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 this information to increase motivation in the classroom (theirs & yours)?

Investigate these five 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)

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; website)

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 / …'*

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).

Framework 1: Points of contact in the company/organization
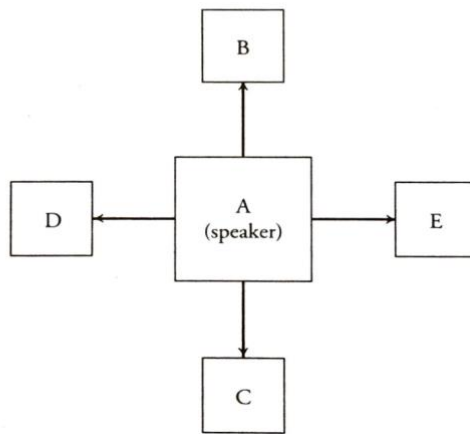
4. Course book use & personalization

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

[Become a podcast-listener, or blog-reader yourself, first!]
Find good industry-related podcasts and/or blogs, and introduce your students to them; encourage them to listen / read at home, and report back. *

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> **OVER TO YOU!**
> Your weekend / next week's challenge:
> ❑ How can you **relate** to your students' work / industry?
> ❑ Check an industry **website** of a *rival* company
> ❑ Write 2 questions: **find out more** about your students
> ❑ Check your **course book** for opportunities to relate content to your students work
> ❑ Find a suitable **podcast** / blog for your students
> ❑ *(other :)* ....

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* For a random selection of **podcasts** (and maybe blogs) (not all tried-and-tested!) – as well as the powerpoint slides & handout for this talk, go to 'Conference Talks' here:
http://rachelappleby.edublogs.org