

**DIVE OFF THE PAGE AND INTO
THE WORKPLACE**
**PERSONALISING AN ADVANCED
LEVEL COURSE BOOK**

ANNE HODGSON



English of the workplace



My reflective practice:

Reconstruct communicative situations with clients

Discuss with mentors

Apply research on discourse and culture



EEEEK!



**IT'S NIPPY ^{OW!} ^{OW!}
^{OW!} ^{OW!} IN HERE !!!**

Moving from B2 to C1, from local to global

@sandymillin <http://www.elpics.com>

CORNELSEN STUDY 2012 ONLINE PANEL COURSEBOOK ENGLISH C1

456 teachers in adult education at B2-C2:

Who are your main target groups?

What key skills do they need to improve?

Which materials and features work best?



TARGET GROUPS

Office staff (47%)

Managers (42%)

Assistants (41%)



KEY SKILLS

Speak freely 41%

Review grammar 27%

Build vocabulary 20%

USE COURSEBOOKS

B2 92%

C1 81%

C2 68%

MAIN RESOURCES AT C1

Photocopiable materials 98%

Published articles 95%





What materials actually give learners the language of business communication?



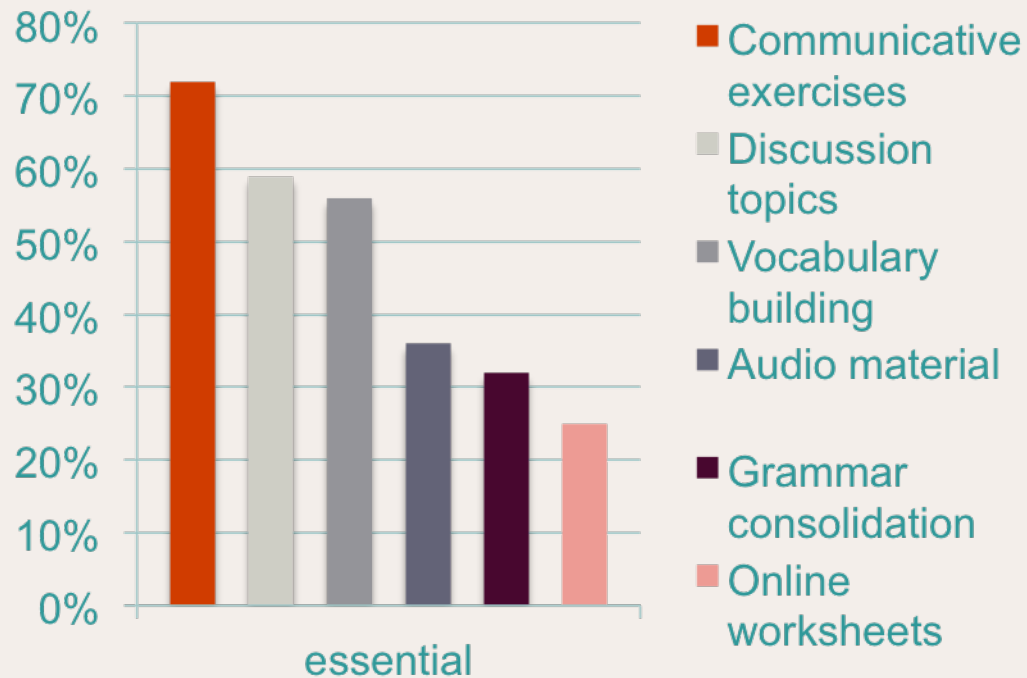
Are authentic business materials better models to learn from than **edited materials**?

Use authentic materials for **reflection**

Adapt authentic materials to **model** language

KEY MATERIALS AND COURSEBOOK FEATURES AT C1

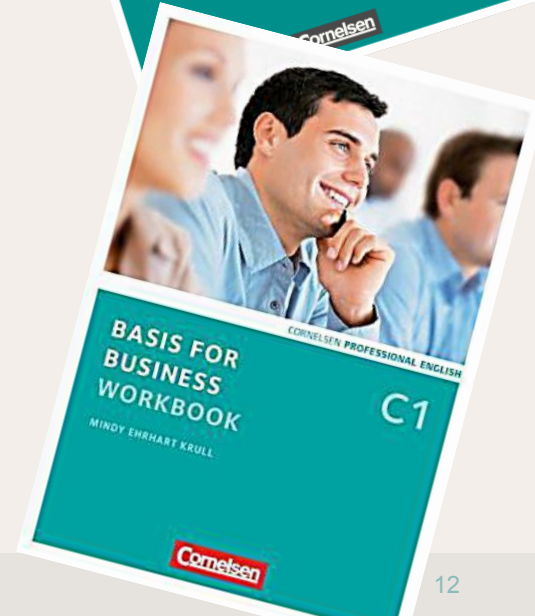
Percent of online panel



OUR RESPONSE



CORNELSEN PROFESSIONAL ENGLISH



FEATURES

BASIS FOR BUSINESS C1

Features

Communicative situations

- Business practice
- Part A+B: scripted text + audio
- Phrase boxes for communicative tasks
- Skills boxes and files for tasks
- Roleplay and simulations

Discussion topics

- Did you know?
- Food for thought
- Part C: authentic materials
- Outside view

Grammar consolidation

- Noticing in context
- Contrastive grammar boxes
- Fine-tuning the message
- Reflection: Extra practice, workbook

Vocabulary building

- Collocations, register
- Typical mistakes
- Personalization
- ESP
- Extra practice
- Workbook

SAMPLE LESSONS BASIS FOR BUSINESS C1

Unit 5 Sustainable Business

- A Discuss Performance (sustainability, reporting, storytelling)
- B Pitch a proposal
- C Describe business strategy

Built-in personalization through warmers, discussions, tasks

5

Sustainable business

In this unit you will ...

- explore sustainability
- review financial performance
- pitch financial services
- practise business storytelling and reporting

Part A Discuss performance

1 Sustainable has two meanings. In which way are the companies mentioned in the hyperlinks sustainable (or not)? What about the company where you work?

sustainable adj. 1 involving the use of natural products and energy in a way that does not harm the environment
2 that can continue or be continued for a long time

Energy sector

- Nuclear plant shuts down after malfunction.
- Wind turbine producer goes bankrupt.
- Utility company rebounds after crisis.
- Boom in offshore wind power market

2 A major utility company has published its annual report for 2012 on the Internet. Read these extracts and relate what happened in your own words. How well do you think the company was doing at the end of the year?

1 The European energy sector is undergoing fundamental changes. Political intervention is making our business challenging. In addition, the subsidized expansion of renewables in Germany is causing the margins and utilization of conventional power stations to decline. To cope with the challenges, we have implemented comprehensive measures to reduce costs and increase earnings.

2 A basic principle of sustainable business practice is that, in the long run, you can only spend as much as you earn. In 2007, we launched the biggest investment programme in our history, and have since spent about 28 billion euros, much more than we could finance from our operations. We now aim to reduce the resulting debt to improve our financial flexibility and expect to bring our investments and dividends fully in line with our cash flow from operations over the next three years.

3 Find words or phrases in the extracts that mean the following:

Extract 1

- 1 growth enabled by public funding
- 2 reducing profits from and the use of non-renewable energy
- 3 to resolve the problems
- 4 a connected set of actions

Extract 2

- 5 not immediately but at some time in the future
- 6 lowering the amount of money owed
- 7 money coming in and paid out, and its availability

4 Listen to a newscast presenting gains and losses for the utility giant, and answer these questions.

- 1 How did the company perform in 2012? Correct the three errors in the notes.
- 2 Why was 2011 such a disaster? Had the company fully recovered by 2012?

2012 compared to 2011:

- Electricity production: +10.4%
- Operating result: EUR 6,406 bn, -10%
- Net income: EUR 1,306 bn, -27.7%
- Earnings per share: EUR 23, -36.4%

5 Find an annual report online and present the results for a selected year.

Production rose / fell by just over / under x%.

Prices went up / down by around / roughly x%.

Earnings amounted / came to ...

They reported an increase / a decrease of x% in net income over the previous year.

6,406 bn = 'six point four oh six billion'

6,406 m = 'six billion, four hundred and six million'

5

Part A

1 You will hear Peter Glück tell the story of how he built up his wind turbine business. Before you listen, match the phrases below (1-5 with a-e, and 6-10 with f-j) to reconstruct some of the business moves he describes. Which ones do you think contributed to growth?

- 1 raise
- 2 license
- 3 take advantage
- 4 invest
- 5 damage
- 6 cut the
- 7 sell one's
- 8 default
- 9 bail
- 10 develop

- a in the trainee programme
- b equity capital
- c out production
- d the company's reputation
- e of government subsidies
- f risky long-term liabilities
- g stake in the company
- h on payments
- i payroll in half
- j the company out

2 Now listen to Peter relate the story of the rise and fall of Windcraft AG. Take notes on key figures and use the phrases above to answer the questions.

- 1 What were the highlights during the expansion of the company?
- 2 What problems did Windcraft encounter, and how did the company try to solve them?
- 3 How well do you think the founder realized his aim of running a sustainable business?

3 Use the phrases in the box and some of the verbs below to retell the story of Windcraft.

... allowed / permitted / enabled Windcraft to ...
 ... encouraged / motivated / convinced the company to ...
 ... forced / caused the founder to ...

4 Look at these sentences. What decisions were made and how did they affect the present?

If we hadn't opted for aggressive growth, we might have survived.
 If we had kept our focus, we might still be in business today.

5 Work with a partner to formulate business problems and their negative effects. What opportunities did the companies below miss? What should or could each company have done for a more positive outcome?

Example: cash-flow problems → couldn't buy the equipment.

If the company hadn't had cash-flow problems, they could have bought the equipment.

They should have bought the equipment on credit.

They could have leased the equipment.

What if they hadn't been able to get credit?

1 credit rating was low → no credit, couldn't grow
2 debtors defaulted on payments → cash-flow problems
3 failed to refinance a loan → continued to pay high interest
4 lacked qualified staff → failed the audit
5 price war brought down margin → lost money on product

Food for thought

'Most of our experience, our knowledge and our thinking is organized as stories.'

— Donald Pish, *A Whole New Mind*

Telling a (business) story

When ...
 That meant that ...
 So, essentially ...
 In other words ...
 So there we / they were, ...
 In the end, ...
 To cut a long story short, ...
 Looking back ...

Discussing past decisions with hindsight

If I hadn't focused on young people, they would not have had opportunities. We wouldn't have experienced those problems if we had fixed the technology. We really should have focused on the technical problems. Maybe we could have solved them.

SAMPLE LESSONS

BASIS FOR BUSINESS C1

5B: Pitch a proposal

5 👤 With a partner, think of a service that one of you could provide to the other (e.g. bookkeeping, proofreading or an actual service you offer). Choose a role and use the information in your file to organize your thoughts. Then follow the flow chart below to have a meeting.

→ Partner A (Buyer): file 31, page 110 → Partner B (Seller): file 38, page 113



Framing a proposal

Frame your proposal by beginning with your bottom line.
→ Skills file, page 127

5C: Describe business strategy

2 🗣️ Introduction to the 2012 Annual Report by CEO Dr Simon Moroney

5 How do business reports and media releases portray corporate success? Look at these excerpts from Simon Moroney's introduction to the 2012 Annual Report. How does his language reflect his subjectivity and wish to persuade his audience?

The year 2012 was certainly one of the most successful in our history.

What we've seen is a fundamental re-rating of the company, as investors start to attribute real value to our pipeline.

Our long-term strategy of using innovative technology to engineer the medicines of tomorrow is paying off.

Dr. Simon Moroney
CEO, MorphoSys

Workbook: analysing in hindsight, preparing a checklist for a pitch...

Teachers' Guide: recognize implicit meaning

Photocopiable 5

5

Don't let it escape your notice

Title of report:	
Source:	

1. Who is the target reader/listener? What clues help you decide?

Formal or colloquial expressions / idioms / abbreviations / metaphors / euphemisms etc.

2. Identify the keywords in each section and write these in the centre column:

	articles / adjectives / nouns / adverbs etc.	Keyword	prepositional / descriptive clauses etc.
Introduction			

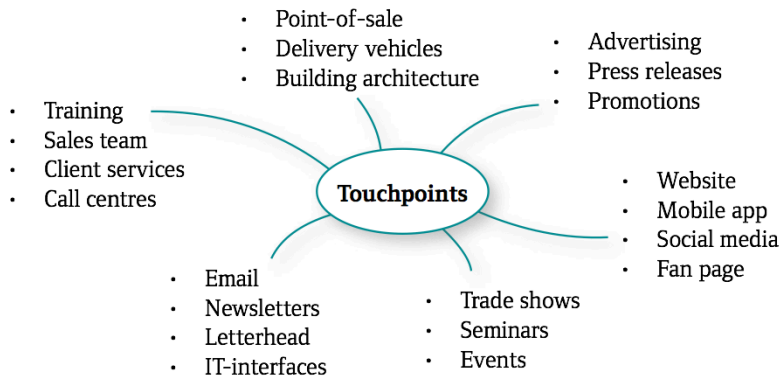
SAMPLE LESSONS

BASIS FOR BUSINESS C1

7C Meeting demand: Control the image

3 Touchpoints are a company's customer contact points. Present how a company you know well communicates its brand image at each touchpoint. Consider:

- 1 the visual presentation (logo, corporate colours, graphic style, typefaces)
- 2 the brand 'voice' (slogans, buzzwords, copywriting tone, letter and email style)



Food for thought
 'People trust recommendations far more than advertising. ... The peer-to-peer "campaign" most likely to work is the one in which friends and family recommend something because they use it, like it, and like their friends.'
 - Kathy Sierra, knowledge designer

5 **Discuss:** How do brand recommendations shared by your loyal customers and fans differ from the advertising generated by your company? Perform a SWOT analysis, then present the results of your analysis to another group.

→ *SWOT analysis: skills file, page 131*

DIVE INTO THE WORKPLACE

PERSONALIZING

Use the book as your diving board



- **Topical:**
Bounce off to use the learner's experience
Follow up on issues



- **Linguistic:**
Analyse language using concordancers e.g. www.just-the-word.com
Reconstruct texts using dictogloss, graphic organizers



- **Business skills:**
Study Part C business cases, skills files
Apply methods and approaches presented to own situation



- **Communication skills:**
Personalize role plays and business file simulations
Reflective self-study, read, report, summarize in groups

FROM THE BOOK INTO THE WORKPLACE

Topics

Select units,
add authentic
materials

Task:
Learners review
their new book
-> supplement
selected units

Language

Notice details in
genres

Tasks:
Dictogloss w/
Outside View

TG photocopiable:
Don't let it escape
your notice

Communication skills


Skills workout in
class

Task:
Listening trios w/
coursebook and
supplemented
texts

Business skills

Turn around book
input on business
methods

Task:
Storytelling in
business
communication

An underwater photograph with a cyan/blue color cast. In the foreground, a diver's hand is raised, palm facing the camera. In the background, a diver's head and shoulders are visible, wearing a black diving mask and a green BCD. The water is slightly hazy, and some bubbles are visible.

Thank you ...
and **have fun diving in!**

anne.hodgson@t-online.de
<http://www.annahodgson.de>