

Personalised input:  
minimum prep, maximum impact

Rachel Appleby  
November 2018, IASI



# Relating to the Students' industry / work

What industry do your students work in?



# Relating to the Students' industry / work

The story of my briefcase – at an insurance company

What do you think I did?

- a) Letter / email writing?*
- b) Role-play a meeting?*
- c) Grammar work?*
- d) Form-filling?*
- e) Focus on insurance language?*
- f) (other)*



# Relating to the Students' industry / work

The story of my briefcase – at an insurance company

OVERSEAS PERSONAL INSURANCE	
<i>XY Brokers Ltd, Clarendon House, Queens Road Tel No: 44 (0) 123 123 1234 email: overseaspersonalinsurance@XY_Ins.com</i>	
<b>CLAIM FORM</b>	
Name of Assured in full: .....	Tel No: .....
Policy No: .....	Fax No. ....
Risk Address: .....	
<b>PARTICULARS OF CLAIM</b>	
1. State whether the property was stolen, lost or damaged.	
2. When and where was the property last seen by you?	
3. Date of loss	
4. Describe fully what happened, circumstances under which discovered and by whom.	
5. If loss occasioned by Burglary and/or Housebreaking, state how entry to premises was obtained?	
6. Are any of the contents lost/stolen/damaged specified on your policy? If so please give policy information.	

5. If loss occasioned by Burglary and/or Housebreaking, state how entry to premises was obtained?





## Relating to the Students' industry / work

# The story of my briefcase

*Was there a burglary or break-in? If so, how did they get in?*

5. If loss **occasioned by** Burglary and/or Housebreaking, **state** how entry to **premises** was **obtained**?



# **Relating to the Students' industry / work**

Why did it work? Why do this?

- bridges the gap
- demonstrates your interest
- exploits corporate documentation
- demonstrates immediate benefit

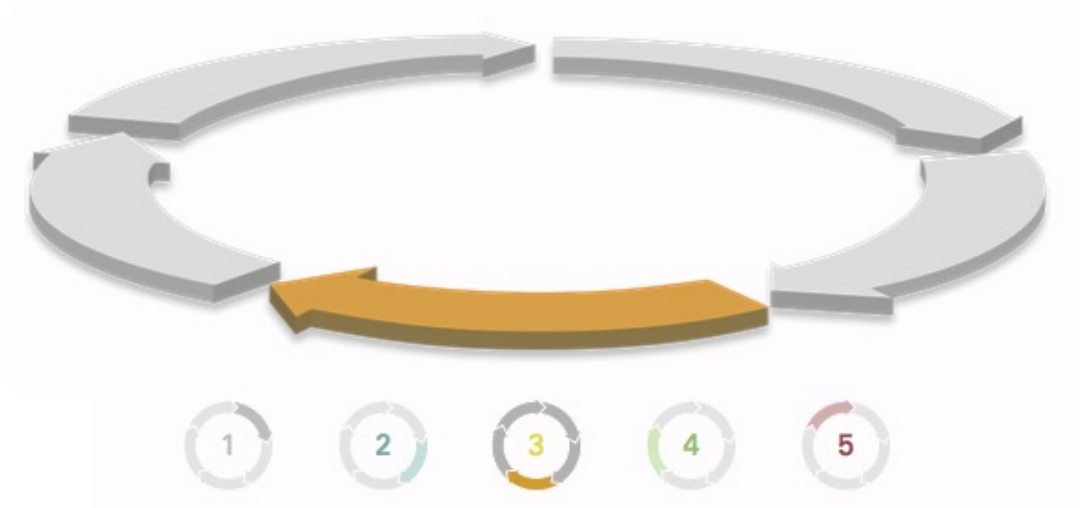
# Relating to the Students' industry / work

Other examples



# Relating to the Students' industry / work

Other examples



# Making teaching personalised

## Five ideas



1. Relating to your students' work
2. Corporate materials / websites
3. Students' needs / interests / "chat"
4. Course book use
5. Industry-related podcasts / blogs



# Corporate materials / websites

Boring?



( = Budapest Transport Centre)



# BKK

(Budapest  
Transport  
Centre)

## What can you identify?



BUDAPESTI  
KÖZLEKEDÉSI  
KÖZPONT



Contact  
Magyar



### About us

- BKK in brief
- Our progress
- Tasks & Responsibilities
- News**
- Board Members
- Supervisory Board
- Contact
- Design and signage



Like Page



### News

#### Transport service changes in Budapest during the 20th of August National Day celebrations over the long weekend

2018. August 16., Thursday

On the National Holiday on Monday, 20 August 2018, and due to related events on Friday, Saturday and Sunday (17, 18 and 19 August), several road restrictions will affect major transport routes in both Buda and Pest,...



[more »](#)

#### Budapest's public transport services during 2018's Sziget Festival

2018. August 6., Monday

The 26th Sziget Festival will be held on Óbuda Island (Óbudai-sziget) from 8 August to 15 August 2018. BKK Centre for Budapest Transport, the mobility manager of the Hungarian capital, provides higher frequencies on...



[more »](#)

#### Foreign tourists get more travel assistance through new BKK webpage

2018. June 19., Tuesday

BKK introduced a new customer-friendly page on its English-language website to help tourists who plan to use the Budapest public transport system. Following thorough preparation, a new English page entitled Ticket...



[more »](#)

#### Discussions made about the transport policy by the SMART-MR's European partners in Budapest

2018. June 18., Monday

The sixth workshop of the European Union's SMART-MR project promoting the cooperation among the local and regional municipalities and the development of their transport policy was organized in Budapest, with the...



[more »](#)

### M3 metro closure

### Public transport

- Trip planner
- Timetables
- Maps
- Tickets and passes
- Penalty fares
- Ticket vending machines
- Transporting bicycles
- Accessible transport
- For developers
- Heritage public transport

### Ticket validation

### Airport shuttle

### Tourist guide



*(Transport for London)*

# What can you identify?



TRANSPORT  
FOR LONDON

Plan a journeyStatus updatesMapsFares & paymentsHelp & contactsMore ▾

Search 🔍

Plan a journey

NewMy JourneysRecents

From

To

Leaving: now change time >

Edit preferences >

Plan my journey

Live arrivals

Maps

Nearby

No need to hang around  
Get instant answers. Just ask @TfLTravelBot on Facebook Messenger

Tube, DLR, and London Overground, TfL Rail and Tram

Circle	Minor delays >
Hammersmith & City	Minor delays >
London Overground	Minor delays >
Metropolitan	Minor delays >
Tram	Part suspended >
Waterloo & City	Service closed >
This weekend	>
Good service on all other lines >	

Check your travel  
All the travel tools you'll need to check your journey in advance >

Wrap Up London  
Give your old, unwanted coats to those who really need them this winter

Westminster Bridge - westbound closure >

Top up Oyster

Congestion Charge

Santander Cycles

Emirates Air Line

Major works & events  
Find out about upcoming works or events across London which may affect your journey >



# Corporate materials / websites



## Website tasks

- Look at a different company / department
- What do you want to find out? (Qs)
- What do you dis-/like? / Improve it? / Easy to navigate? etc.
- - Students response:
    - e.g. 5-line summary
    - mini presentation
    - series of Qs
    -



# **Students' needs / interests / 'chat'**

## General / Business English needs

- Needs Analyses (letters, emails; summarising, etc. etc.)
- Getting to know your students
- General chat

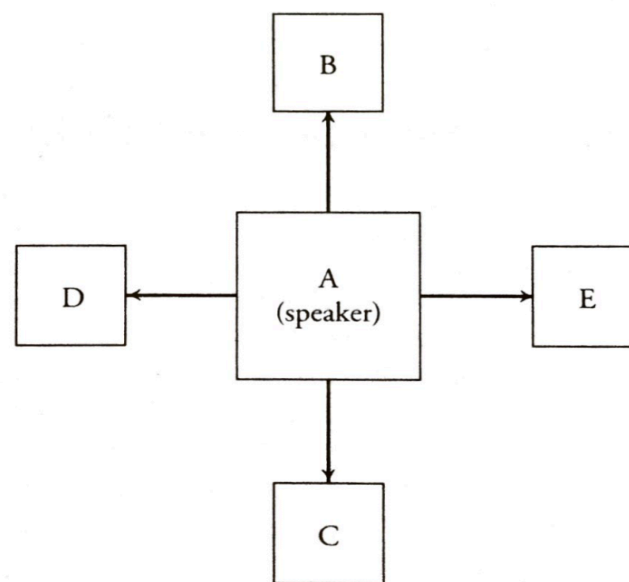


# Students' needs / interests / 'chat'

General / Business English needs (e.g. 1)

- Needs Analyses (letters, emails; summarising, etc. etc.)
- Getting to know your sts:

*Framework 1: Points of contact in the company/organization*



Ellis & Johnson, *Teaching Business English*, OUP

# Students' needs / interests / 'chat'

## Framework materials

- are diagrams to generate language
- help learners to organise their thoughts
- > help learners to focus on language
- don't prescribe exact words / expressions
- let learners use directly relevant content & context



adapted from : Ellis & Johnson, *Teaching Business English*, OUP

# Students' needs / interests / 'chat'

General / Business English needs (e.g. 2)

- General 'chat' ?!

a meeting

a conference

a work social event

a telephone call  
in English

a recent work  
trip

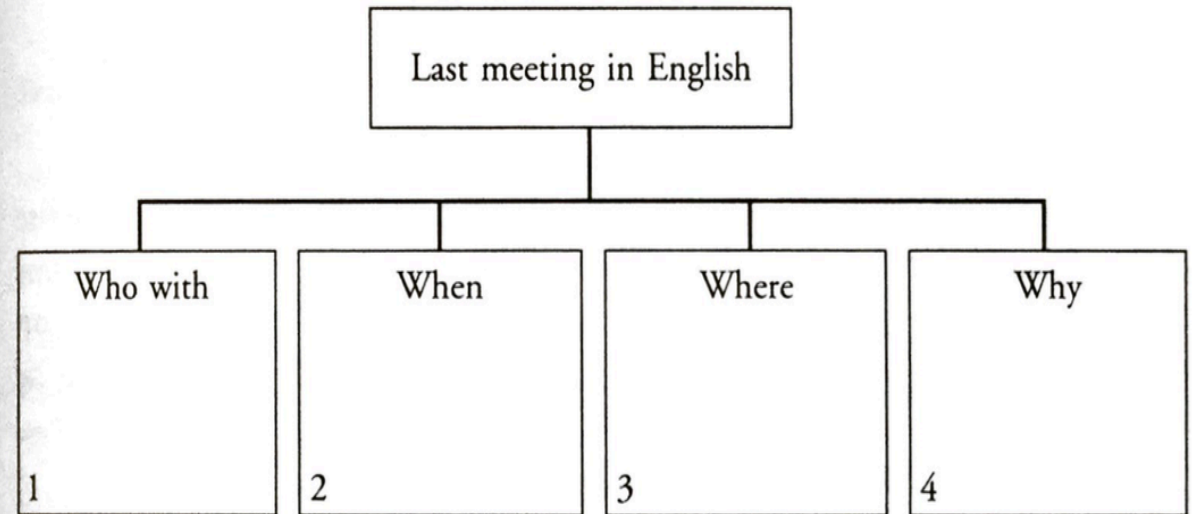
*How was  
your day?*

# Students' needs / interests / 'chat'

General / Business English needs (e.g. 2)

a meeting

*Framework 2*



Photocopiable material

© Oxford University Press 1994

Ellis & Johnson, *Teaching Business English*, OUP

# Students' needs / interests / 'chat'

General / Business English needs (e.g. 3)

*Find someone who ...*

... took part in an important meeting ( ..... ? ) (*"Did you take ... ?"*)

... didn't get an important task done. \_\_\_\_\_

... wrote and sent an email to a client in English. \_\_\_\_\_

... had a meeting with their boss. \_\_\_\_\_

...

# Students' needs / interests / 'chat'

General / Business English needs (e.g. 4)

Draw ...

- your weekend
- an event yesterday
- something you remember from the conference
- 



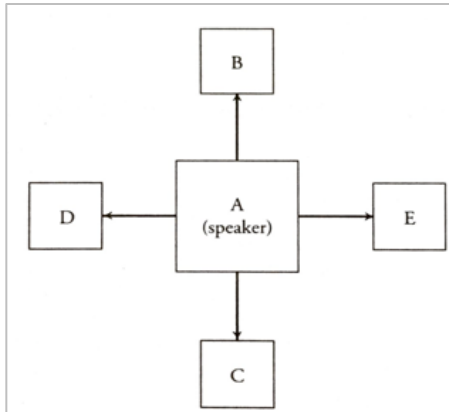


# Students' needs / interests / 'chat'

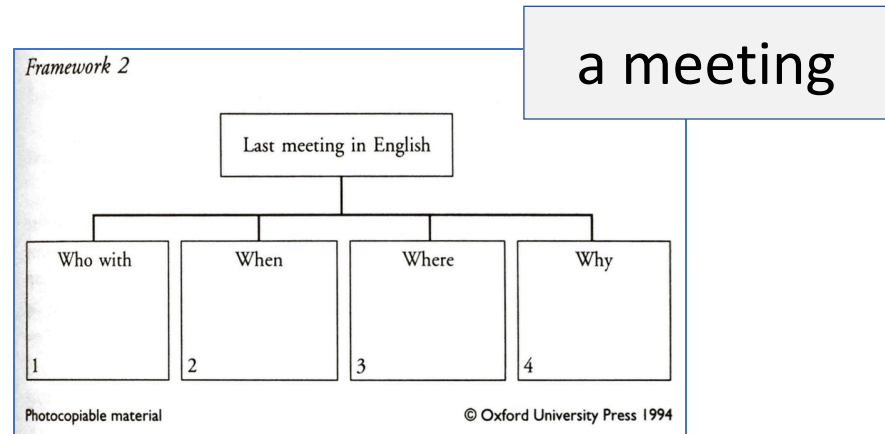


General / Business English needs: 4 examples

1.



2.



3.

*Find someone who ...*  
... took part in an important meeting. \_\_\_\_\_

4.

Draw your weekend



# Students' needs: communicative event



General / Business English needs

“

a **communicative event** is anytime the learner is either the sender or receiver in the S/R communication model. [...]

In some cases, such as *reading a document on the company intranet*, the event "understanding and interpreting the information" is the entire situation. However in many cases, such as *a longer meeting* or *a company visit*, there are many events in one situation.

Charles Rei (2012) "The communicative event"

# Course book use


Exploiting the course book for personalisation



Courtesy [hanatichaeltblog.wordpress.com](http://hanatichaeltblog.wordpress.com)

# Course book use

## Exploiting the course book for personalisation



### 5 Customers

**Starting point**

- 1 Who are your main customers?
- 2 How does your company keep its customers happy?
- 3 What percentage of your company's business is online?

**Working with words | Customer service**

- 1 Read this quote. How true is it for your type of business?  
*'If you make customers unhappy in the physical world, they might each tell six friends. If you make customers unhappy on the Internet, they can each tell 6,000.'*  
Jeff Bezos, founder of Amazon
- 2 Read about the company, Zappos. What is the best title for this article?
  - a Training staff to care
  - b Delivering happiness
  - c The customer is always right


### ZAPPOS:

For many companies, having a call centre means two things: firstly, that you have unhappy customers and secondly, that you have the costs of paying staff to deal with customer complaints.

However, Zappos, the online shoes and clothing retailer, has a positive view of its call centre and uses it to build customer loyalty. Its team answer around 5,000 calls per day and 1,200 emails per week about its products. New staff receive four weeks' training in how to make customers happy and Zappos staff will do anything to go beyond basic customer expectations.

- One customer was staying at a hotel in Las Vegas. She wanted a pair of shoes but they weren't in stock. So, a Zappos customer service rep found the required shoes in a local shop and hand-delivered them to the woman's hotel room.
- The best man at a wedding arrived with no shoes. The company delivered in time for the wedding – for free.
- One member of the customer service team has the world record for the longest customer care phone call ever: it lasted ten hours and 29 minutes.

Clearly, with 75% repeat orders, customer satisfaction at Zappos is very high.



### Starting point

- 1 Who are your main customers?
- 2 How does your company keep its customers happy?
- 3 What percentage of your company's business is online?

*Business Result (2<sup>nd</sup> ed.) Intermediate U5*

# Course book use

Exploiting the course book for personalisation

1. Who are your main customers?

2. How does your company keep its customers happy?

3. What percentage of your company's business is online?

## Starting point

- 1 Who are your main customers?
- 2 How does your company keep its customers happy?
- 3 What percentage of your company's business is online?

*Business Result* (2<sup>nd</sup> ed.) Intermediate U5

# Course book use

## Exploiting the course book for personalisation

Unit 5 | Customers

3 Read the article again. What do these numbers refer to?  
5,000 1,200 4 10'29" 75

4 What do you think of the Zappos call centre? Underline the correct words in *italics* and complete the sentences. Then read out and compare your answers.  
I *think* / *don't think* it's a good idea because ...  
It *could* / *couldn't* work in my company because ...

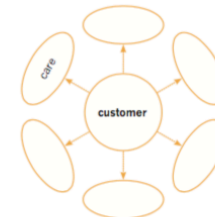
5 Complete this table with the word forms in the article in 2.

**10** Make five rules and guidelines for successful customer service in your company using words from the table in 5.

*Example: Rule 1: Don't meet your customer's expectations. Go beyond them.*

on time and in good condition. They are <sup>4</sup>\_\_\_\_\_ if their <sup>5</sup>\_\_\_\_\_ are met. However, if there is a problem, it is the role of the customer <sup>5</sup>\_\_\_\_\_ department to solve it quickly and efficiently. As a result, if the customer feels that the company really <sup>6</sup>\_\_\_\_\_ about them, they become <sup>7</sup>\_\_\_\_\_ to the brand.

7 Look at the Zappos text in 2 again. Find different word combinations with the word 'customer' and add them to the mind map below.



**Tip | Customer, client or consumer?**

A customer is someone who buys a standard product or service.

A client is someone who buys an individually designed product or service (e.g. financial advice).

Consumer is a general term to talk about any person who buys things, not a specific product or service.

8 Complete these questions with an appropriate 'customer' collocation from 7.

- 1 How important is customer \_\_\_\_\_ in your company?
- 2 How does your company build customer \_\_\_\_\_?
- 3 How does your company deal with customer \_\_\_\_\_?
- 4 Do you think it's ever possible to guarantee customer \_\_\_\_\_?

9 Work with a partner. Ask and answer the questions in 8.

» For more exercises, go to Practice file 9 on page 114.

10 Make five rules and guidelines for successful customer service in your company using words from the table in 5.

*Example: Rule 1: Don't meet your customer's expectations. Go beyond them.*

*Business Result* (2<sup>nd</sup> ed.) Intermediate U5

# Course book use

## Exploiting the course book for personalisation

**10** Make five rules and guidelines for successful customer service in your company using words from the table in **5**.

*Example: Rule 1: Don't meet your customer's expectations. Go beyond them.*

	Guidelines:	Benefit:
Rule 1		
Rule 2		
etc.		

*Business Result (2<sup>nd</sup> ed.) Intermediate U5*



# Course book use

Exploiting the course book for personalisation

## Language at work | Present tenses for future reference

- 1 How busy is your schedule this week, next week and next month? Which are the busiest periods for you/your department/your company?



*Business Result* (2<sup>nd</sup> ed.) Intermediate U5



# Course book use

## Exploiting the course book for personalisation

### 6 Developing a career

Grammar Conditionals

**INTRODUCTION**

- 1 Work in pairs. Discuss your experiences of applying for a job using the words below.  
*application form*      *aptitude tests*  
*CV / résumé*      *interview*  
*online video interview*      *selection committee*
- 2 Read the article about recruitment. Are these statements true or false? Correct any false statements.
  - 1 Interviews are no longer part of the recruitment process.
  - 2 Some companies want to know if candidates can perform under pressure before offering them a job.
  - 3 Nowadays, having good qualifications is enough to get a job.
  - 4 Candidates who are successful at doing real tasks are more likely to be recruited.
  - 5 Online tasks and video performances are still used in recruitment.

**The full picture**

Nowadays, if you apply for a job, you probably submit your application electronically. You might also have to do a number of online tasks. Some companies even ask candidates to take part in online games or simulations. Gone are the days when job seekers simply filled in an application form and attached a covering letter.

Recently, Standard Chartered Bank ran a competition for a six-month internship at their Singapore branch. Applicants' entries were evaluated in terms of how successful they were at influencing other people on recognized social media platforms. A spokesperson for the bank said, 'If you want a job these days, you need more than just good academic qualifications. Although our interviewing procedure takes time, the firm really gets a sense of the candidate as an individual. If candidates only applied with a CV and a cover letter, we wouldn't get a full picture.'

A similar approach was taken by French cosmetics company, L'Oréal, who set up an online business game. Each applicant has a set of avatars to represent employees at the company, and they then have to carry out a number of online tasks. 'If applicants demonstrate effectively how they perform in the real world, then they'll thrive in our kind of environment,' explained Isabelle Minneci, Human Resources Director at L'Oréal UK and Ireland. 'Adding realistic challenges to our recruitment process helps us to

engage with candidates. We couldn't have done that, if we'd only had application forms.'

Cass Gilbert from GradRecruit warns that recruitment agencies might be going too far. It's not a good idea to humiliate someone: they can feel embarrassed, and don't necessarily like performing in front of a panel of judges. Some people just can't take the pressure. Employers need to consider the posts carefully, and then encourage applications in the most appropriate way; after all, not every post needs someone who can sing and dance. As long as an interview is prepared and set up properly, you can get the best out of the candidate.

- 3 Read the article again and list the different types of recruitment strategies.
- 4 Work in pairs. Compare your list from 3. Have you been involved in any of the recruitment procedures mentioned? Would you like to be? Give reasons.

### 1 Work in pairs. Discuss your experiences of applying for a job using the words below.

<i>application form</i>	<i>aptitude tests</i>	<i>covering letter</i>
<i>CV / résumé</i>	<i>interview</i>	<i>making a personal video</i>
<i>online video interview</i>	<i>selection committee</i>	<i>Skype interview</i>

- 1 What was the application procedure?
- 2 How did you demonstrate your strengths and suitability for the job?
- 3 Do you think the process was appropriate? Give reasons.

*International Express (3<sup>rd</sup> ed) Upper Int. U6*

# Industry-related podcasts / blogs

## 1. Podcasts (ELT)

A.



B.



C.



D.



E.



- Easy? Useful?
- Considerations for use?

# Industry-related podcasts

## 1. Podcasts (ELT)



Steve Mann JALT 2017

What is “reflective practice”?

03:50 – 05:20

<https://teflology-podcast.com/2017/12/06/tefl-interviews-35-steve-mann-jalt-2017/>

# Industry-related podcasts

## 1. Podcasts – my mini crash course; a) issues

- where to find: online; under a podcast app.
- US / GB English
- length of podcast
- target audience: for customer or industry?
- language level
- for the newbie, or the experienced?
- industry ‘news’ or tips (*‘How to ...’*)?
- how up to date is it?
- 



# Industry-related podcasts



## 1. Podcasts – my mini crash course; a) issues

Too fast? Adapt the speed!



Apple:

**OVERCAST** Speed: x .75, 1.125, 1.375 & 2.25



Google Play

Android:

**GOOGLE PLAY** ... a slider to adjust speed

# Industry-related podcasts



1. Podcasts: my mini crash course; b) how to use

- Find a podcast that might be suitable
- Find a suitable (& recent) episode.
- Listen; how will you use it in class:
  - As a regular 'listening'
  - With a KWL chart
  - For detail (language, pron)
  -

# Industry-related podcasts

Podcasts: my mini crash course: b) how to use

- General: e.g. a KWL chart

What I KNOW already	
What I WANT to find out	
What I've LEARNT	

## > KWHLAQ

H = HOW did you / are you going to find out?

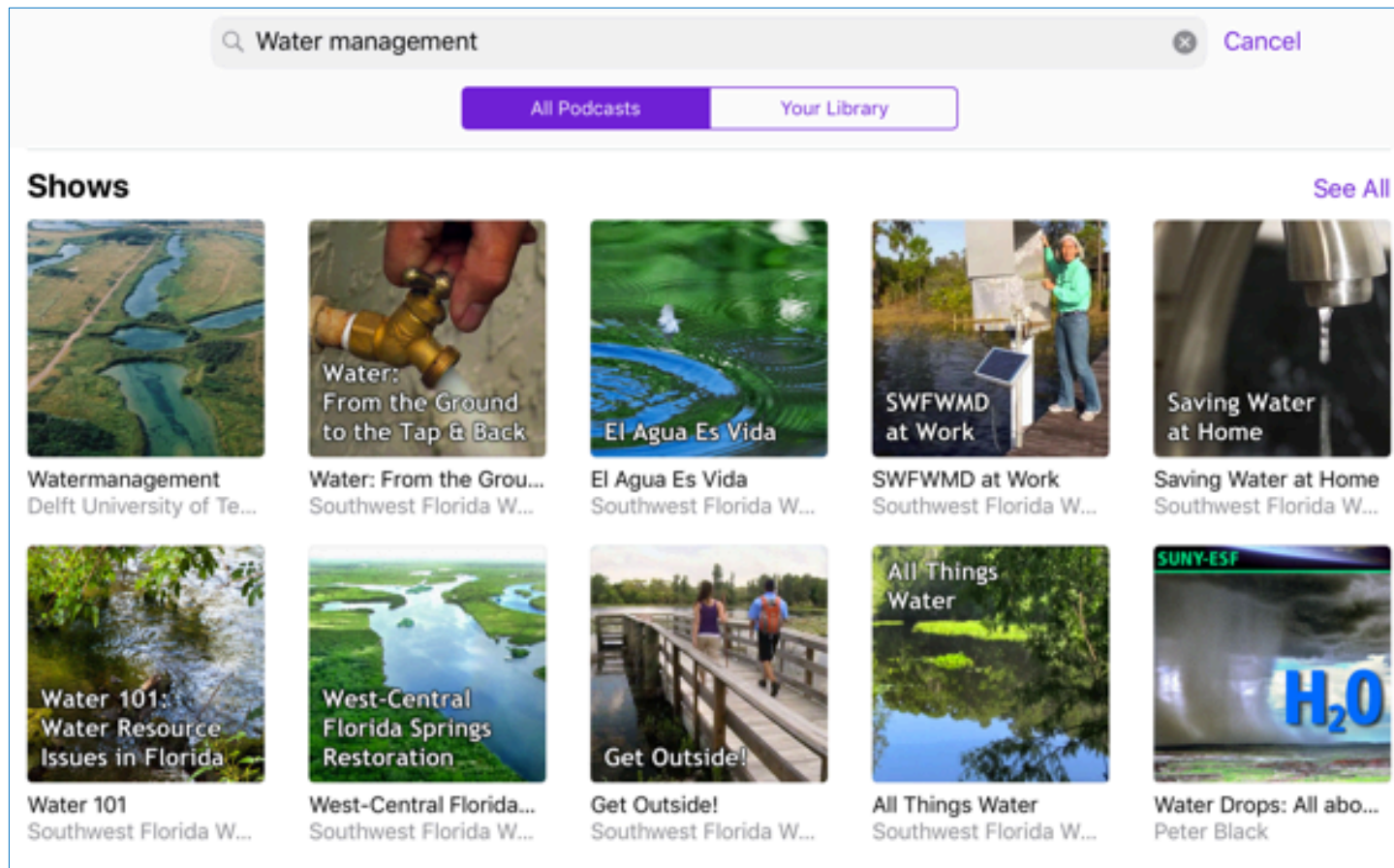
A = How will you APPLY what you learnt?

Q = What QUESTIONS could you ask to take this further?



# Industry-related podcasts

## 1. Podcasts: my mini crash course; c) examples





# Industry-related podcasts

## 1. Podcasts – my mini crash course; c) examples

- **Talk to your pharmacist** .. (c. every 2 weeks)  
<https://player.fm/series/talk-to-your-pharmacist>
- The 10 best podcasts for **insurance** agents who want to learn on the go  
[www.nextgenleads.com/blog/resources/podcasts-for-insurance-agents](http://www.nextgenleads.com/blog/resources/podcasts-for-insurance-agents)
- This Week in **Tech** TWiT e.g. Ep. 656 ‘Social media and kids’; Ep. 654 ‘End of Facebook?’ <https://twit.tv/shows/this-week-in-tech>
- **Health & Fitness** (UK) [www.acast.com/foodforfitness/fff-088-how-to-solve-your-sleep-problems--get-a-better-nights-kip--with-professor-jason-ellis](http://www.acast.com/foodforfitness/fff-088-how-to-solve-your-sleep-problems--get-a-better-nights-kip--with-professor-jason-ellis) sleep quality (33’)
- **Medical:** Emergency Medical Journal (EMJ) – critical care  
<https://soundcloud.com/bmjpodcasts/sets/emj-podcast>



# Industry-related podcasts



Do you still need persuading??

*When I reveal how much time I spend in my car every week to someone (it's a lot), I usually get the same reaction: pity.*

*"Oh, that must get boring," people say. But the truth is that I've come to enjoy my time in the car. Podcasts let me invite smart people along for the ride. Every time I buckle up, I have hours of listening material downloaded and ready to go. **A good episode sets the tone for the day.** I usually **walk into work jazzed** from the new ideas or smart strategies I just listened to.*

*The beauty of podcasts is that **they can magically transform idle time into productive time.** So when you're driving, doing chores, or exercising, you can just slap on some headphones and download info to your brain. I've had more than a few lightbulb moments while listening to other professionals chat in my ear.*

[www.nextgenleads.com/blog/resources/podcasts-for-insurance-agents](http://www.nextgenleads.com/blog/resources/podcasts-for-insurance-agents)



# Making teaching personal

## Five ideas



1. Relating to your students' work
2. Corporate materials / websites
3. Students' needs / interests / "chat"
4. Course book use
5. Industry-related podcasts



# Personalising your teaching

Your weekend challenge ... 😊

- ☐ What industries do your students work with? What personal experience do you have?
- ☐ Check an industry **website** of a rival company
- ☐ Choose a format; get your students to 'fill it in'
- ☐ Check your **course book** for opportunities to relate content to your students' work
- ☐ Find a suitable **podcast** for your student



# References / resources

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**Frendo, E.** <http://englishfortheworkplace.blogspot.hu/2018/03/what-are-framework-materials.html> (retrieved 11 Nov. 2018)

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Various Podcasts ...



Personalized input:  
minimum prep, maximum impact

**Thank you!**

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