

Personalised input:
minimum prep, maximum impact

Rachel Appleby

June 2020



Where I'd like to be:



Munich Skyline Silhouette by Marian Voicu fineartamerica.com

Where I am really:



Budapest

www.etsy.com/dk-en/listing/637248211/budapest-skyline-watercolor-art-poster

Personalised input

MELTA events

What workshops have you been to recently?

Activities for online teaching" – Pete Sharma

"Further adventures in lexical teaching" – Hugh Dellar

Choose one:

- **talk title**
- **speaker(s)**
- **1 thing to remember**

Write these down. Then share an idea to the chat box, with why you chose this one.

to the chat box! ➡

Personalised input

MELTA events

Reflection

What matters to us

Sharing it with others

Learning from others / others' mistakes

Trying things out / having a go

Discussing how you got on

Talking about things which are directly relevant

Relating to Students' industry / work

What industries do your students work in?



 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>	
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 the Students' industry / work

The story of my briefcase

Was there a burglary or break-in? If so, how did they get in?

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)



BKK

(Budapest
Transport
Centre)

What can you identify?



BUDAPESTI
KÖZLEKEDÉSI
KÖZPONT

Contact Magyar   

About us

BKK in brief

Our progress

Tasks & Responsibilities

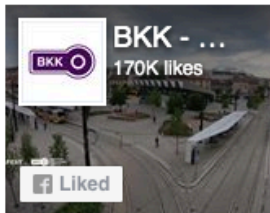
News

Board Members

Supervisory Board

Contact

Design and signage



You and 43 other friends like this



News

Bike lanes are being created along Villányi út – the interconnected network is expanded

2020. June 12., Friday

Soon enough cyclists will be able to ride safely on a new location in Budapest, as along Villányi út, (in district 11) a 1.7 km-long bike lane will be established, directly connecting the already-popular bike lanes in... [more >>](#)



Clients are free to visit BKK Customer Service Centres and also the Central Customer Service Centre again

2020. May 23., Saturday

BKK Central Customer Service Centre (1075 Budapest, Rumbach Sebestyén u. 19–21.) and also BKK Customer Service Centres can be visited again from 25 May 2020. The opening hours of the Central Customer Service Centre...



[more >>](#)

Mobile ticket available via more and more apps

2020. May 6., Wednesday

The distribution network selling public transport mobile



M3 metro closure

Public transport

Trip planner

Timetables

Maps

Tickets and passes

Mobile ticket

Foreign-issued stud. IDs

Penalty fares

Ticket vending machines

Transporting bicycles

Accessible transport

For developers

Heritage public transport

Boat services

Ticket validation

Airport shuttle



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

A vibrant, colorful graphic for the 'Tap into the Wonderful World of Off-Peak' campaign. It features a central yellow sun with a white 'T' inside, surrounded by various London-themed icons like a red double-decker bus, Big Ben, a rainbow, a bee, a soccer ball, and people walking. The text 'TAP INTO THE WONDERFUL WORLD OF OFF-PEAK' is prominently displayed in the center.

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

An aerial photograph of the London skyline, showing the River Thames, the Shard, and other city buildings.

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

A photograph of a large, diverse crowd of people at a major event, with a woman in a pink jacket in the foreground.

Major works & events

Find out about upcoming works or



What
can you
identify?

Tarifreform auf einen Blick

→

Start Ziel

↔

◀ 12:29 Uhr ▶ Di, 12.05.2020 ▼ An Ab

Verkehrsmeldungen

MVG

Maskenpflicht bei U-Bahn, Bus und Tram →

S-Bahn

Zurzeit liegen keine Meldungen vor. →

Fahrplanänderungen

Fahrplanänderungen zu allen Verkehrsmitteln im MVV →

Ticketangebote & Preise

Angebotsauskunft

Hier finden Sie alle Infos zum Ticketangebot im MVV →

TicketFinder

Immer das günstigste Ticket für Ihre Verbindung - auch in Kombination mit bereits vorhanden Tickets mit dem MVV-TicketFinder! →

Corona-Pandemie

Corporate materials / websites



Website tasks

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



Students' needs / interests / 'chat'

"Chat" ?!



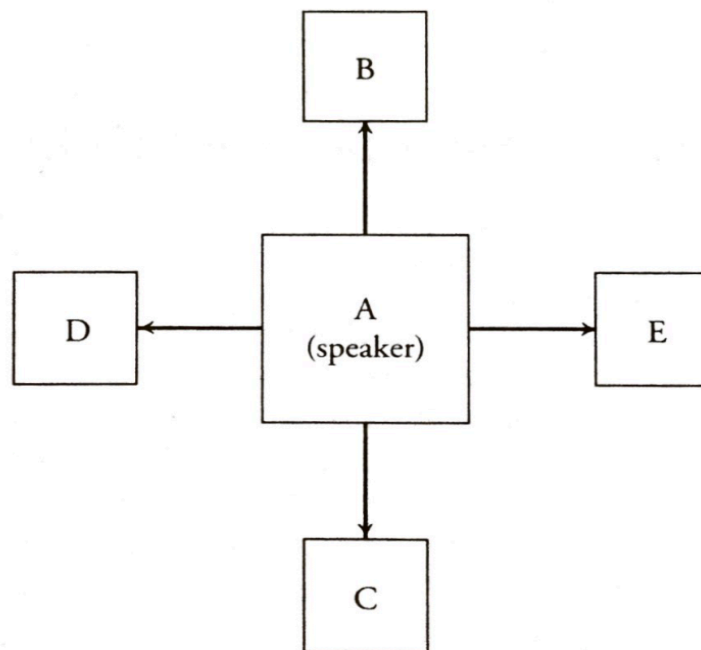
*How was your
day?*

Students' needs / interests / 'chat'

Getting to know your students

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

Framework 1: Points of contact in the company/organization



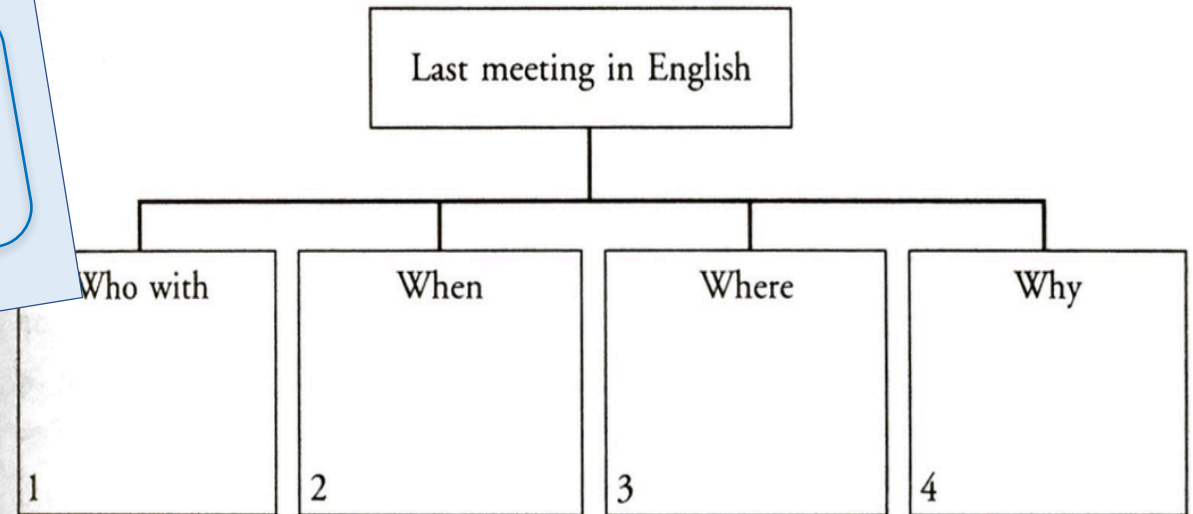
Ellis & Johnson, *Teaching Business English*, OUP

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've learnt recently about teaching online***
-

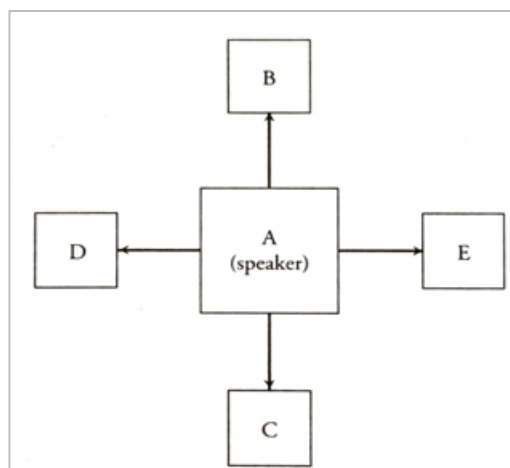


Students' needs / interests / 'chat'

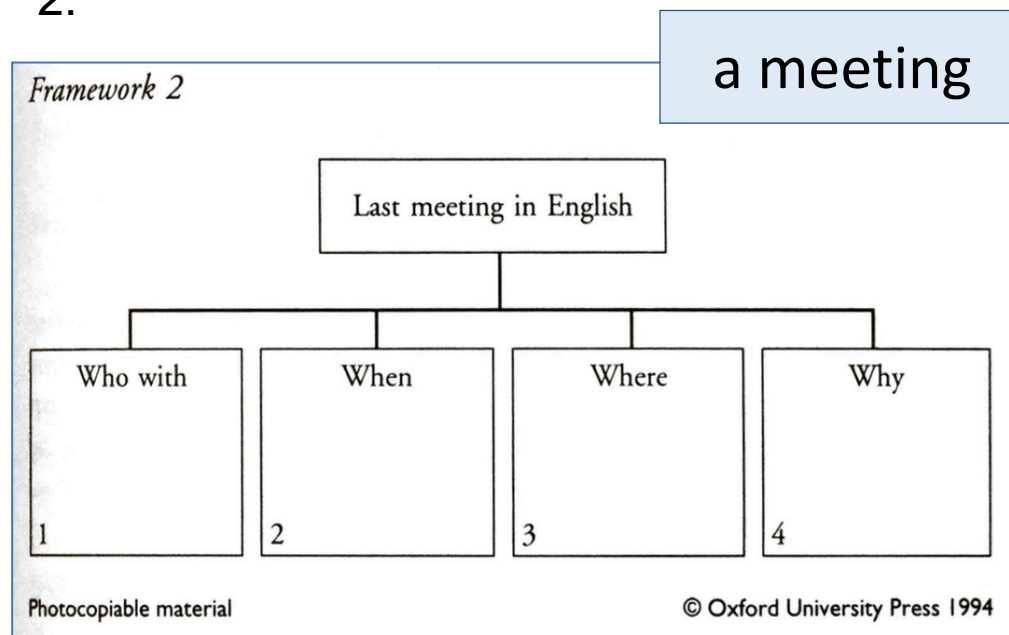


Examples

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.

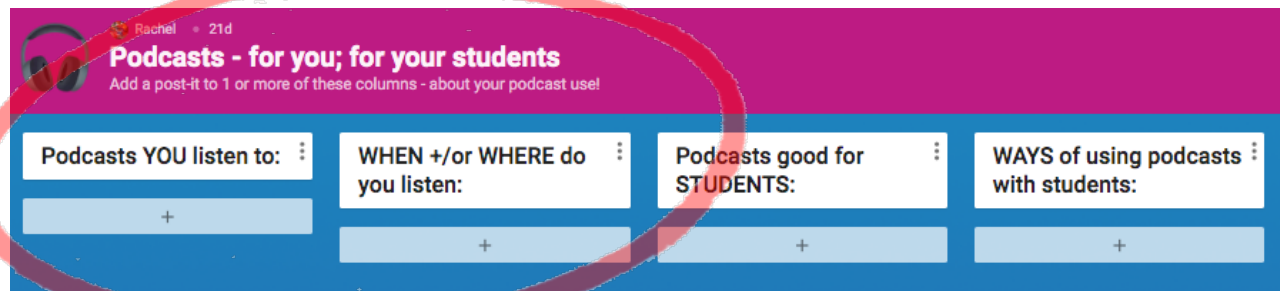
However in many cases, such as a longer meeting or a company visit, there are many events in one situation.

Charles Rei (2012) "The communicative event"



PODCASTS

<https://padlet.com/rachelappleby/Bookmarks>



Industry-related podcasts

1. Podcasts (ELT)

A.



B.



C.

D.



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	



Industry-related podcasts

1. Podcasts – my mini crash course; c) examples

- **Water Management** (30'- *Guardian*)
<http://washfunders.org/podcast-water-water-everywhere>
- Top 15 **INSURANCE** Podcasts You Must Follow in 2020
https://blog.feedspot.com/insurance_podcasts
- Transport and mobility: **The Mobility Podcast** (mostly USA focused) www.mobilitypodcast.com



Still not convinced??

Industry-related podcasts



1. Podcasts are by and large offered for free.
2. Whether you're in your home, on a walk, in your car ..., it's easy to put in your headphones and listen to the latest episodes of your favorite podcast.
3. Listening to podcasts give you a breather from music.
4. A conversation often feels more natural than someone telling you a story. You get to hear people bounce off each other and build off of what the others said.
5. [Many] tasks don't require a lot of brain power, e.g. driving to work and cleaning the house. Podcasts [...] let you immerse yourself in an enlightening conversation over the airwaves even tho' in real life you're scrubbing toilets or washing sinks.
6. Podcasts aren't only good entertainment, but also great education. The time you'd normally spend doing those mindless chores or exercising can be used to help you prepare for the next phase of your career.



Course book use

Exploiting the course book for personalisation



Courtesy: 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 tell six friends. If you make customers unhappy on the Internet, they can tell 6,000."
Jeff Bezos, founder of Amazon
- 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.

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).
Consumer is a general term to talk about any person who buys things, not a specific product or service.

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		requirements
5 to serve		satisfaction
6 to satisfy	productive	delivery
7 to produce		
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. ⁸

7 Look at the Zappos test in 2 again. Find different word combinations with the word 'customer' and add them to the mind map below.

```

graph TD
    C((Customer)) --- C1(( ))
    C --- C2(( ))
    C --- C3(( ))
    C --- C4(( ))
    C --- C5(( ))
    C --- C6(( ))
    C --- C7(( ))
    C --- C8(( ))
    
```

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


- How important is customer ¹ in your company?
- How does your company deal with customer ²?
- How does your company deal with customer ³?
- Do you think it is ever ⁴ to guarantee customer ⁵?

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

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?

Working with words | Customer service

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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.

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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?

Course book use

Exploiting the course book for personalisation

Unit 5 | Customers

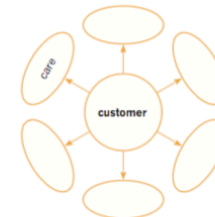
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I *think* / *don't think* it's a good idea because ...
It *could* / *couldn't* work in my company because ...
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10 Make five rules and guidelines for successful customer service in your company using words from the table in 5.

Example: Rule 1: Don't meet your customer's expectations. Go beyond them.

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- 8 Complete these questions with an appropriate 'customer' collocation from 7.
- 1 How important is customer _____ in your company?
 - 2 How does your company build customer _____?
 - 3 How does your company deal with customer _____?
 - 4 Do you think it's ever possible to guarantee customer _____?
- 9 Work with a partner. Ask and answer the questions in 8.

» For more exercises, go to Practice file 9 on page 114.

- 10 Make five rules and guidelines for successful customer service in your company using words from the table in 5.
Example: Rule 1: Don't meet your customer's expectations. Go beyond them.

Business Result (2nd ed.) Intermediate U5

Course book use



Exploiting the course book for personalisation

10 Make five rules and guidelines for successful customer service in your company using words from the table in **5**.

Example: Rule 1: Don't meet your customer's expectations. Go beyond them.

	Guidelines:	Benefit:
Rule 1		
Rule 2		
etc.		

Business Result (2nd ed.) Intermediate U5

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*, 2nd edition, Intermediate (2016). Hughes, J. & Naunton, J.

OUP *International Express*, 3rd 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

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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!)

For more information and details on short workshops, please check out this page: [SHORT WORKSHOPS](#) ...

MELTA (Munich): Online workshop 20 June 2020



Personalised input: minimum prep & maximum impact

In attempts to tailor BE & ESP courses as closely as possible to clients' needs, we often find ourselves struggling with a huge range of materials – published course books, websites, and on-/offline documentation, including students' own work-related sources – not to mention various other goodies we cook up ourselves!

This workshop looks at five sources and ways of exploiting them with minimal preparation, but to maximum effect, ensuring the students' interests remain at the centre of learning.

Handout: [Appleby Personalised Input Handout](#)

Ppt 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

questions **reading**

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

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minimum prep, maximum impact



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Thank you!

June 2020