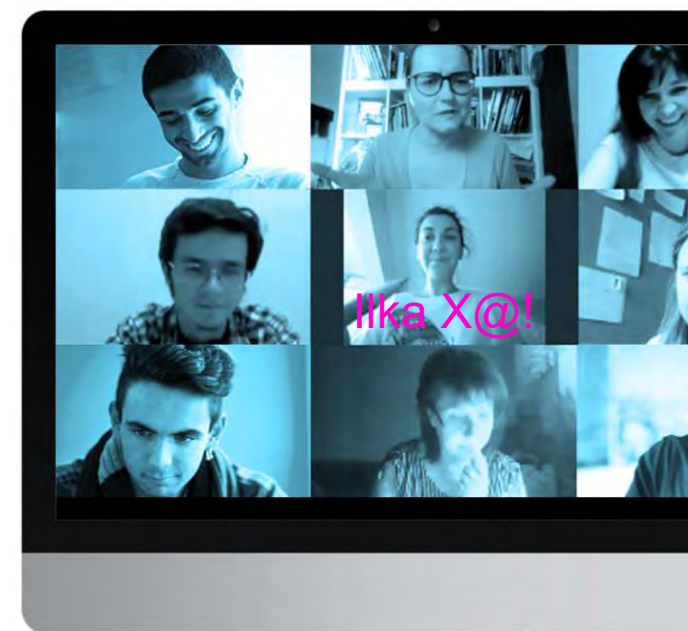


Mission statement

Theme:
Writing for Impact

Before we start, please make sure...

- ✓ your name on Zoom is clear (use Latin letters)
- ✓ your camera is on and mic is off (unmute when needed)
- ✓ you are in a quiet area that helps you focus
- ✓ you have a notebook or a note app ready to take notes



Zoom features

Check your audio and video settings

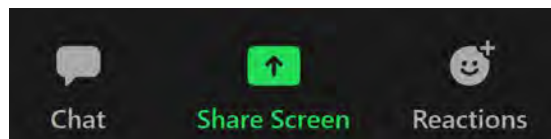


Use Latin letters for your name



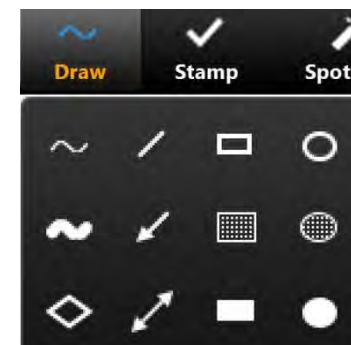
Ask questions in the Chat or use Reactions

Share Screen when the teacher asks



English Online | www.britishcouncil.org

Use Annotate when a screen is shared



Use Save to make screenshots

Welcome to English Online

How does it work?

You need to complete all three parts to get the most out of English Online.



After-class speaking session

Stay back after class for 5 or 10 minutes to talk to your classmates from around the world.

This extra speaking practice will help you...

- improve your conversation skills
- practise using language learnt in class
- support and help your fellow students
- practise using English in a natural context
- become a part of a global learning community




Pre-lesson activities

Before the lesson, you:

- read the British Council's mission statement
- looked at components of, and possible topics for a mission statement
- learned some formal verb-noun collocations

Prepare before class



The image shows three task cards arranged horizontally. Each card has a circular icon in the top right corner. The first card on the left is titled 'Vocabulary' and shows a document with the word 'vocabulary' and a list of tasks. The middle card is titled 'Reading' and shows a dark screen with the text 'A mission statement'. The third card on the right is titled 'Vocabulary' and shows a document with the word 'vocabulary' and a list of tasks.

Mission statement components

A mission statement

Verb and noun collocations 1

Lesson objective

What do you expect to learn by the end of this class?



Lesson objectives

In this **live** part of the lesson, you will review the potential components of a mission statement, and plan to write a company's mission statement on your own. You will look at simplifying complex sentences. You will also review the **formal verb-noun collocations** that you learned **before** the lesson.

Skill focus:

Writing a mission statement

Language focus:

Grammar: simplifying complex sentences

Vocabulary: formal verb-noun collocations

Lead-in

**Read these vision and mission statements. Can you guess which companies these refer to?
Discuss in small groups.**

1 At _____ our vision is to create a better everyday life for people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

2 _____ brand mission is to be our customers' favourite place and way to eat. Our worldwide operations are aligned around a global strategy called the Plan to Win, which centre on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.

3 Like all great research universities, _____ has a tripartite mission: to create, preserve, and disseminate knowledge. We aim to carry out each part of our mission at the highest level of excellence, on par with the best institutions in the world.

What are mission and vision statements for? Discuss with your group.

Skill focus: possible topics for a mission statement

The information included in a mission statement depends on the shape of the company. Which of the 9 components do you think are referred to in the British Council's mission statement? Discuss with a partner.

1. Customers
2. Products or services
3. Markets
4. Technology
5. Concern for survival
6. Philosophy
7. Self-concept
8. Concern for public image
9. Concern for employees

Now read the British Council's mission statement and check your answers.

Language focus 1: making writing simple and direct

The British Council's mission statement is simple and direct. Look again at mission statement and discuss with a partner the language features that make it simple and easy to understand.



Language focus 2: making writing simple and direct (optional)

Simplify these overly-complex sentences.

- 1. Providing the fast-food consumer with high quality food and ensuring that it is unfailingly offered in the same way, as well as being reasonably priced along with being delivered consistently in a light décor, together with a friendly atmosphere is what we aim to do in all many outlets around the world.**
- 2. Developing a global hotel business using the principles of Total Quality Management to continuously increase profitability, while at the same time committing to every guest leaving satisfied is the main priority to which our company has always and will continue to aspire.**
- 3. Being a company of international reference in fruit and vegetable drinks, and in addition in the continents of Europe and Africa achieving leading positions in prepared fruit and vegetable which in turn contributes to sustainable development and entices consumers by excellence the taste and in the science and art with which we build unique brands, we will continue to expand.**

Language focus 3: formal verb-noun collocations

Match the verbs with the nouns as used in the British Council's mission statement.

1. create
2. build
3. build
4. help
5. help
6. bring
7. support
8. increase

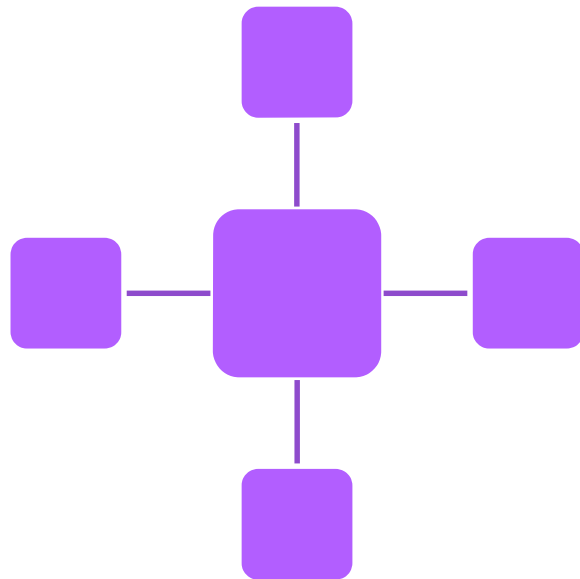
- a) the development of skills and
policy
- b) people gain access to
- c) increase audiences
- d) young people's opportunities
- e) trust between
- f) international opportunities
- g) more inclusive and open
societies
- h) artists together

Task



Task preparation: brainstorming

You are going to write a mission statement for an institution of your choice. Decide which of the 9 components you are going to include and brainstorm on a mind map what you are going to write about them.



1. Customers
2. Products or services
3. Markets
4. Technology
5. Concern for survival
6. Philosophy
7. Self-concept
8. Concern for public image
9. Concern for employment

Task: planning and drafting

Explain your mind map to another student, describing what you are going to write about and discuss the order in which you are going to present the information.



Feedback

Homework: writing

Use your mind map to write the mission statement. Use no more than 250 words of plain English.

Success criteria

My mission statement ...

- **contains relevant information, is easy to read and conveys a clear idea of the key values of the institution.**
- **has logically organised information.**
- **clearly expresses information in a suitably neutral style of language.**
- **uses grammatical structures and an appropriate range of lexis to express ideas directly and with precision.**
- **has accurate grammatical and lexical choices.**

Lesson materials

Make sure you have

- **downloaded the *.pdf with this presentation**
- **saved the Zoom Chat**



How can you get your writing marked?

1

**Draft your
email/essay/report
etc**

2

**Type it up (in
Microsoft Word or
Google Docs)**

3

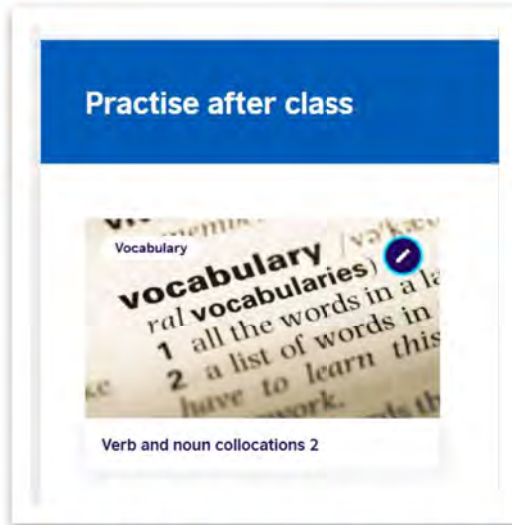
Book a private class

4

**Get feedback and
correction from
one of our expert
teachers**

How can you make more progress?

Complete the Practise after class activities online.



Review what we have practised today.



<http://www.plainenglish.co.uk/how-to-write-in-plain-english.html>

After-class speaking session

You can talk about any topic that interests you!

Use these questions as a guide, if needed.

- What is your company / university's mission statement?
- Do you read a company's mission statement before a job interview or other business dealing? Why / why not?
- Were you aware of all the aspects of the British council's work before you read its mission statement?
- What organisations in your country do similar work to the British Council?
- What would you include in a personal statement?

For help, contact support.englishonline@britishcouncil.org

Dos

- ✓ Treat everyone with respect
- ✓ Keep your camera on and on mute
- ✓ Let others share ideas too
- ✓ Listen to everyone
- ✓ Click 'Leave' if you cannot attend

Don'ts

- ✗ Don't take pictures or recordings
- ✗ Don't share personal details
- ✗ Don't let your children be onscreen

What do you think?

Do you like the new writing lessons?

What did you think of the activities?

What further information do you need?

For more information, write to

support.englishonline@britishcouncil.org



Teacher's Notes

This slide deck was made by Sue Roberts

Notes

Share your thoughts about the lesson with the next teacher