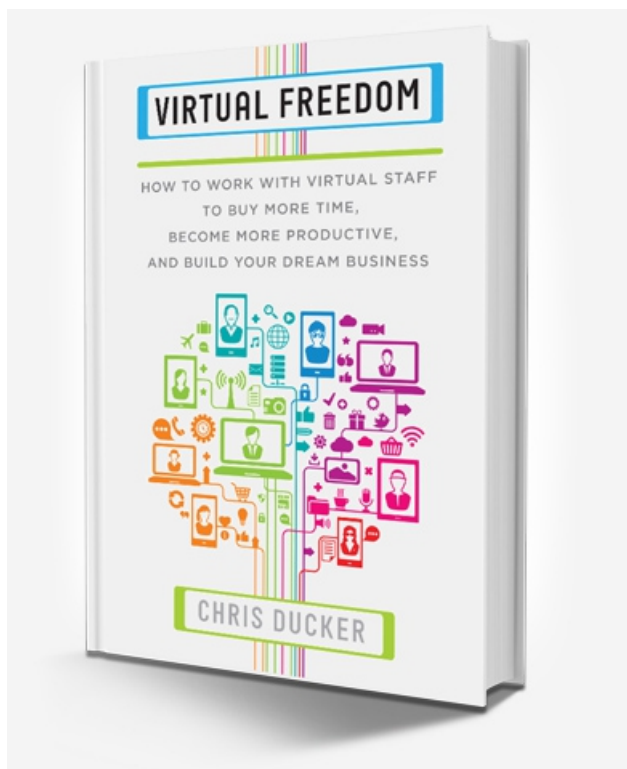
“Do what you do best! Delegate the rest” —Chris C. Ducker

Exercise 1

Read the text and answer questions 1 and 2.

1. What's a 'superhero syndrome'?
2. What's 'virtual freedom'?

It seems that every entrepreneur, at some point of his or her journey, often suffers from a “superhero syndrome”, a term introduced by Chris Ducker in his recent book 'Virtual Freedom'. The superhero syndrome is the



misconception that to be successful, you must do everything yourself. Not only are you the boss, but also the online marketer, operations manager, salesperson, copywriter, HR manager. well, you get the point. Many give up at the very beginning as there's just too much to handle for a single human being. Nevertheless, the outsourcing guru Chris Ducker knows exactly how you can get the help you need and within the budget you can afford. He reminds you that whenever you're a small business owner, a consultant or an online entrepreneur you don't have to face all obstacles alone. Discovering the power of building a virtual team is the goal in running, supporting and growing your business. In his book Ducker explains every detail you need to grasp, from figuring out which jobs you should outsource to finding, hiring, motivating, training and managing virtual assistants. With extra tactics and online resources, "Virtual Freedom" is the ultimate resource of the knowledge and

tools enabling you to build your business with the help of virtual staff.

Exercise 2.

Watch the video and answer these questions:

1. What seemed to be the problem/s that Chris had while working as the CEO?
2. Why did he start calling himself the 'Virtual CEO'?
3. Chris listed numerous benefits of having virtual team helping within his business. What are six of the advantages the mentioned?

Exercise 3.

Watch the video again explain what Chris meant by saying:

- a) 'recharge only applied to my cell phone'
- b) 'the business has started to run me'
- c) 'the best part of this is *to be able to just be there*'
- d) 'it's practical to not do everything yourself'