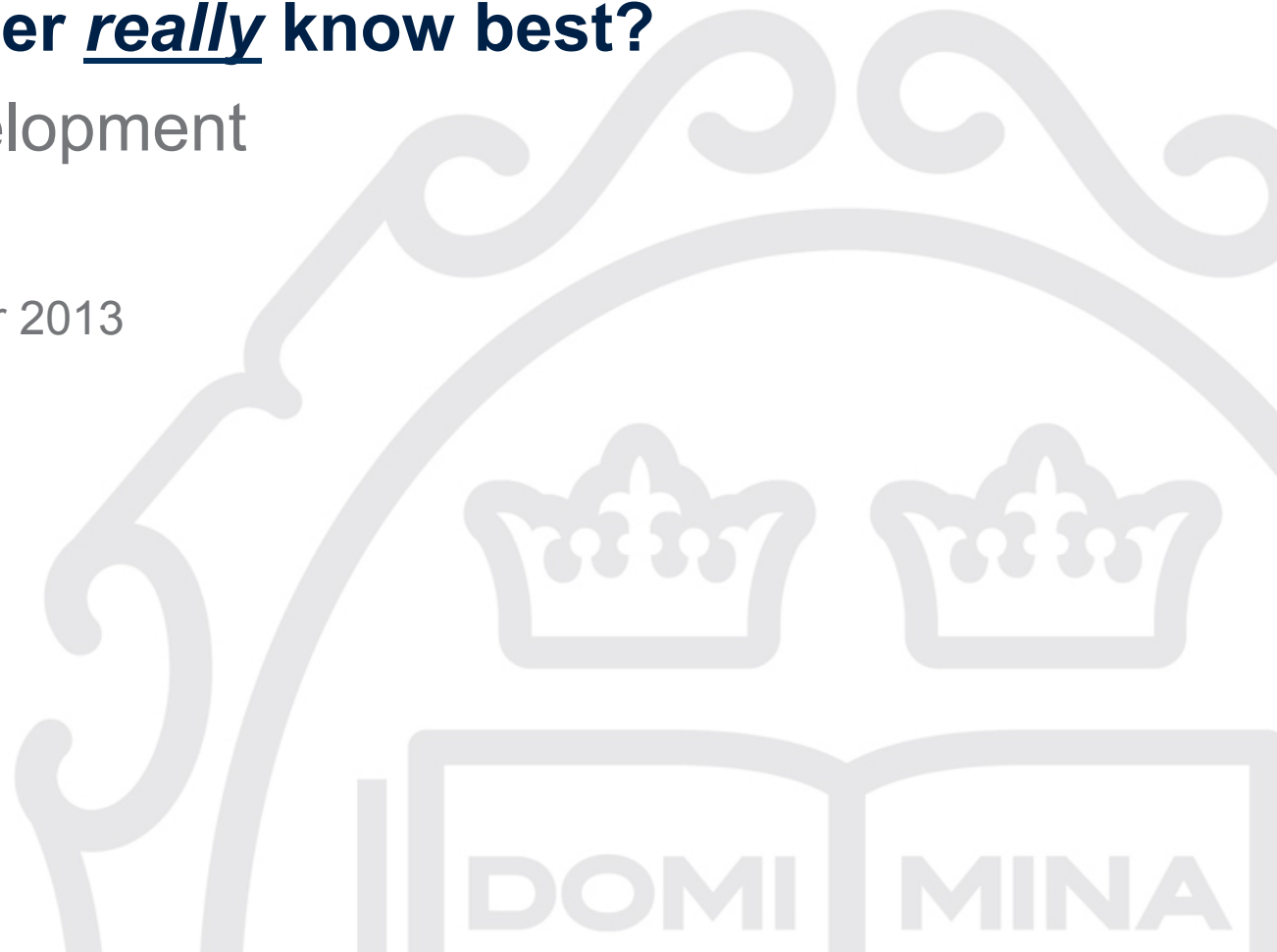


# Does the customer really know best?

## Professional Development

Rachel Appleby

BESIG Prague, November 2013



# Teaching challenges: conflicting interests

## Two examples



1: drinks manufacturer

BRIEF: “to develop participants’ speaking skills to pass end of term tests”

2: an EU organization working with youth and human rights

BRIEF: “to develop participants’ writing skills”



# Challenge: conflicting interests

Meeting very different needs 1

---

## STUDENTS / LEARNERS

“grammar, and accuracy”

“regular homework”

“fluency; plenty of speaking”

“vocabulary”

“language to use in work”

“a break from work; enjoyable lessons”

# Challenge: conflicting interests

Meeting very different needs 2

---

## TEACHERS

“focus on fluency”

“learner independence”

“motivated and talkative students”

“social English”

“work-related vocabulary”

# Challenge: conflicting interests

Meeting very different needs 3

---

## HR / COMPANY TRAINING MANAGER

“improved work-place communication, written & spoken”

“job-related language”

“100% attendance; punctuality”

“regular written tests”

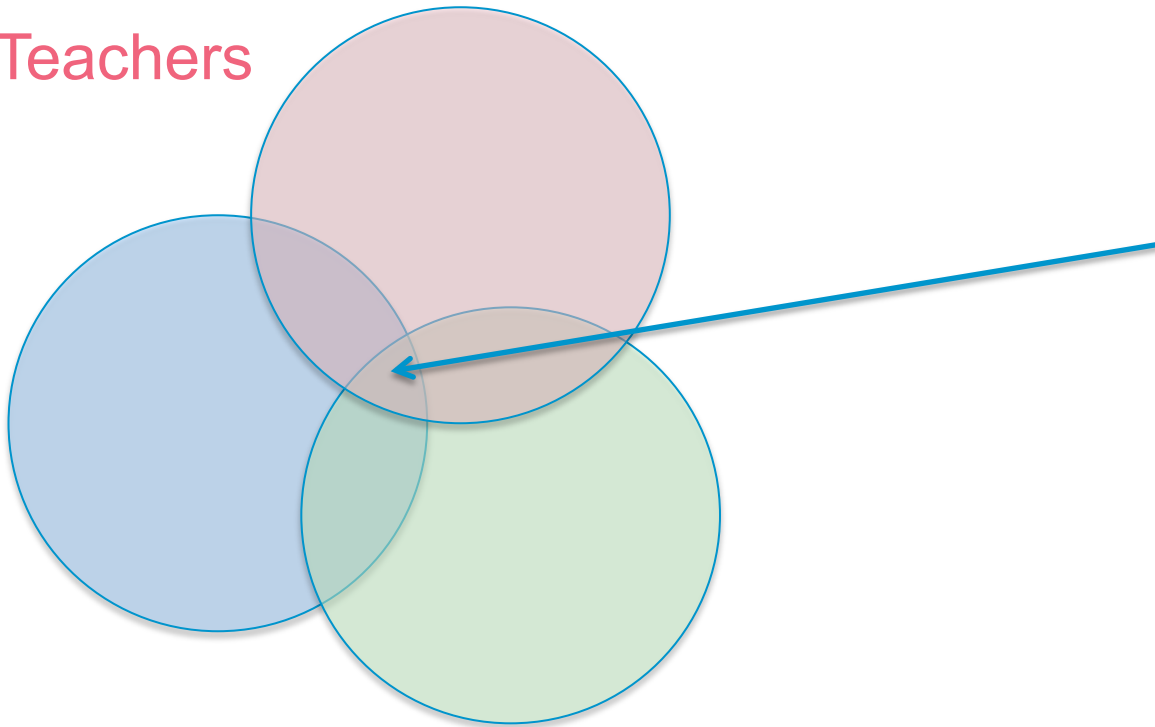
“results”

# Challenge: conflicting interests

Meeting very different needs?

- HR / Company Training Manager
- Students
- Teachers

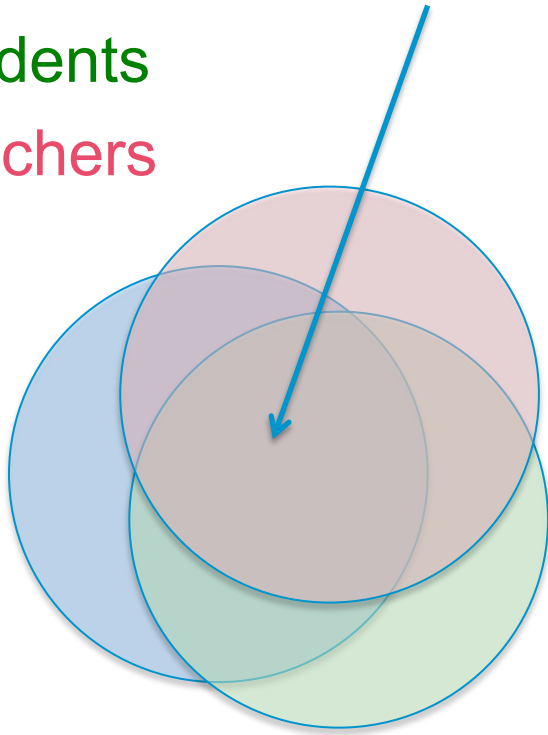
??



# Challenge: conflicting interests

Different needs → Common Goals

- HR / CTM
- Students
- Teachers



## All want:

- Effective communication
- Speaking practice
- Focus on accuracy
- Language 'to go'
- Visible progress

# Common Goals

Common Goals → in practice

- Effective communication
- Speaking practice
- Focus on accuracy
- Language (& *skills*) 'to go'
- Visible progress

Motivating (con-)texts

Communicative tasks

Focus on vocabulary,  
functional language

Clear language focus

Ways of getting Ss to use  
language

Nuggets of immediately  
usable language

# 1. Emails

Focused communication

SAMPLE

## **Re: Sample - PVC-High Pressure Pipe (PN16) - URGENT**

Dear Adam, Good after noon!

I have check with the Consultant. He will be available Tuesday 10:30 a.m. I have also verbally discussed with him use of Plus-Brand in lieu of the conventional design for our Doha Villa project. He needs sample, more technical explanation from you.

Please confirm. Thanks.

**Best Regards, C. Morales**

# Emails

Focused communication

SAMPLE

## Re: Sample - PVC-High Pressure Pipe (PN16) - URGENT

Dear Adam, Good after\_noon!

I have checked with the Consultant. He will be available on Tuesday at 10:30 a.m. I have also (verbally) discussed with him the use of Plus-Brand in lieu of the conventional design for our Doha Villa project. He needs samples, and more technical explanation from you.

Please confirm. Thanks.

**Best Regards, C. Morales**

# Emails: problems and solutions

## Focused communication

---

### 3 areas of focus:

- Subject line
- Phrases
- Structure



# Emails: problems and solutions

## Focused communication

1.

Subject:

Dear ...,

I am sorry to hear that you are unable to attend the conference. Fortunately we have been able to contact Professor Evans and he will take your place for the opening talk. We do hope that you are able to attend next time.

With best regards,

...

# Emails: problems and solutions

## Focused communication

2.

Subject:

Dear ...,

Thank you for sending the draft brochure. The photos are fine. However, I am afraid the text is not right: we wanted a black text on a white background, not white on black.

Please let me know if you can change this, and still print 7,000 copies by the original deadline.

Regards,

International Express Pre Int, U9 Workskills

# Emails: problems and solutions

## Focused communication

3.

Subject:

Dear ...,

I am writing regarding the conference|at the Park Hyatt on Thursday. Unfortunately, I will not be able to give the opening talk as my flight on Thursday morning has been cancelled. I do apologize for any inconvenience this might cause.

Yours sincerely,

...

International Express Pre Int, U9 Workskills

# Emails: problems and solutions

## Focused communication

4.

Subject:

Dear ...,

I apologize for the error regarding text. We have corrected the colouring and I have attached the corrected file. I hope this matches the specifications you requested. I can confirm that we will print the brochure on schedule.

Sincerely,

...

International Express Pre Int, U9 Workskills

# Emails: problems and solutions

## Focused communication

- **Subject line**
- Phrases
- Structure



Q: Can you provide a subject line for each pair of emails?

# Emails: problems and solutions

## Focused communication

- Subject line
- **Phrases**
- Structure



Q: Which **phrases** are used to ...

- give good news?
- bad news?
- apologize?

# Emails

## Focused communication

SAMPLE

**Re: Sample - PVC-High Pressure Pipe (PN16) - URGENT**

Dear Adam,

Further to our phone conversation, I have check with the Consultant. He will be available Tuesday 10:30 a.m.

I have also verbally discussed with him use of Plus-Brand in lieu of the conventional design for our Doha Villa project. He needs sample, more technical explanation from you.

Please confirm that the time suits, and that you will be able to provide this. Thanks.

**Best Regards,**

# Emails: problems and solutions

## Focused communication


---

- Subject line
- Phrases
- **Structure**



# Emails: problems and solutions

## Focused communication: Common Goals

- Subject line
  - Phrases
  - Structure
- 
- 
- Effective communication ✓
  - Speaking practice
  - Focus on accuracy
  - Language & skills 'to go' ✓
  - Visible progress ✓

# Working Abroad

## Benefits?



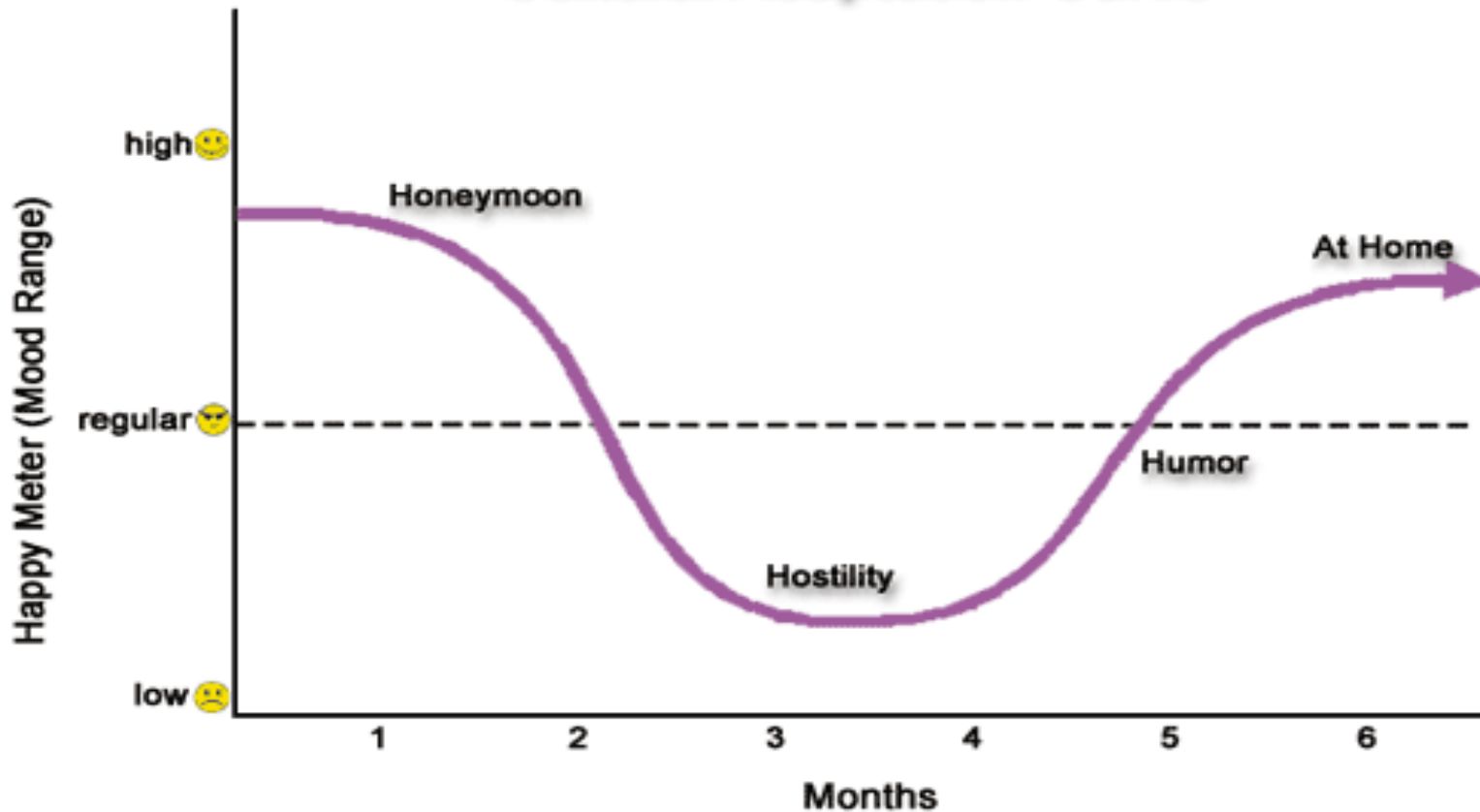
A word cloud of benefits of working abroad. The words are arranged in a circular pattern. The words include: personal, experience, development, exciting, first-hand, challenge, potential, social, career, and new. The words are in various colors: brown, green, blue, and orange.

personal  
experience  
development  
exciting  
first-hand  
challenge  
potential  
social  
career  
new

# Working Abroad

## CULTURE SHOCK!

### Cultural Adaptation Curve



EUPHORIA → SHOCK → ADJUSTMENT → MASTERY

# Working Abroad

## Exposure / Contextualisation

### Surprised? Find out what these people faced in new places.

- a. When I started working in the Middle East, talking about cats and dogs as pets, or going to the beach at the weekend, were inappropriate. I had to *adapt to the situation* by finding out how my students spent their free time, and what they did at weekends.
- b. I was really looking forward to moving to Barcelona. It's a city that lives 24/7. At first it was very exciting, but soon it *posed a challenge*: I wasn't getting any sleep! So I stopped going out mid-week, and used ear-plugs!

# Working Abroad

## Contextualisation

**Read the phrases below. Which stage do they belong to?**

- 1 pose a challenge \_\_\_\_
- 2 adapt to the new situation \_\_\_\_
- 3 develop strategies (for coping) \_\_\_\_
- 4 welcome the opportunity (to meet new people) \_\_\_\_

**EUPHORIA → SHOCK → ADJUSTMENT → MASTERY**

# Working Abroad

## Contextualisation

**Read the phrases below. Which stage do they belong to?**

- 1 pose a challenge *shock*
- 2 adapt to the new situation *mastery*
- 3 develop strategies (for coping) *adjustment*
- 4 welcome the opportunity (to meet new people) *euphoria*

**EUPHORIA → SHOCK → ADJUSTMENT → MASTERY**

### Sentence and word stress

- 1 pose a challenge *shock*
- 2 adapt to the new situation *mastery*
- 3 develop strategies (for coping) *adjustment*
- 4 welcome the opportunity (to meet new people) *euphoria*

EUPHORIA → SHOCK → ADJUSTMENT → MASTERY

# Working Abroad

## Practice

e.g.

**Correct the mistakes in each sentence.**

- How easily do you adopt to new situations in a different environment? *adapt*
- What sorts of things put the biggest challenge for you when you are working abroad, or travelling? *pose*
- etc.
- 

**Choose one of the questions above, and ask as many people as possible. Then report your findings back to the group.**

# Working Abroad

## Extension

**Underline the noun which does not collocate with the verb.**

- 1 **have** second thoughts / an effort / (any) regrets
- 2 **make** friends / an effort / the most of something / a chance
- 3 **take** a course / responsibility / experience / a (career) break

### ANSWERS

- 1 **have** second thoughts / an effort / (any) regrets
- 2 **make** friends / an effort / the most of something / a chance
- 3 **take** a course / responsibility / experience / a (career) break

# Working Abroad

## Practice

- |   |             |  |
|---|-------------|--|
| 1 | <b>have</b> | second thoughts / (any) regrets              |
| 2 | <b>make</b> | friends / an effort / the most of something  |
| 3 | <b>take</b> | a course / responsibility / a (career) break |

**Complete the sentences using a collocation from above.**

- 1 When you travel to a new place, do you ..... of all the opportunities available, or do you have a restful break?
- 2 Have you ever made a decision, and then ..... about it?
- 3 How easily do you find it to ..... in a new environment?

*1 make the most                      2 had second thoughts                      3 make friends / take a break / ....*

**Think about your answers. Then, in pairs, ask and answer the questions.**

# Working Abroad

## Vocabulary and phrases: Common Goals

### NEW LANGUAGE

*(Vocabulary, Grammar):*

- Exposure in R / L texts
- Personalisation
- Controlled practice
- Freer (meaningful) practice
- Evaluated language use

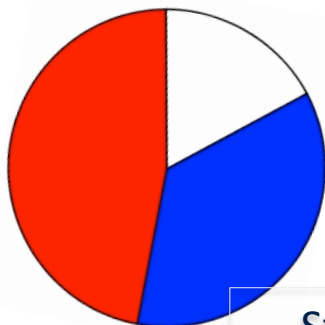
- Effective communication ✓
- Speaking practice ✓
- Focus on accuracy ✓
- Language & skills 'to go' ✓
- Visible progress ?

# Working Abroad

## Common Goals: Visible progress?

Key phrases on cards

Swap / Turn over when used



Sts record how much % they spoke.

<u>Sts</u> in 3s / 4s [1 = Language Police]	A	B	C
[ useful phrases ]	✓		
[ tick off as used ]			✓
[ who uses the most phrases ]			

Self-evaluation: Phrases for Dis-/agreeing	/ 10
Topic 1	6
Topic 2 (new partner)	8
Topic 3 (new partner)	

Visible progress ✓

# Entrepreneurs

## Cycling facts: Did you know? (True or False?)

---

1. There are more bicycles than residents in Holland.
2. In Groningen (NL), the station has 'parking' for 1,000 bikes.
3. Spain has over 100 bike-sharing schemes.
4. The ratio between the number of cyclists in a city, and the number of bike-car accidents, is in inverse.
5. An adult regular cyclist has a fitness level of someone 20 years younger.



# Entrepreneurs

## Cycling in YOUR country?

- A. How many people do you know who cycle to work?
- B. What are the barriers to cycling?
- C. What are the benefits of cycling?
- D. What cycling schemes do you know of?
- E. How could companies get people on bikes?
- F. What are benefits to companies?



# Entrepreneurs

## Cycling: Generating interest

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### KWL charts

What I KNOW about cycling, benefits, etc.

What I WANT to know ...

L?



# Entrepreneurs

Ry Morgan: co-founder, **pleasecycle**

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Watch the video, check and compare your ideas.



# Entrepreneurs

Follow-up, **pleasecycle**

OXFORD  
UNIVERSITY PRESS

Compare your ideas.

(KW)L: What have you learnt?



## Follow-up

- Would this work in your company? Why / not?
- What other schemes encourage employees to keep fit?
- What schemes promote teambuilding?
-

# Standing out

## Common Goals

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### TEXTS AND TOPICS

- Motivating topics
  - Sts prepared for texts
  - (KWL) / student-led
  - Improved listening
  - Improved discussions
  - Increased confidence
- Effective communication ✓
  - Speaking practice ✓
  - Focus on accuracy
  - Language & skills 'to go'
  - Visible progress ✓

# Common Goals

Meeting common goals ✓✓✓

Motivating (con-)texts

Communicative tasks

Clear of language focus

Focus on vocabulary,  
functional language

Ways of getting Ss to use  
language

Nuggets of immediately  
usable language

- Effective communication ✓
- Speaking practice ✓
- Focus on accuracy ✓
- Language & skills 'to go' ✓
- Visible progress ✓

Does the customer really know best?

**THANK YOU!**

Rachel Appleby [rachelappleby @ mail.datanet.hu](mailto:rachelappleby@mail.datanet.hu)

BESIG Prague, November 2013