

# Personalised input: minimum prep, maximum impact

Rachel Appleby

June 2019

ELTAF



**Link to  
Handout – now!**


**On Padlet:**



[https://padlet.com/rachelappleby/  
t8duu5gwvf02](https://padlet.com/rachelappleby/t8duu5gwvf02)

Link to  
Handout – now!

On Padlet:

 Rachel • 1m

## ELTAF Rachel Appleby Resources

Materials to accompany my talk

### Handout for this talk:

Investigate these areas to involve your students more, and heighten engagement:

1. How you can relate to your students' area of work
2. Corporate materials (brochures, website)
3. Ways of finding out about your students' interests
4. Industry-related podcasts
5. Course book use

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 students' expertise
- Helps demonstrate your interest in their work
- May help exploit relevant corporate documentation for follow-up language work.


2. Corporate materials (brochures, websites)

If potentially 'boring', look at the pages of a different department, or the website of a rival company.

Give students a task which is relevant to what they need to do in English (e.g. 'Feedback on the page you read in a summary / brief report / email / mini presentation / ...')

**ELTAF Appleby Handout PDF**  
PDF document  
padlet drive

### Framework materials (Evan Frendo)



**English for the workplace**  
Sharing thoughts with teacher...  
englishfortheworkplace

# Personalised input

## ELTAF Conference programme

What sessions have you been to today?

Choose one:

Write

- **talk title**
- **speaker(s)**

Then tell a partner  
why you chose it.

"Do you speak 2019?  
Aspects of contemporary  
English" – Jon Hird

- need to stay up-to-date ..  
esp. living abroad
- I teach adv. students: 😊



# Relating to Students' industry / work

What industries do your students work in?

Mentimeter



32

# 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>	
<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 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?	
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# 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)




# BKK

(Budapest Transport  
Centre)




## What can you identify?




BUDAPESTI  
KÖZLEKEDÉSI  
KÖZPONT




BUDAPESTI  
KÖZLEKEDÉSI  
KÖZPONT

Elérhetőség  
English



VÁSÁROLJA MEG 100E  
REPÜLTŐTÉRI VONALJEGYÉT  
APPLIKÁCIÓN KERESZTÜL!



100E Mobiljegy

FUTÁR utazástervező

BKK Info (Közösségi közlekedés)

Menetrendek


Magunkról

Közérdekű adatok


Sajtószoba

Partnerek

Karrier



BKK - ...  
162K likes



Be the first of your friends  
to like this

Híreink

Június közepén kezdődik a  
Pusztaszeri út felújítása a Felső  
Zöldmáli út és a Cimbalom utca  
között

2019. június 7., péntek

Budapest Főváros Önkormányzata megbízásából, a  
Budapest Közút Zrt. beruházásában megújul a II.  
kerületi Pusztaszeri út a Felső Zöldmáli út és a  
Cimbalom utca közötti szakaszon. Átépül a Felső...

[tovább >>](#)

A pünkösdi hosszú hétvégén a  
Nagyvárad térig jár az M3-as  
metró

2019. június 6., csütörtök

Az előttünk álló pünkösdi hosszú hétvége mindhárom  
napján, 2019. június 8-án, 9-én és 10-én a  
kényelmesebb utazás érdekében egész nap Újpest-  
központ és a Nagyvárad tér között jár majd az...

[tovább >>](#)


Vágányfelújítás a 4-es és a 6-os  
vonalon 2019 nyarán

2019. június 5., szerda

A Széna tér és a Margit utca, továbbá a Práter utca és a  
Goldmann György tér között, összesen közel 2  
kilométeres szakaszon újítja fel idén a BKV Zrt. a 4-es  
és a 6-os villamos vonalát az iskolai...

[tovább >>](#)

M3 felújítás



Tömegközlekedés

Utazástervező

Menetrendek

Jegyek és bérletek

Mindent a pótdíjról

Értékesítési pontok

Társadalmi egyeztetés

Térképek

Fejlesztőknek

Tervezőknek

Utazási információk

Akadálymentesen

Elsőajátós felszállás

Éjszakai járatok

Kerékpár szállítása

BKK-automata

Repülőtéri busz

BKK Info  
Közösségi közlekedés


13





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" ?!



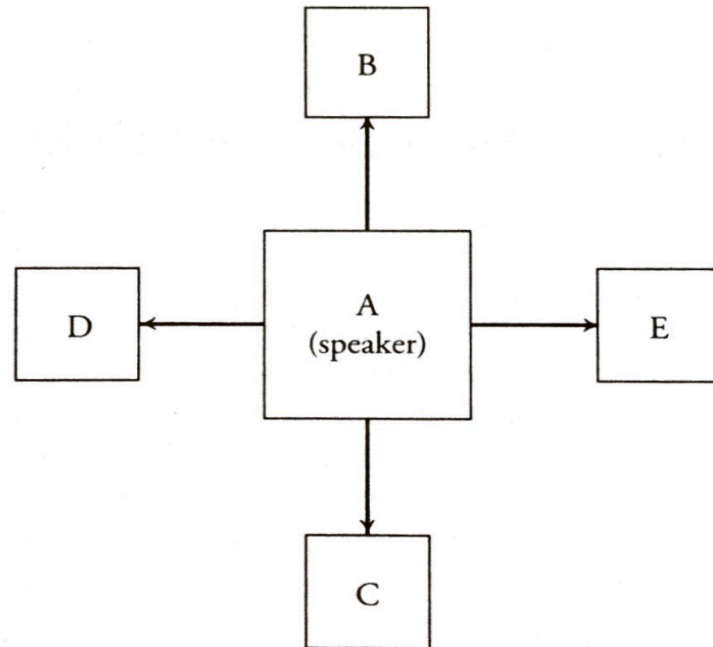
*How was your  
day?*

# Students' needs / interests / 'chat'

## Getting to know your students

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

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



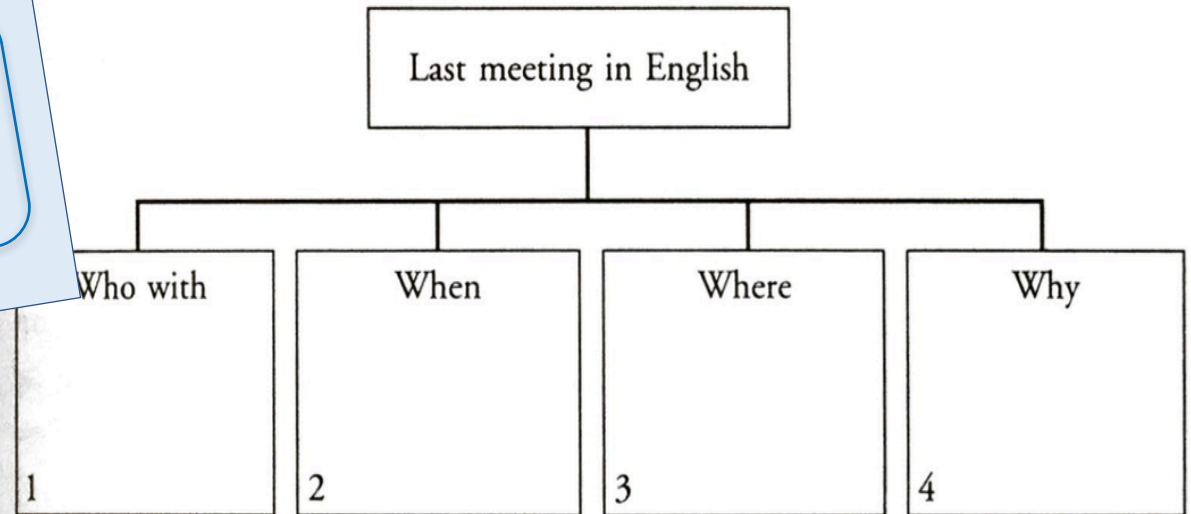
Ellis & Johnson, *Teaching Business English*, OUP

# 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
- 

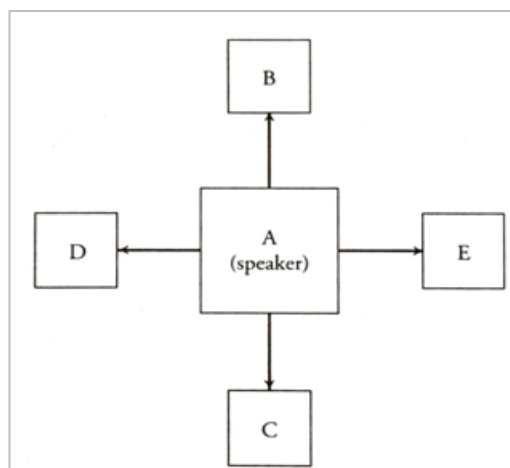


# Students' needs / interests / 'chat'

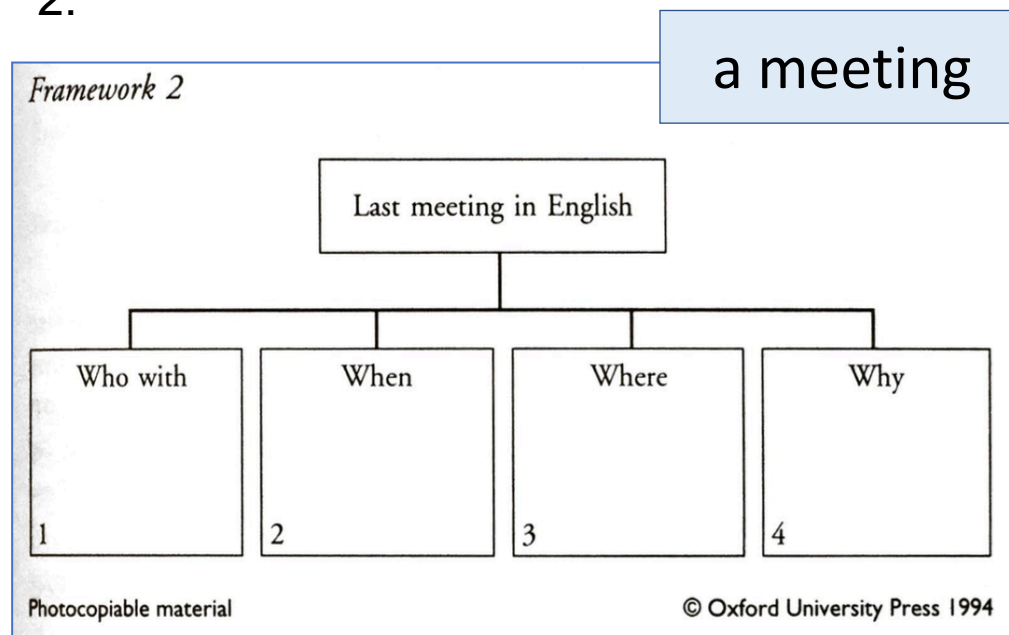


## Examples

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](http://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](http://www.nextgenleads.com/blog/resources/podcasts-for-insurance-agents)
- Transport and mobility: **The Mobility Podcast** (mostly USA focused) [www.mobilitypodcast.com](http://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](http://www.nextgenleads.com/blog/resources/podcasts-for-insurance-agents)





# Course book use

Exploiting the course book for personalisation



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

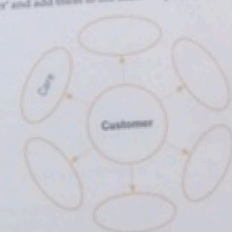
4 What do you think of the Zappos call centre? Underline the correct words in *italics* and complete the sentences. Then read out and compare your answers.  
 I think / *don't* think it's a good idea because ...  
 It *could* / *couldn't* work in my company because ...

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
3 to require		
4 to serve		satisfaction
5 to satisfy	satisfying	
6 to produce	productive	delivery
7		

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 <sup>1</sup> an online company to <sup>2</sup> their order on time and in good condition. They are <sup>3</sup> if they <sup>4</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).  
 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.  
 1 How important is customer \_\_\_\_\_ in your company?  
 2 How does your company deal with customer \_\_\_\_\_?  
 3 How does your company deal with customer \_\_\_\_\_?  
 4 Do you think it is ever possible to guarantee customer \_\_\_\_\_?

9 Work with a partner. Ask and answer the questions in 8.  
 >> For more exercises, go to Practice file 5 on page 114.

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

**Starting point**

- 1 Who are your main customers?
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- 3 What percentage of your company's business is online?

**Working with words | Customer service**

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  - a Training staff to care
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  - 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?

# 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

OUP *Business Result*, 2<sup>nd</sup> edition, Intermediate (2016). Hughes, J. & Naunton, J.

OUP *International Express*, 3<sup>rd</sup> edition, Upper Intermediate (2014). Appleby, R. & Watkins, F.

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

**Frendo, E.** <http://englishfortheworkplace.blogspot.hu/2018/03/what-are-framework-materials.html> (retrieved 24 June 2019)

**Rei, C.** (2012). <https://besig.iatefl.org/wp-content/uploads/2018/06/Charles-Rei-Handout.pdf> (retrieved 24 June 2019)

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




Link to  
Handout &  
Slides ...  
& much more:

<https://rachelappleby.edublogs.org>

## Along these lines

Saving words

Search



Home About me!

Search

### Recent Posts

- CONFERENCES / WORKSHOPS / TRAINING
- SHORT WORKSHOPS
- #ELTchat summaries
- OUP BLOGPOSTS
- WEBINARS

### Recent Comments

- Edublogs on WEBINARS

### Archives

- May 2019

### Meta

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## CONFERENCES / WORKSHOPS / 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 June ELTAF, Frankfurt

#### 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 something yourself. Where does the time go?

This workshop looks at five ways to relate easily to our students. Each idea is quick to implement, and will get your students involved and chatting. Their interests will remain at the centre of learning, and they'll leave class on a positive note, because we've demonstrated an interest in them as individuals!

Good for Business and General English adult learners.

Handout: (coming soon!)

Powerpoint slides:



English Language Teachers' Association Frankfurt/Rhine Main Neckar e.V.

### Tags

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

### ESP

effective questioning

### listening

metacognition methodology model

### one:one

phonemic chart presentations process pronunciation public speaking

### reading

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

Personalised input:  
minimum prep, maximum impact

**Thank you!**



**June 2019**

**Rachel Appleby**

rachelappleby18 @ gmail.com

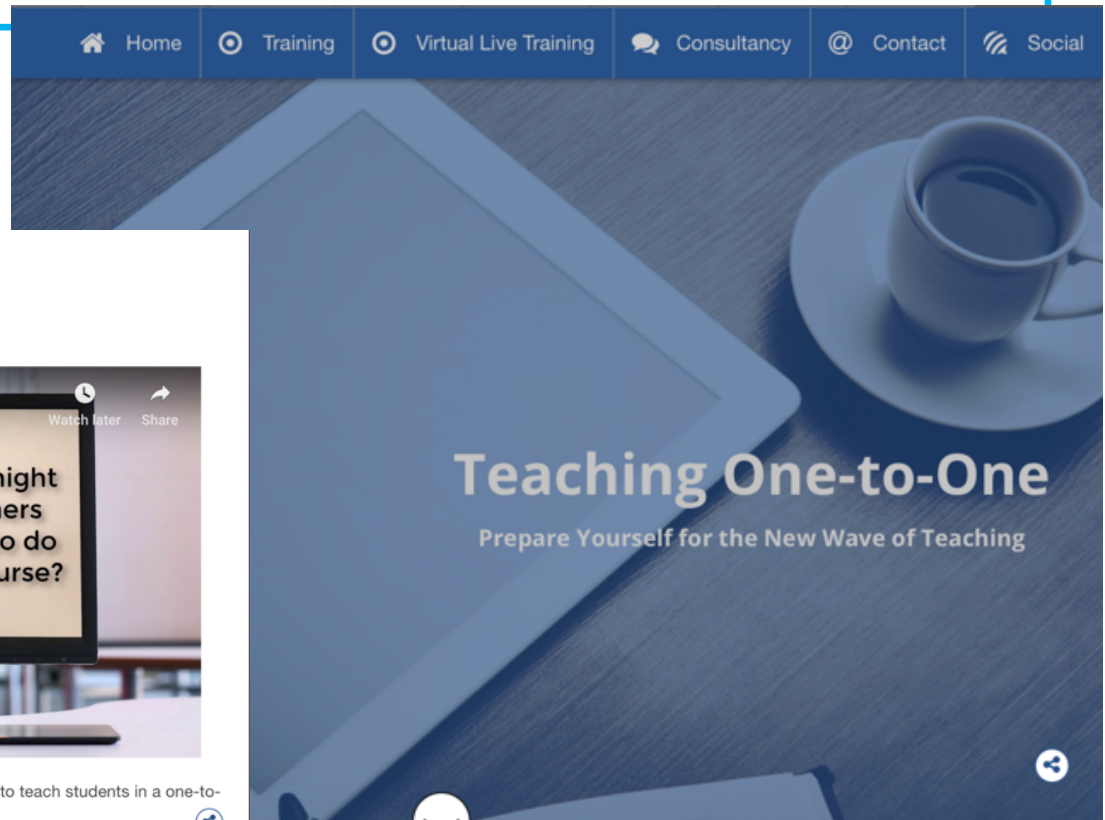
@rapple18

<https://rachelappleby.edublogs.org>





# TheConsultants-e Online One-to-One training



## Course Overview

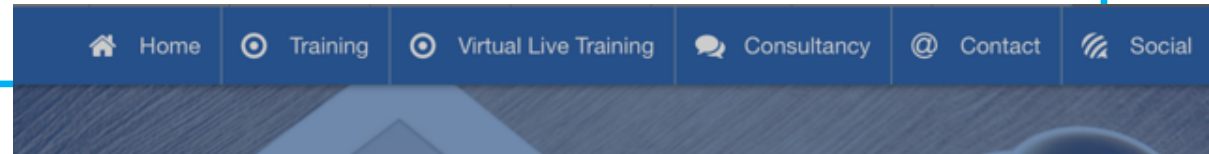


Our Teaching One-to-One course gives you the skills and confidence to teach students in a one-to-one scenario in a principled and effective manner.



# TheConsultants-e

## Online One-to-One training



### Course Content

#### During the course, you will learn to:

- examine the similarities and differences between teaching groups and teaching one-to-one
- think about what makes an effective one-to-one teacher
- consider the importance of needs analysis and how best to prepare to teach one-to-one
- evaluate methods of sourcing materials and resources for your one-to-one student
- look at how to design a one-to-one course based on your needs analysis
- critically examine a range of one-to-one teaching techniques
- think about different methods of delivering classes (f2f, online, via Skype/phone, etc.)
- look at how to deal with error correction and feedback
- consider the importance of getting feedback and course evaluations from your students

#### Module 1: Preparation

- What is one-to-one teaching?
- What makes a good 1to1 teacher?
- Preparation and needs analysis
- Materials and resources
- Designing a course

#### Module 2: Practice

- One-to-one teaching techniques
- Methods of delivery
- Error correction and feedback
- Evaluating your courses
- Closing and review

## Teaching One-to-One

Prepare Yourself for the New Wave of Teaching

