

ELTAS & Klett Anniversary Conference  
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# **Personalising Business Topics and Getting Learners to Talk**

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# Common European Framework of Reference for Languages

## Global Scale for B2

...Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.

# Agenda

- Personalisation
- Unit 3 – Working conditions
- Unit 9 – Marketing
- Unit 11 – Customer Service
- Getting Learners to talk

# Personalisation

“When *you personalize language*, you use it to  
*talk* about knowledge, experience and  
feelings.”  
(*Thornbury, 2017*)

# Personalisation

Personalisation happens when activities allow students to use language to express their own ideas, feelings, preferences and opinions.

Personalisation is an important part of the communicative approach, since it involves true communication, as learners communicate real information about themselves.

British Council

# Personalisation

Gertrude Moscowitz:

*Caring and Sharing in the Foreign Language Class* (1978)

## **Connect the content with the students' lives**

“By connecting the content with the students' lives, you are focusing on *what students know* rather than what they are ignorant of. From the learner's standpoint, there is quite a psychological difference in dealing with what is familiar ... rather than what is unknown ...”

# How do you incorporate personalisation?



Photo by Daria Nepriakhina on Unsplash

# How do you incorporate personalisation?

**Make space**

# Personalisation

## Challenges

Students lack confidence

They have nothing in common

The task is not clear

Times to focus on accuracy and times to focus on fluency

# Personalisation

## Solution

*Create a world where students are stimulated to talk*

- Teacher modelling
- Visualisation
- Tasks to engage students
- Encourage reciprocal self-disclosure
- Delayed error correction

Examples taken  
from this text  
book

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# The Lead-in question

What are  
some  
important  
factors  
affecting job  
satisfaction?



## 3 Working Conditions

# 3 Working Conditions

## 1 Working nine to five

A

Describe a typical day at your work.  
Compare with the other students in class.

***You sit all day, get up and walk around !***

# 3 Working Conditions

## Vocabulary

How do you help students learn words and phrases?

- Personalise
- Games
- Repetition

# Vocabulary

[myfreebingocards.com](http://myfreebingocards.com)

[www.xwords-generator.de](http://www.xwords-generator.de)

# 3 Working Conditions

## 2 Ideal working conditions

A

What are good working conditions?  
Give examples and discuss.

*Pairs, groups, class?*

# 3 Working Conditions

Office  
Feng  
Shui



Photo by Unknown Wong on Unsplash

# 3 Working Conditions

## 3 Comparing working conditions

**A** Listen to the conversation and mark the sentences true or false.



- ☐ 1. Mark has been offered a better job at the headquarters of his company.
- ☐ 2. The job is a temporary one. It would last two years.
- ☐ 3. The company's name is RDLA.
- ☐ 4. Mark's new company is located in Cologne.
- ☐ 5. Mark would have a performance-linked salary.
- ☐ 6. Mark would not get a company car.
- ☐ 7. His colleague Aaron has also been offered a job at RDLA.



# 3 Working Conditions

## 3 Comparing working conditions

### D Make questions and discuss.

How many ...

Is there ...

Do you often ...

How long ...

Do you ...

...

a flexitime system in your company or organization?

work overtime?

get paid for overtime?

hours a week do you work on average?

a canteen or cafeteria where you can have lunch?

is your lunch break on average?

vacation days do you get per year?

...

# 3 Working Conditions

## 4 Rules and regulations

C

In groups, write down some important rules and regulations in your company.

D

Present your results to the class and compare with other groups.

# 9 Marketing

## The color of success

Not only what you say and how you say it is important;  
color also plays a major role in marketing.

Colors have different meanings in different countries. For example, **red** is symbolic of good fortune and prosperity in many Asian countries, but in South Africa it is associated with mourning.

**White** is the color of sadness and death in some Asian countries. In Britain and the United States, however, it represents purity and cleanliness. In Thailand white elephants are a symbol of royal power.

The meaning of **yellow** can be contradictory in the UK and the US. It is the color of joy, sunshine and happiness, but it is also associated with cowardice and betrayal. In Egypt, yellow is the color of mourning, in China the color of royalty.

Not knowing about the meanings of colors can have serious consequences in marketing campaigns. A marketing campaign for a type of alcohol flopped in Hong Kong because the leading actor in the commercial was wearing green. In that area, the color **green** symbolizes that the man's wife is cheating on him!

# 9 Marketing

## E Complete the idioms with the correct color.

~~blue~~ | green | blue | gray | red | golden | white | pink

Idiom	Meaning
1. to feel <i>blue</i>	to feel sad or depressed
2. a ..... slip	a termination notice from your employer
3. a ..... opportunity	a very good opportunity
4. out of the .....	completely unexpected
5. .... collar	office work, people working in offices
6. .... with envy	to be very envious or jealous
7. to be in the .....	to be in debt
8. .... area	not clearly defined

BE  
colour  
colourful  
grey

AE  
color  
colorful  
gray

# 11 Customer Service

"The customer is always right". Do you think this is true?

## 1 Great customer service

A Discuss and prioritize the nine "commandments" and come up with a tenth one.

### *The Ten Commandments of customer service*

*Companies should ...*

1. accept no excuses for poor quality or service.
2. treat their customers individually.
3. never see the loss of a customer as justified or inevitable.
4. regularly benchmark themselves against their most successful competitor.
5. know their customers – their requirements and desires.
6. ensure that all members of staff are fully committed to customer satisfaction.
7. perceive customer dissatisfaction as a valuable opportunity to improve their services.
8. continuously measure, monitor and share feedback on customer service.
9. have complaints procedures which are easy for the customer to use.
10. ...



# 11 Customer Service

## WORKBOOK

### 1 Grammar

#### already, yet and still

*Already* means that something happened sooner than expected. *Already* usually goes before the main verb.

We normally use *yet* in negative sentences and questions. *Yet* usually comes at the end of a sentence.

We use *still* to describe something that is not finished. In negative sentences, *still* is stronger than *yet*. It often shows impatience or surprise.

*The problem has already been solved.*  
*I have already called the support hotline.*

*The problem hasn't been solved yet.*  
*Have you called the support hotline yet?*

*The customer is still angry.*  
*The problem still hasn't been solved!*

# 11 Customer Service

## WORKBOOK

**D** Write sentences about yourself or your company. Use the words in brackets.

1. (still) .....
2. (not ... anymore) .....
3. (yet) .....
4. (no longer) .....
5. (already) .....

# Kahoot

<https://www.klett-sprachen.de/digitales/quizfragen-fuer-kahoot/englisch/real-business-english/c-2844>

# Getting Learners to talk

Production

Logistics

Marketing

Sales

Purchasing

Customer Service

Leadership

Global Business

# Conclusion

Personalisation is possible with every topic.

If the student has no personal experience or doesn't want to share personal information, they know someone else they can talk about.

Bringing learners' lives to the  
content brings the content to life.

So, let's move in  
this direction!



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