

Personalised input:  
minimum prep, maximum impact

Rachel Appleby  
IH BCN ELT February 2019




*'City Skyline Barcelona' in Chinese ink: digital artwork by Don Kuing*  
<https://fineartamerica.com/featured/illustration-of-city-skyline-barcelona-in-chinese-ink-don-kuing.html>

# Link to Handout & Slides

<http://rachelappleby.edublogs.org>

## Along these lines

Saving words



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- [April 2016](#)

## CONFERENCE TALKS / TRAINING

Posted on [April 16, 2016](#) [Edit](#)

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

### 2019 February 9, Barcelona

#### 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.

Teaser video (a quick preview) – 1'

<https://www.dropbox.com/s/sncwqq0w6diob2u/Rachel%20Appleby%20IHB%20CNELT%202019.MOV?dl=0>



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**Handout:** (coming soon)

**Slides:** (coming soon)

# Personalised input

#IHBCNELT 2019 conference programme

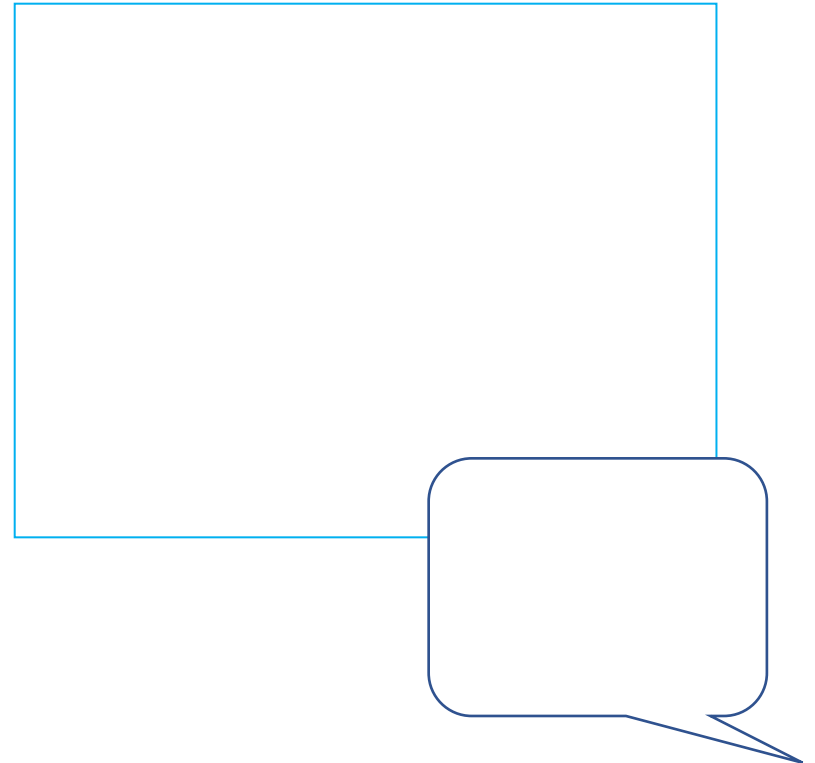
What sessions are you going to today?

Choose one:

Write

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

Then tell a partner **why** you've chosen it.



# Personalised input

#IHBCNELT 2019 conference programme

What session(s) are you going to today?

*"Systematic informed  
reflective practice: a tool  
for teacher learnacy"*

*Angi Malderez*



*How to make the most  
of things you learn at  
conferences!*



## 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>	
<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?	
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)



1919 - 2019



# BKK

(Budapest Transport Centre)

## What can you identify?



BUDAPESTI  
KÖZLEKEDÉSI  
KÖZPONT

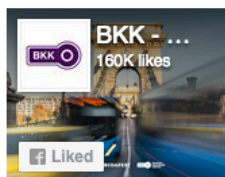


BUDAPESTI  
KÖZLEKEDÉSI  
KÖZPONT

Contact Magyar   

### About us

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



You and 29 other friends like this



### News

#### Off-wire City-trolleybus to operate in the inner city at weekends

2018. November 15., Thursday

On 17 November 2018, a new weekend City-trolleybus service started its operation between Fővám tér and Lehel tér in the fifth district of Pest. The low-floor, single trolleybuses run on Saturdays and Sundays only....

[more »](#)

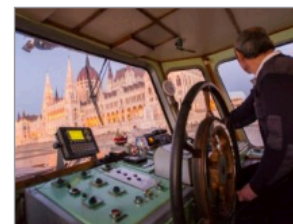


#### River-crossing boat line in operation on inner city section of the Danube until Christmas

2018. October 11., Thursday

BKK strives to integrate boat lines into the public transport service offering more and more intensively. As a part of this effort, boat services will be launched to provide river-crossing options in the city centre....

[more »](#)



#### 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,...



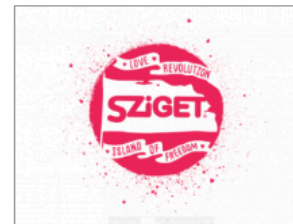
[more »](#)

#### 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 »](#)



### 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




# TfL

(Transport for London)

## What can you identify?



**TRANSPORT  
FOR LONDON**

[Plan a journey](#) [Status updates](#) [Maps](#) [Fares & payments](#) [Help & contacts](#) [More](#)


**Plan a journey**


NewMy JourneysRecents


Leaving: now [change time](#)

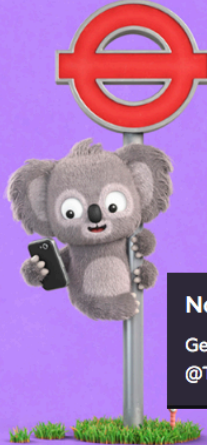
[Edit preferences](#)

[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	>
		
<a href="#">This weekend</a>		





**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

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# Corporate materials / websites



## Website tasks

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



# Students' needs / interests / 'chat'

"Chat" ?!



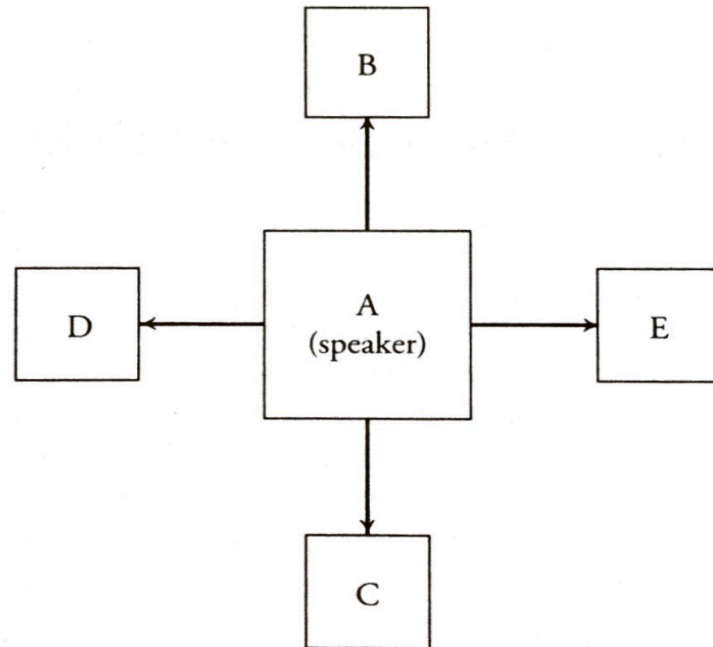
*How was your  
day?*

# Students' needs / interests / 'chat'

## Getting to know your students

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

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



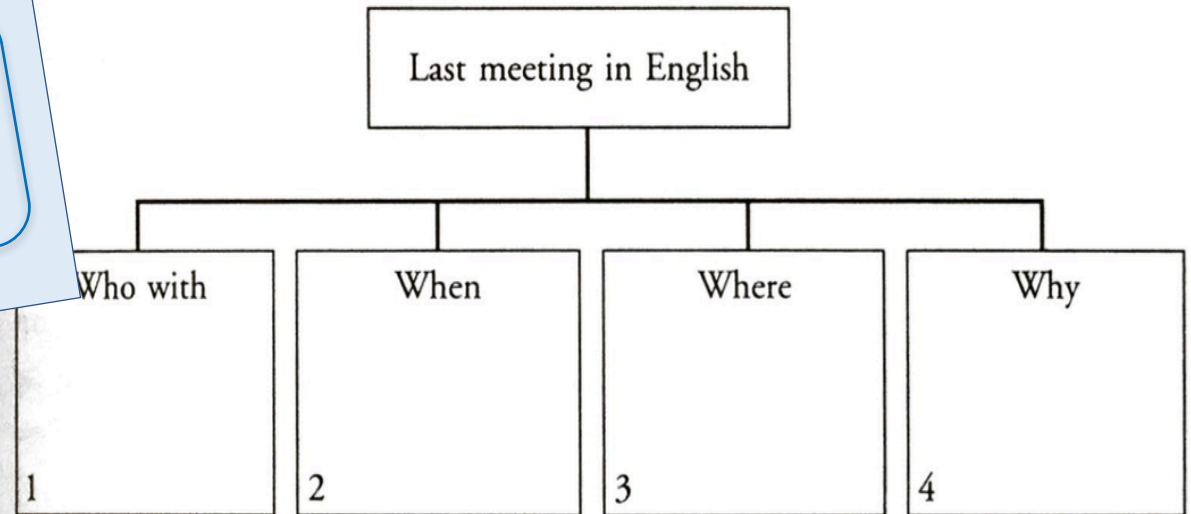
Ellis & Johnson, *Teaching Business English*, OUP

# 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
- 

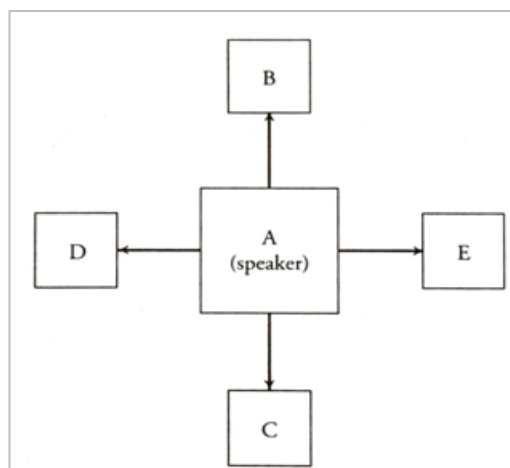


# Students' needs / interests / 'chat'

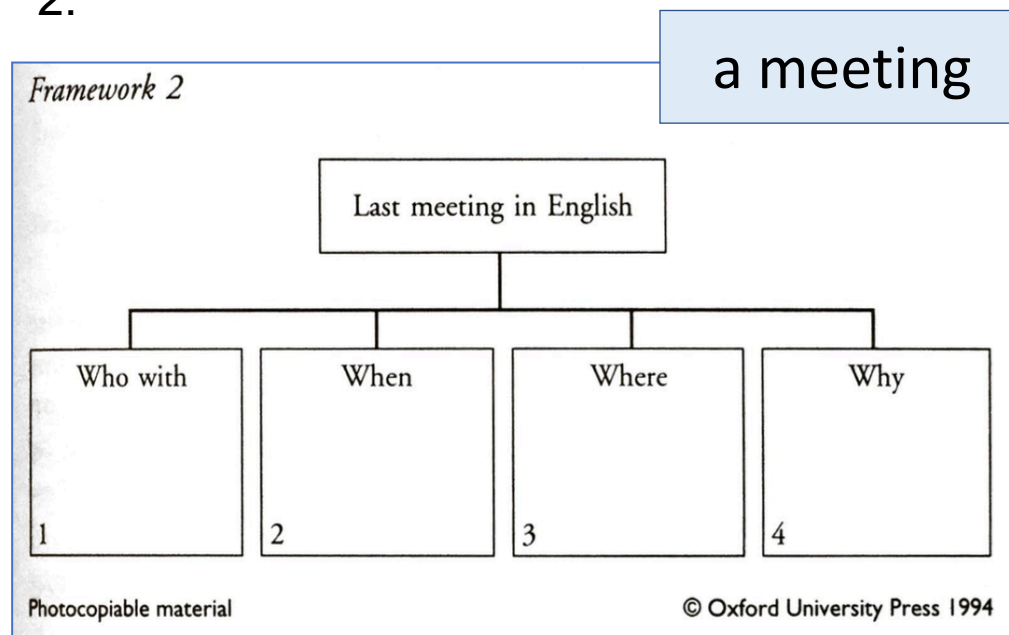


## Examples

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) <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](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

Unit 5 | Customers

# 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

- 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
- Read about the company, Zappos. What is the best title for this article?
  - Training staff to cure
  - 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 picture) answer around 5,000 calls per day and 1,200 emails per week about its products. Now 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: it lasted ten hours and 29 minutes.

Chiefs, with 73% repeat orders, customer satisfaction at Zappos is very high.

### 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.

- Read the article again. What do these numbers refer to?  
 5,000 1,200 4 10728 75
- 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 ...
- Complete this table with the word forms in the article in 2.

Verb	Adjective	Noun
1 to cure	curing	cure
2	loyal	
3 to expect	expected	
4 to require		requirements
5 to serve		satisfaction
6 to satisfy	productive	
7 to produce		delivery
8		

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

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

- How important is customer \_\_\_\_\_ to your company?
- How does your company build customer \_\_\_\_\_?
- How does your company deal with customer \_\_\_\_\_?
- Do you think it's even possible to guarantee customer \_\_\_\_\_?

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

» For more exercises, go to Practice file 5 on page 114.


- 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.

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# 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?
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**Working with words | Customer service**

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- 2 Read about the company, Zappos. What is the best title for this article?
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- 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.

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 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/>

‘City Skyline Barcelona’ in Chinese ink: digital artwork by Don Kuing  
<https://fineartamerica.com/featured/illustration-of-city-skyline-barcelona-in-chinese-ink-don-kuing.html>



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minimum prep, maximum impact

**Thank you!**

**IH BCN ELT Feb.'19**

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