

COMMUNICATION

My professional profile

LEVEL

Intermediate (B1)

NUMBER

EN_B1_2071X

LANGUAGE

English

Learning outcomes

- I can identify the key elements of an effective personal profile for online professional platforms.
- I can write a brief description of my professional achievements, goals and personal interests.



Warm-up

Read the **bullet points** below, then **discuss the questions** as a class.

- A bio, or personal description, is like an **online first impression**.
- You can use your bio **to stand out from the crowd** and show why you're passionate about what you do!
- Your bio should be **attractive to a future employer**, and if you run your own business, you have to consider your potential clients.
- It's important **to show your personality**, as well as to highlight professional milestones and achievements.

Where are some common places that you would find a bio?

Based on the suggestions, what might be some challenges when writing a bio?

How long do you think an effective bio should be?



Match the phrase to the definition

Match these phrases from the text on slide 3 to their definitions.

1 **to be attractive to** a future employer

2 **to consider** your potential clients

3 **to show your personality**

4 **to highlight** professional milestones

5 **to be passionate about** what you do

a **to share personal details** that show the kind of person you are

b **to choose the important moments** in your working experience

c **to be a good candidate** for a future job

d **to enjoy** what you do, and to share your enthusiasm with others

e **to think about** the people who want to use your service/ buy your product



You can use your bio **to stand out from the crowd...**



What do you think the phrase in bold above means?





Brainstorm

1. **As a group or in breakout rooms, brainstorm** key information to include in a bio.
2. **Add** your ideas to the suggestions below.

What to include in a professional bio:

- Current job title and place of work
- University degree and qualifications
- _____
- _____
- _____



Reading: a professional bio

Read Janet Smith's bio, from her personal website, and **answer the questions**.

What does Janet do?

What is KidClassics?

What does Janet's work involve?

Do you think Janet enjoys what she does? Give a reason for your answer.

I'm an artist and illustrator, and co-founder of KidClassics – an Amsterdam-based publishing house that creates fun, modern versions of classic works of world literature for use in the classroom.

I believe that beautiful design changes lives, and that learning should never be dull! My passion is to inspire young minds by making great art accessible.

As well as managing our team of writers, designers and illustrators, I run after-school art workshops for kids and teenagers.



Reading: a professional bio

Read Janet Smith's bio, from her personal website, and **answer the questions**.

What are some of Janet's professional achievements?

Where did Janet study?

Does Janet mention her personal life?

What is your **first impression** of Janet, after reading her bio?

I have received several awards for my own work, which has been shown in galleries across Europe. I was recently named on the list '30 artists under 30' in *Amsterdam Art World*. I hold a B.A in Fine Art from the University of Groningen, and an M.A in Publishing from Bath Spa University.

When I'm not in the middle of a new book project or working in my studio, I'm taking care of my two little boys... I test out new ideas during our bedtime stories – they're definitely my harshest critics!



Vocabulary

I want to make great art **accessible**.



I **run** after-school workshops.



I **hold** a B.A in Fine Art from the University of Groningen.



Does Janet want many people to be able to access and enjoy great art, or only a few people?

What does **to run** mean in this context?

Can you think of any other verbs you could use instead?

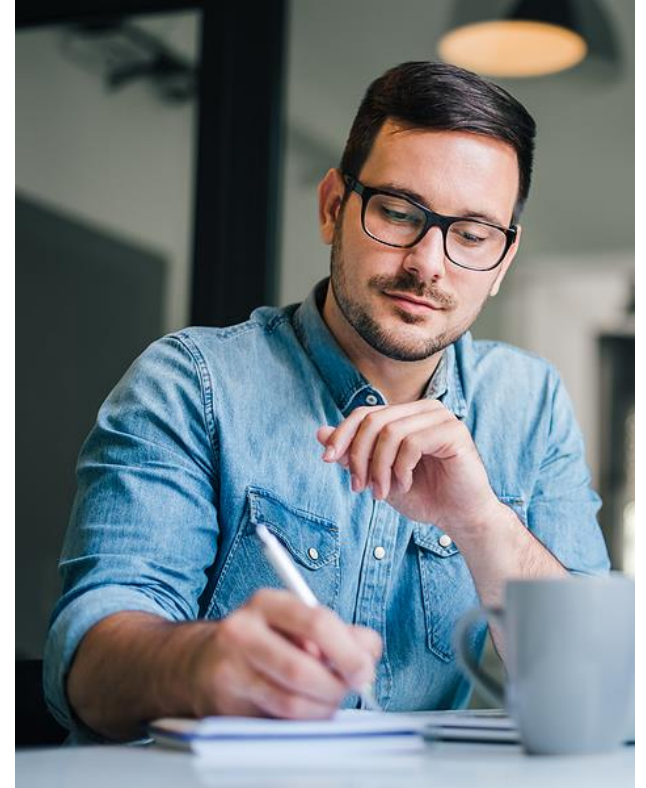
We can use the verb **to hold** when talking about a degree. Do you think it's more formal or informal?



Reflect on the text

Think again about the key points for a bio that you brainstormed on slide 6...

Were all of your points included in Janet's bio?



Writing a bio

Write your own bio. You can use the prompts and the vocabulary and phrases from Janet's bio below to help you.

Your professional experience:

- What do you do? Where are you based?
- What's the name of the company you work at?
- What does your job involve?
- What have you achieved in your career so far?
- Why do you love what you do?
- What are your interests or hobbies?

Vocabulary and phrases:

- to be based in...
- co-founder
- to create
- to believe
- to be passionate about...
- to inspire
- to manage
- to run (a workshop)
- as well as... (+ verb *ing*)
- to receive (an award)
- to work on (a project)
- to hold (a degree in)





Time to talk!

Choose a question and **ask one of your classmates** to find out more about them.



- Have you ever written a bio?
- Do you use professional networking sites? If so, which ones?
- Have you ever found a job using one of these websites?
- Is it important to have an online profile these days?
- How much personal information should you put on a professional website?
- Can you get a job without having an online profile?
- How important is it to network in your industry?
- Do you think it's important to have a variety of skills and interests outside of those needed in your job?
- What's the most common way for people to find jobs in your country?



End of the lesson

Idiom

Another string to (your) bow

Meaning: to have more than one skill or talent that you can use when you need to

Example: I've decided to learn Mandarin. I want to have another string to my bow so that I'll be more attractive to future employers if I ever leave this job.



Additional practice



Categorise

Decide which of the elements below make a **good** or a **bad professional bio**.

- 1 Fairly long: 1,000 words or more
- 2 Highlights your professional milestones
- 3 Shows you are passionate about your job
- 4 Has details about every job you have had
- 5 Is impersonal and only talks about professional achievements
- 6 Shows your personality

Good professional profile

Bad professional profile



Complete the sentences

Use vocabulary from the lesson to complete the sentences.

- 1 A professional profile should make you _____ out from the crowd.
- 2 I _____ a BSc in Chemistry from Manchester University.
- 3 I _____ an award for my contribution to a paper that was published in a psychology journal.
- 4 I am passionate _____ working with local artists.
- 5 I have worked _____ projects with young people from our local area.



Getting a job



“You can get a job just based on your professional bio. Some companies will hire you without an interview or even a CV.”

Do you agree with the statement? Why or why not?

Is there any important information that might be missing from a professional bio?

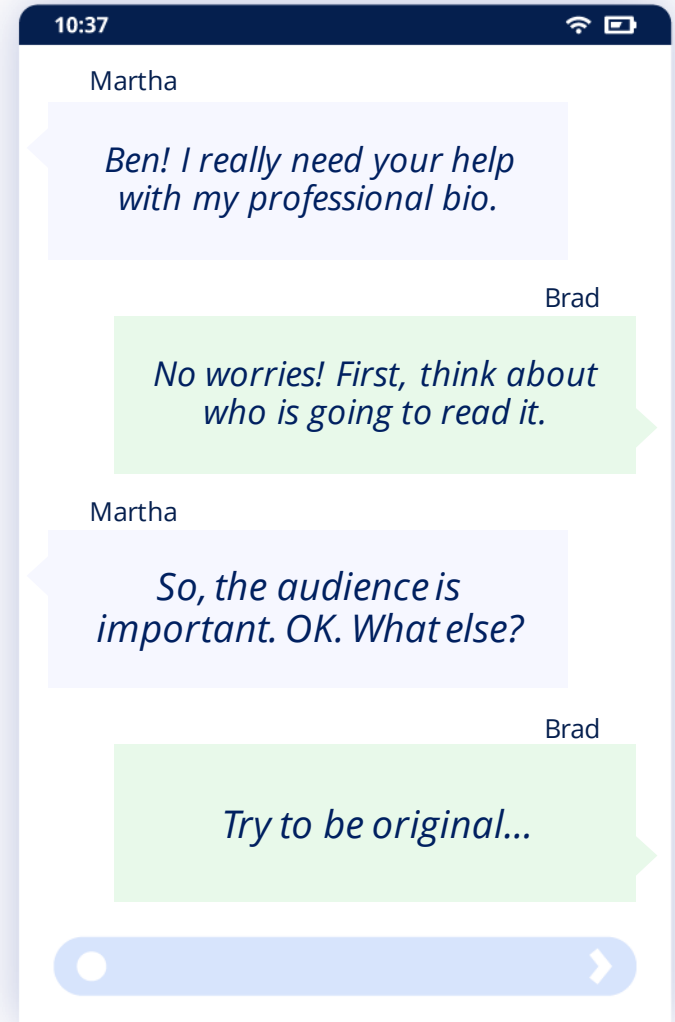
Have you ever got a job without sending a CV or having an interview?



Advice about a professional bio

Work with a partner to write a text exchange between two friends

You are writing a professional bio and you need some advice from your friend. You text them to ask what you should include and if they have any tips. They reply and they are very helpful.



Answer key

P.4: 1. (c) 2. (e) 3. (a) 4. (b) 5. (d)

P.5: to be different to other people

P.7:

1. Janet is an artist and illustrator. She is also the co-founder of a publishing house.
2. KidClassics is Janet's publishing house/a publishing house.
3. Janet's work involves managing a team of writers and illustrators, and running after-school art workshops

P.8:

1. She has received awards/She has had work shown in galleries around Europe/She was on a list of '30 artists under 30'
2. Janet studied in Groningen and Bath/at the University of Groningen and Bath Spa University
3. Yes, she mentions her kids

P.9:

1. accessible: many people can enjoy or use something, not just a few people
2. Possible answers: to host/to organize/to teach
3. more formal



Answer key

Additional practice:

P.16: Good professional profile: 2, 3, 6 Bad professional profile: 1, 4, 5

P.17: 1. stand 2. hold/have 3. received/won 4. about 5. on



Summary

Writing a bio:

- Elements to include: current job title and company, location, job description, professional achievements and milestones, university degree and qualifications, hobbies and interests

Vocabulary and phrases:

- *To be passionate about; to run (a workshop); to hold (a degree) in; to be based in; to receive (an award), to work on (a project)*
- *to create; to believe; to inspire*



Vocabulary

to be attractive to (a future employer)

to consider (potential clients)

to show your personality

to highlight

milestone

to be passionate about

to stand out from the crowd

accessible

to run a workshop/event

to hold a degree in...

to be based in

co-founder

to create

to believe

to inspire

as well as (+ verb *-ing*)

to receive an award

to work on a project

