

COMMUNICATION

Communicating your value

LEVEL

Intermediate (B1)

NUMBER

EN_B1_3071X

LANGUAGE

English



Learning outcomes

- I can use a range of vocabulary and phrases to describe why I would be a good fit for a job.
- I can write a short text to pitch myself for a job.





Warm-up

Experience or potential?

What is more important when applying for a new job?





Your potential for success

Read the text.

According to a recent study, people with the *potential* for success were more likely to land a job than people who could show their success.

Researchers believe this is because when our brains encounter uncertainty, they spend more time trying to understand it. Employers spend more time and thought on high-potential job-seekers than on job-seekers who can show what they've achieved. This extra time can lead to a more positive impression.

Next time you apply for a new job, try selling yourself by highlighting your potential rather than your past successes. It's what you *could* be that makes people take notice of you!





True or false

1. **Read** the statements.
2. Are they **true** or **false**?

		true	false
1	According to the text, people with the potential for success are more likely to land a job than people who can show their success.	<input type="checkbox"/>	<input type="checkbox"/>
2	According to the text, when our brains encounter uncertainty, they spend less time trying to understand it.	<input type="checkbox"/>	<input type="checkbox"/>
3	According to the text, employers spend more time and thought on high-potential job-seekers than on job-seekers who can show what they've achieved.	<input type="checkbox"/>	<input type="checkbox"/>
4	According to the text, spending extra-time thinking about a job-seeker can lead to a more negative impression.	<input type="checkbox"/>	<input type="checkbox"/>
5	According to the text, it's what you <i>could</i> be that makes people take notice of you.	<input type="checkbox"/>	<input type="checkbox"/>



As soon as I **land a job**,
I'm buying a new
phone!

What's the last **job you**
landed?

Where would you like to **land**
a job?



Transform the nouns

1. **Read** the **nouns** out loud.
2. **Transform** them into **adjectives**.



creativity

energy

innovation

dependability

flexibility

motivation

communication

honesty

organisation

Adjective

energetic

A good fit

1. **Read** the descriptions below.
2. **Choose** the adjective that you think is a good fit for each job description.

1 I work with children aged 3-5. I am _____.

2 I develop new ideas in the tech industry. I am _____.

3 I work with many reports and documents. It helps to be _____.

4 I work unpredictable hours. I need to be _____.

5 I lead a large team. It's important that I am _____.

innovative
energetic
flexible
organised
communicative



Would you be a good fit?

1. **Read** the job titles.
2. Would you be a **good fit** for any of these jobs? **Why** or **why not**?
3. **Discuss** your answers in breakout rooms or together as a class.

teacher

healthcare
professional

translator

human
resource
specialist

engineer

sales assistant

What is the most popular job in your country?



Discuss

Answer the questions.

**What is a
personal pitch?**

Why is it important?





Personal pitch

1. **Read** the information in the red box.
2. **Complete** the tasks.

A **personal pitch** is your way of giving someone a concise idea of your experience and skills.

1. Read three versions of a personal pitch. They are for a software developer position.

2. Discuss their strengths and weaknesses.

3. Choose the version you think is the most successful.

I'm an organised and motivated project manager intern at an innovative start-up looking to challenge myself and grow into a new position.

I am a project manager intern at a start-up. Though I am not qualified for this position, I think I would do a good job.

In my role as a project manager intern, I've learned how to communicate with my colleagues effectively. I'm energetic and interested in sports.



Writing your personal pitch: Step 1

You are going to **write** a personal pitch for a job you want. There are 3 steps. **Complete** step 1 below.

1



- **Think** of a job you really want.
- **Write** it down.



Writing your personal pitch: Step 2

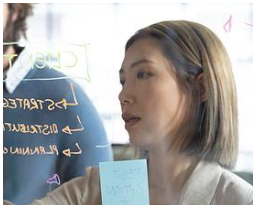
Complete step 2.

1



- Think of a job you really want.
- Write it down.

2



- What would make you a **good fit** for this job?
- Think of your potential.
- Write down your ideas.



Writing your personal pitch: Step 3

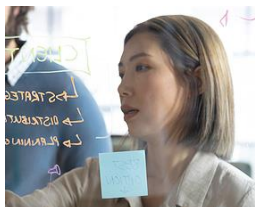
Complete step 3.

1



- **Think** of a job you really want.
- **Write** it down.

2



- What would make you a **good fit** for this job?
- **Think** of your *potential*.
- **Write** down your ideas.

3



- **Write** a personal pitch for this job in **25 words or fewer!**
- **Share** your pitch with your classmates.



Reflect

Answer the question below.

**Did you find it
challenging to write
your personal pitch?**

Why or why not?





End of the lesson

Idiom

(to be) in for a penny, in for a pound

Meaning: intentionally investing time or money into a task or project

Example: I'm going to start this business, no matter how hard it is! I'm in for a penny, in for a pound!



Additional practice



Complete the sentences

Use an **adjective** from the lesson to complete the sentences.

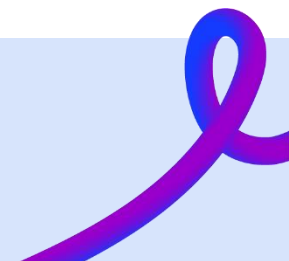
- 1 My company is always coming up with new ways to make healthy food tastier, so as employees, we need to be _____.
- 2 I book travel arrangements for about 40 people in my company so I have to be really _____.
- 3 I'm a swimming instructor and I lead lots of children's classes, so it's lucky that I'm very _____.
- 4 My managers say they can always rely on me to finish a job on time. I'm really _____.
- 5 You can rely on me to tell the truth when you ask for my opinion, as I always try to be _____.



True or false?

Decide if these statements about personal pitches are **true** or **false**.

		true	false
1	A personal pitch should be quite long.		
2	In your personal pitch, you should detail all of your work-related experience.		
3	It's important to focus on your personal qualities that make you right for a particular job in your personal pitch.		
4	It's key to sell yourself as a person and not just focus on your successes in a job interview.		
5	It's good to talk about your general strengths and weaknesses in a personal pitch.		





A personal pitch

Create a personal pitch in 25 words or fewer for one of these jobs. Then, share your pitch with your classmates. Who suits each job most?



fashion designer



social media
influencer



organic farmer



meteorologist



Your job

What do you think is **more important** in your job or in the job you'd like to do – **experience** or **potential**? Talk to a partner about why you think this.





Answer key

P.5: 1.) true 2.) false 3.) true 4.) false 5.) true

P.7: energetic, creative, dependable, communicative, flexible, honest, innovative, motivated, organised

P.8: 1.) energetic 2.) innovative 3.) organised 4.) flexible 5.) communicative

P. 19: 1.) innovative 2.) organised 3.) energetic 4.) dependable 5.) honest

P. 20: 1.) false 2.) false 3.) true 4.) true 5.) true



Summary

Describing your potential at work:

- Innovative, energetic, flexible, dependable, organised, communicative, creative, motivated, honest

Creating a personal pitch:

- A **personal pitch** is a way of giving someone a **concise** idea of your **experience and skills**.
- Focus on what would make you a **good fit** for the job you're applying for.



Vocabulary

potential

land a job

innovative

energetic

flexible

organised

communicative

dependable

personal pitch

