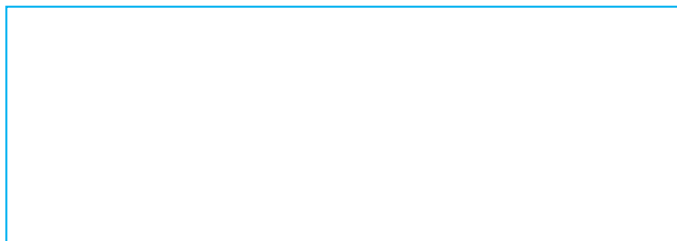


# Personalised input:

minimum prep, maximum impact



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

5

1. How you 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) experienced which you can use to relate to your students' area of work?

### Benefits:

- Helps 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.

*What industry/ies do your students work in? How can / do you relate to their work?*

.....

## 2. Corporate materials (brochures; websites)

If potentially 'boring', look at the pages of a different department, or the website of a rival company. (e.g. ....?)

Give students a task relevant to what they do in English e.g. 'Give feedback on the page you read ... in a summary / brief report / email / mini presentation / ...'



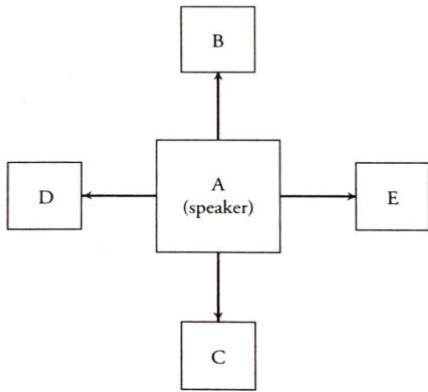
## 3. Finding out about the students / their needs

- Needs Analysis
- Getting to know your students
- General chat



Use step-by-step activities (e.g. **Framework Materials** – see REFERENCES) to help structure student talk / discussions about common issues at work.

... / ...



A = the learner  
 B, C, etc. are his/her contacts:  
 "Who do you liaise with?"  
 "How?" (= email / tel. / ... )  
 "What about?"



**4. Industry-related podcasts** [*Become a podcast-listener yourself, first!*]

Find good industry-related podcasts, and introduce your students to them; encourage them to listen at home (with a task), and report back.

*What podcasts do you listen to? .....*

*What sorts of podcasts might your students be interested in? .....*

**5. Course book use & personalization**

A good course book helps 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.

*Which (BE) course book could you try for this? .....*



**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
- Choose a format: get your students to fill it in: **find out more** about your students
- Find a suitable **podcast** for your students
- Check your **course book** for opportunities to relate content to your students' work

**REFERENCES**

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\* For a copy of the powerpoint slides & handout for this talk, go to 'Conference Talks' here:  
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