**TED Talks Chris Anderson: How web video powers global innovation**

*Match the words with their definitions:*

\_\_\_\_\_\_(to be) a hotbed of [innovation]

\_\_\_\_\_\_to raise the bar

\_\_\_\_\_\_to step up your game

\_\_\_\_\_\_to kick into gear

\_\_\_\_\_\_absent [STH]

\_\_\_\_\_\_to ratchet up [STH]

\_\_\_\_\_\_thereby

\_\_\_\_\_\_a eureka moment

\_\_\_\_\_\_to resonate [resonance]

a) To set a new higher standard of quality or performance

b) To remind someone of something; to be similar to what someone thinks, believes, or has experienced

c) To increase the amount, speed, etc. of something you do

d) thus; in that way; [formal] used to introduce the result of the action or situation mentioned

e) Without (something)

f) a place or situation where a lot of a particular activity is happening or might happen

g) the moment when you suddenly understand something important, have a great idea, or find the answer to a problem

h) to increase, or make something increase, repeatedly and by small amounts

i) to start working or to start something working in a highly efficient way

*Fill in the blanks with the most appropriate words/phrases:*

1. His experiences \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ powerfully with me, as I come from a similar background.
2. If you want to win a basketball scholarship, you had better \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. If we want to finish the project on time we need to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sufficient capital, we will not succeed with the new company.
3. Silicone Valley is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ high tech activity.
4. Our star student’s outstanding performance really \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for everyone else.
5. After a lot of thought and research in different directions she had \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; you could practically see the lightbulb go on in her head!

1. They worked harder, longer, and smarter than everyone else, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ winning the competition.
2. The boss kept \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_the productivity requirements until it was almost impossible to fulfill them.