

Making teaching personal

How to bring client-led content into your teaching

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How well do you know your students?

How well do you know their area of work?

How can you draw on these to increase motivation in the classroom?

Investigate some of these six areas to involve your students more, and heighten engagement in the classroom.



1. How you can relate to your students' area of work
2. Corporate materials (brochures; website)
3. Finding out about the students / their needs / interests / 'chat'
4. Course book use & personalization
5. Online industry-related materials (podcasts; blogs)
6. Online 'informal' / social media sites (apps, Twitter, etc.); news

1. How do you relate to your students' area of work?

What have you (or a friend / relative) done or experienced which you can use to relate to your students' area of work? Think of how to incorporate it into a lesson.

Benefits:

- Helps to bridge the gap between your (lack of) knowledge, and sts' expertise
- Can help demonstrate your interest in their work
- May help exploit relevant corporate documentation for language



2. Corporate materials (brochures; website)

If you / your students find this 'boring', perhaps look at the website of a rival company, or a different department. Give students a task which is relevant to what they need to do in English.



3. Finding out about the students / their needs

- Needs Analysis
- Getting to know your students
- General chat



Use step-by-step activities (including Framework Materials – see references, below) to help structure student talk and discussions about common issues at work.

These can be very short (e.g. warmers / fillers).

4. Course book use & personalization

Use a good course book to structure your course. Look for opportunities specifically at the start & end of each section or unit for students to relate to the material. Lift activities off the page, and structure them.



5. Online industry-related materials: Podcasts & Blogs

Find good industry-related podcasts and/or blogs, and introduce your students to them; encourage them to listen / read at home, and report back. For a list of checked (not tried-and-tested!) example podcasts and blogs, see the lists below.

6. Online 'informal' / social media sites (apps, Twitter, etc.)

Consider how you (can) use Facebook, Twitter, TEDTalks, news sites, etc. to help students find out more about their industry.



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REFERENCES

OUP *Business Result*, 2nd edition, Intermediate (2016). John Hughes & Jon Naunton

Ellis, M. and Johnson, C. (1994). *Teaching Business English*. OUP

Frendo, E. <http://englishfortheworkplace.blogspot.hu/2018/03/what-are-framework-materials.html> (retrieved 6 March 2018)

Rei, C. (2012). <http://businessenglishideas.blogspot.hu/2012/11/the-communicative-event-session-recap.html> (retrieved 12 March 2018)

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PODCASTS & BLOGS – a random selection to help get you started!

PODCASTS

FINANCE

Financial Times podcasts:

Banking Weekly www.ft.com/banking-weekly-podcast e.g. 'Brexit and financial regulation'; 'Spanish bank consolidation'; 'US tax cuts'

FT Money show www.ft.com/money-podcast e.g. 'Reusable coffee cups'; 'The death of the piggy bank – why children are turning to new technology to learn about money'; 'Bitcoin'

Money Box (UK-orientated) (BBC Radio 4): www.bbc.co.uk/programmes/b006qjnv/episodes/downloads e.g. 'New technology and banking'; 'Bank fraud protection plans confirmed'

The Investors Podcast (US) – *The subtitle of this show is what makes it really interesting: "We Study Billionaires". The weekly shows, hosted by Preston Pysh and Stig Brodersen, usually fall into one of two categories. Either they*



interview a guest who has great insight into the world of the most successful investors, or they review the most influential books on investing (and more generally personal finance). Released weekly, every Saturday.

e.g. 'TIP180: Legendary Investor Bill Miller on Stocks, Commodities, & Bitcoin'

Audio: <https://art19.com/shows/the-investors-podcast>

Notes: www.theinvestorspodcast.com/episodes/bill-miller-stocks-commodities-crypto-bitcoin

INSURANCE

The 10 best podcasts for insurance agents who want to learn on the go

www.nextgenleads.com/blog/resources/podcasts-for-insurance-agents

London Fintech Podcast www.londonfintechpodcast.com/tag/insurance

LFP084 Insuretech: 'Using the Internet of Things to Protect your Home with Matt Poll CEO Neos'

www.londonfintechpodcast.com/lfp084-insuretech-using-the-internet-of-things-to-protect-your-home-with-matt-poll-ceo-neos

IT

TEDTalks Technology www.ted.com/topics/technology e.g. 'Who are the hackers?'; 'How to live with robots'; 'Adventures of an interplanetary architect'; 'What AI is – and isn't'

This Week in Tech TWiT <https://twit.tv/shows/this-week-in-tech> 'Social media and kids'; 'End of Facebook?'

The Wired UK Podcast (iTunes) www.wired.co.uk/podcasts 'Netflix joint ventures'; 'A1 in the UK'; 'Inside Facebook's alt-alt-right'; 'Elon Musk's flamethrower'

CONSTRUCTION

www.constructionleadingedge.com on eliminating waste, lean construction, etc., e.g.

'The skilled workforce illusion, what good leaders look like and How ... to find them': (US) (40')

www.acast.com/constructionleadingedge/059-the-skilled-workforce-illusion-what-good-leaders-look-like-how-to-find-them

BLOGS

PHARMACEUTICAL

<http://blog.rpharms.com> e.g. 'The history of cosmetics – unwrapped'

<https://social.eyeforpharma.com> e.g. 'Out of the Shadows: Mental Health in Asia Pacific'



FINANCE

Personal Finance, e.g. <https://theminimillionaire.com/personal-finance/30-uk-based-personal-finance-blogs-you-need-to-follow>

<https://ukmoneybloggers.com> e.g. 'The best money management tools'

INSURANCE

www.postonline.co.uk/blog-post e.g. 'Need a new CEO? You could do worse than look at your claims manager'

www.ibm.com/blogs/insights-on-business/insurance e.g. 'Parametric insurance: Breaking the mould of traditional insurance'

HR

<https://hrdailyadvisor.blr.com> e.g. 'It's time to kill the job description', or '6 steps to conflict resolution in the workplace'

TECH / IT

<https://mashable.com> e.g. 'MIT has invented a new robot that is being hailed as "the world's pickiest"'

'Forget Ikea, MIT is working on a system of robot carpenters that can build your furniture at home'

<https://gizmodo.com> e.g. 'Amazon knows that Alexa is laughing at you' / 'New reason to never use Facebook's PVN: it may be siphoning your data even when it's off'

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