

Personalised input:
minimum prep, maximum impact

Rachel Appleby
April 2019

PARK



Svetlana Chernova <https://www.istockphoto.com/ie/vector/brno-cathedral-church-sketch-with-colored-pencil-and-watercolor-grunge-vector-gm1055985052-282204317>

Link to Handout & Slides

Along these lines

Saving words

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CONFERENCE TALKS / TRAINING

Posted on [April 16, 2016](#)

(Please note that the date you can see above is when I started this blog; I update it regularly!)

2019 April 13, P.A.R.K. Conference, Brno CZ

Personalised input: minimum prep & maximum impact

When the course book just isn't enough, and you want to respond more closely to your students' needs and interests, it's easy to spend hours surfing the web, or rummaging through other books – or even inventing

...lf. Where does the time go? This workshop looks at five

...sily to our students. Each

...plement, and will get

...olved and chatting. Their

...in at the centre of

...I'll leave class on a

...ause we've

...interest in them as

...individuals!

Good for Business and General English

adult learners.

Handout: (coming soon!)

Powerpoint slides:

Tags

adult learners advanced learners autonomy bike bookshop bottom-up business business English client communicative tasks company confidence customer cycle effective questioning

ESP

exam freer practice grammar independence intermediate IPA learner training

listening


metacognition methodology model

one:one

phonemic chart presentations process pronunciation public speaking

reading

questions life tasks script skills speaking strategies top-down up-to-date video vocabulary write



<https://rachelappleby.edublogs.org>

Personalised input

P.A.R.K. Conference programme

What sessions are you going / have you been to today?

Choose one:

Write

- **talk title**
- **presenter**

Then tell a partner **why** you chose it.

"How teachers can benefit from reading and writing blogs" - Hana Tichá

- I've only 'met' Hana online
- I have MA students writing blogs.. – are we (am I) doing it properly??

Personalised input > our students

What industry do your students work in?

On your phone, go to **menti.com**
> Type in the code.

*You can enter up to three words.
Then press 'submit'.*



Mentimeter

Relating to Students' industry / work

What industry do your students work in?



Relating to Students' industry / work

The story of my briefcase



Relating to 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> | |
| CLAIM FORM | |
| Name of Assured in full: | Tel No: |
| Policy No: | Fax No. |
| Risk Address: | |
| PARTICULARS OF CLAIM | |
| 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 Students' industry / work

Other examples



Relating to Students' industry / work

Why do this?



RSEAS PERSONAL INSURANCE
Tarendon House, Queens Road Tel No: 44 (0) 123 123 1234
overseaspersonalinsurance@XY_Ins.com

Name of Assured
in full: _____ Tel No: _____
Policy No: _____ Fax No: _____
Risk Address: _____

PARTICULARS OF CLAIM

| | |
|--|--|
| 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. | |



Personalised input

Five ideas



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



Corporate materials / websites Boring?



BUDAPESTI
KÖZLEKEDÉSI
KÖZPONT

(= Budapest Transport Centre)



Transport
for London



BKK

(Budapest Transport
Centre)

What can you identify?



BUDAPESTI
KÖZLEKEDÉSI
KÖZPONT



Az M3-as metró felújítása

FUTÁR utazástervező

BKK Info (Közösségi közlekedés)

Menetrendek

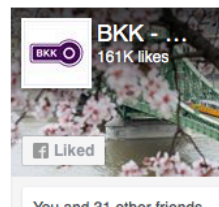
Magunkról

Közérdekű adatok

Sajtószoba

Partnerek

Karrier



You and 31 other friends
like this



Híreink

**Balatoni úti körforgalmak: a Tanító
utcait már használhatja a közúti
forgalom, a Háros utcánál
kezdődik az építés**

2019. április 9., kedd

Az arra közlekedők 2019. április 10-től, szerdától már
használhatják a Balatoni úton a Tanító utcai
körforgalmat, valamint elkészült a XXII. kerületi Klauzál
Gábor utcában az útpálya... [tovább >>](#)

**Világháborús bomba
hatástalanítása a BAH-
csomópontnál: közlekedési
változások, útlezárások április 10-
én**

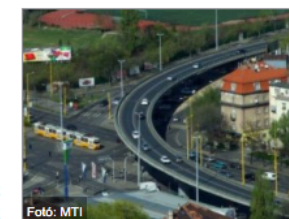
2019. április 8., hétfő

Útlezárásokra kell számítani a BAH-csomópont
környékén 2019. április 10-én, szerdán napközben, mert
világháborús bomba hatástalanítását végzik. Tervezetten reggel 8 órától kezdődően kiürítik,... [tovább >>](#)

**Ne feledje: április 6-án indul a
metrópótlás Dél-Pesten**

2019. április 5., péntek

Az M3-as metró Újpest-központ és a Nagyvárad tér
között jár, a Nagyvárad tér és Kőbánya-Kispest között
csúcsidőben 45 másodpercenként pótlóbuszok
közlekednek, az érintett dél-pesti... [tovább >>](#)



Fotó: MTI



M3 felújítás

Tömegközlekedés

Utazástervező

Menetrendek

Jegyek és bérletek

Mindent a pótdíjról

Értékesítési pontok

Társadalmi egyeztetés

Térképek

Fejlesztőknek

Tervezőknek

Utazási információk

Akadálymentesen

Elsőajtós felszállás

Éjszakai járatok

Kerékpár szállítása

BKK-automata

Repülőtéri busz

BKK Info


Közösségi közlekedés

Közúti közlekedés



TfL

(Transport for London)

What can you identify?

 **TRANSPORT FOR LONDON**

Plan a journey Status updates Maps Fares Help & contacts More ▾

Search  

Plan a journey

New My Journeys Recents


From


To


Leaving: now [change time](#) >


[Edit preferences](#) >


Plan my journey

 Live arrivals

 Maps

 Nearby



Go and discover London this spring
Start exploring 



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

London Overground


Reduced service >

Good service on all other lines >

This weekend >

View all statuses >


Buses +





London Transport Surveys


Tell us what you think about transport in London. Take the surveys >


Event at Tottenham Hotspur stadium - Sunday 24 March


Read travel advice for the first Test Event match at Tottenham Hotspur stadium 

 Top up Oyster


 Congestion Charge

 Santander Cycles

 Emirates Air Line



Major works & events

Find out about upcoming works or 

Corporate materials / websites



Website tasks

- Look at a different company / department > Questions
- Students respond



Students' needs / interests / 'chat'

"Chat" ?!



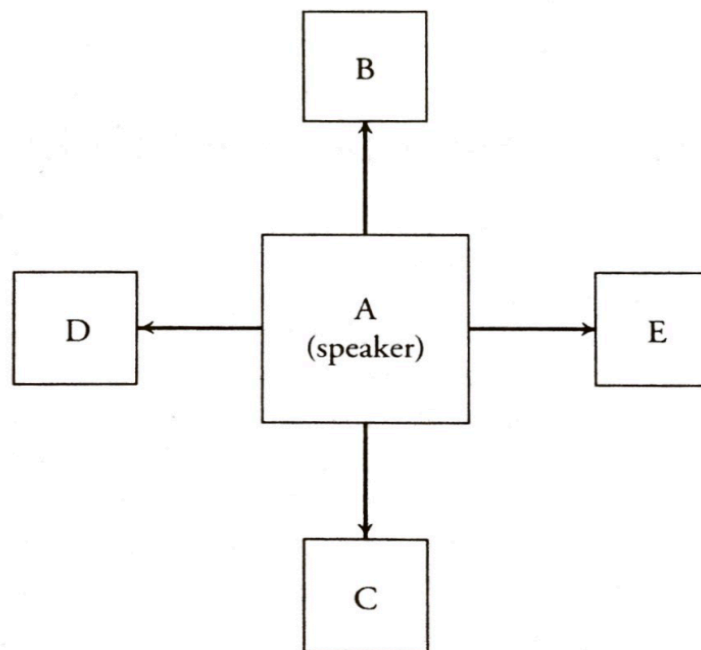
*How was your
day?*

Students' needs / interests / 'chat'

Getting to know your students

'Who?'
'How?'
'What about?'

Framework 1: Points of contact in the company/organization



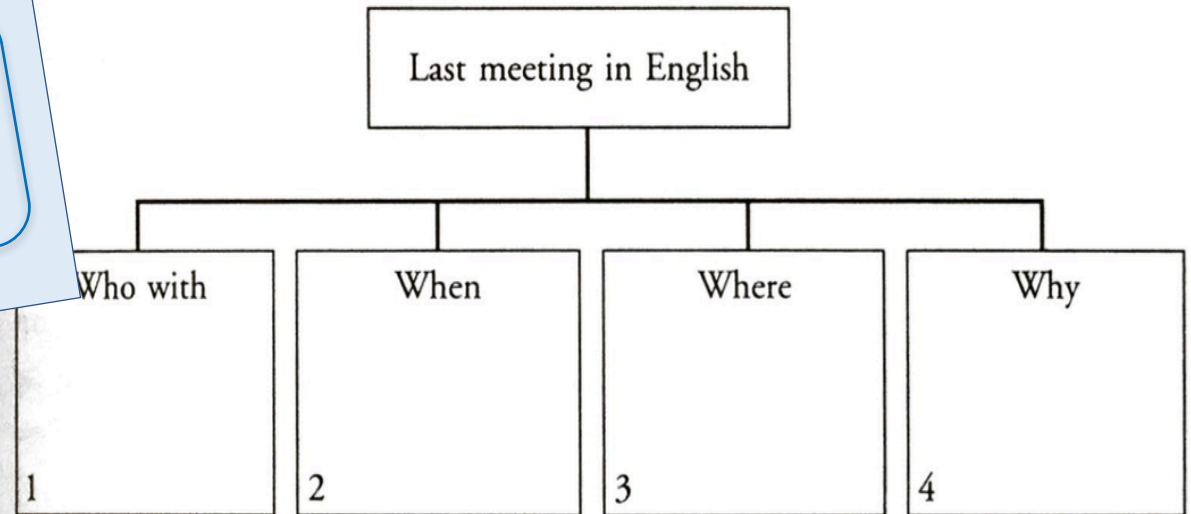
Ellis & Johnson, *Teaching Business English*, OUP

Students' needs / interests / 'chat'

Getting to know your students

a meeting

Framework 2



Photocopiable material

© Oxford University Press 1994

Ellis & Johnson, *Teaching Business English*, OUP

Students' needs / interests / 'chat'

Framework materials



Students' needs / interests / 'chat'

Students' interests

Draw ...

- your weekend
- an event which happened last week
- something you remember from one of the plenaries
-

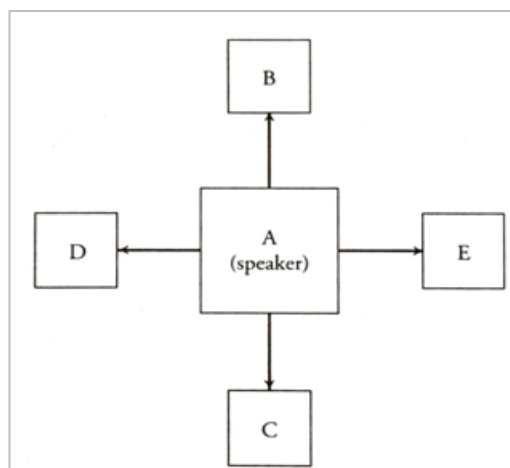


Students' needs / interests / 'chat'

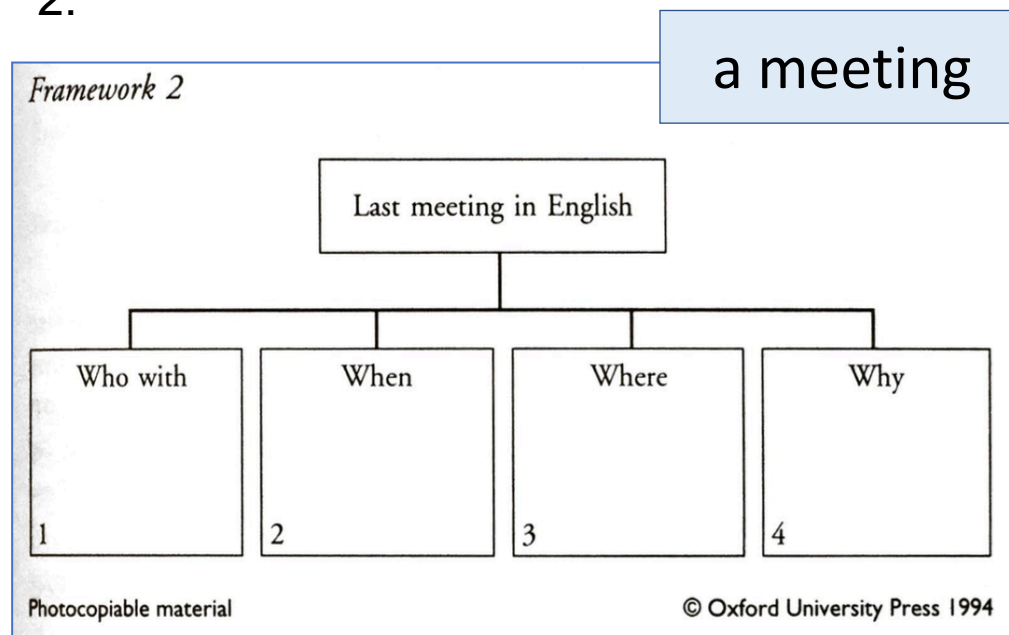


Examples

1.



2.



3.

Draw your weekend



Students' needs



Communicative event



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"

Industry-related podcasts

1. Podcasts (ELT)

A.



B.



C.

The TEFL
Commute
Podcast



www.teflcommute.com

Industry-related podcasts

1. Podcasts (ELT)



Steve Mann JALT 2017

“Reflective Practice”?

What is it?



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
- length
- US / GB English
- language level
- target audience
- industry 'news' or tips
- up-to-date
- speed:



Apple: **OVERCAST:** x .75, 1.125,



Android: **GOOGLE PLAY:** slider



Industry-related podcasts



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

- Find ... a podcast, & an episode (or part of one)
- Listen
- Class use?



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 | |

> **K W H L A Q**

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

- **Water Management** (30'- *Guardian*)
<http://washfunders.org/podcast-water-water-everywhere>
- The 10 best podcasts for **INSURANCE** agents who want to learn on the go
www.nextgenleads.com/blog/resources/podcasts-for-insurance-agents
- Transport and mobility: **The Mobility Podcast** (mostly USA focused) <https://www.mobilitypodcast.com>



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



Course book use

Exploiting the course book for personalisation



Courtesy: hanatichaeltblog.wordpress.com

Course book use

5 Customers

Starting point

- Who are your main customers?
- How does your company keep its customers happy?
- 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 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?

- Training staff to care
- Delivering happiness
- 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 (see pictures above) answer around 3,000 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 27% repeat orders, customer satisfaction at Zappos is very high.



Unit 5 | Customers

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

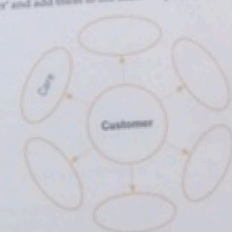
4 What do you think of the Zappos call centre? Underline the correct words in *italics* and complete the sentences. Then read out and compare your answers.
 I think / *don't* think it's a good idea because ...
 It *could* / *couldn't* work in my company because ...

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

| Verb | Adjective | Noun |
|--------------|------------|--------------|
| 1 to care | caring | care |
| 2 to expect | expected | expectations |
| 4 to require | | |
| 5 to serve | | satisfaction |
| 6 to satisfy | satisfying | |
| 7 to produce | productive | delivery |
| 8 | | |

6 Complete this text with the correct forms of the words from the table in 5. More than one word is correct for some answers.
 Customers always ¹ an online company to ² their order on time and in good condition. They are ³ if they ⁴ are met. However, if there is a problem, it is the role of the customer ⁵ department to solve it quickly and efficiently. As a result, if the customer feels that the company really ⁶ about them, they become ⁷ 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).
 A 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.


- How important is customer _____ in your company?
- How does your company build customer _____?
- How does your company deal with customer _____?
- Do you think it is ever possible to guarantee customer _____?

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

10 Make five rules and guidelines for successful customer service in your company using words from the table.
 Example Rule 1: Don't meet your customer's expectations. Go beyond them.

Course book use

Exploiting the course book for personalisation



5 Customers

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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?

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?

4. Are your customer numbers growing?

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?

Making teaching personal

Five ideas



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



References / resources

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Frendo, E. <http://englishfortheworkplace.blogspot.hu/2018/03/what-are-framework-materials.html> (retrieved 6 Feb. 2019)

Rei, C. (2012). <https://besig.iatefl.org/wp-content/uploads/2018/06/Charles-Rei-Handout.pdf> (retrieved 6 February. 2019)

Various Podcasts, incl. **Teflology** <https://teflology-podcast.com/2017/12/06/tefl-interviews-35-steve-mann-jalt-2017/>

Brno illustration: Svetlana Chernova <https://www.istockphoto.com/ie/vector/brno-cathedral-church-sketch-with-colored-pencil-and-watercolor-grunge-vector-gm1055985052-282204317>



Personalized input:
minimum prep, maximum impact

Thank you!

P.A.R.K April 2019

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rachelappleby18 @ gmail.com

@rapple18 

<https://rachelappleby.edublogs.org>



WIFI network: _____

Password: _____

Please open a webpage: **menti.com**

I'll give you a code in a moment



Mentimeter

RA – log-in with gmail; ...18...