

# Career choices

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*'Be prepared to develop attributes that work across sectors so you can make the best moves for your career.'*

Ashley Hayward,  
Careers Advisor



## Unit overview

<b>1.1 &gt;</b> <b>Transferable skills</b> <b>Lesson outcome:</b> Learners can use vocabulary related to skills and personal qualities.	<b>Video:</b> Transferable skills <b>Vocabulary:</b> Transferable skills <b>Project:</b> Writing a job description
<b>1.2 &gt;</b> <b>Careers advice</b> <b>Lesson outcome:</b> Learners can use a range of phrases for giving advice and making suggestions.	<b>Listening:</b> Careers advice programme <b>Grammar:</b> Advice and suggestions <b>Speaking:</b> Advising how to improve an online profile
<b>1.3 &gt;</b> <b>Communication skills:</b> Building rapport <b>Lesson outcome:</b> Learners are aware of simple ways to build rapport at first meetings and can use a range of appropriate questions.	<b>Video:</b> Building rapport <b>Functional language:</b> Asking questions to build rapport <b>Task:</b> Building rapport during a short conversation
<b>1.4 &gt;</b> <b>Business skills:</b> Networking <b>Lesson outcome:</b> Learners can use a range of expressions to start, close and show interest in simple, face-to-face conversations on familiar topics.	<b>Listening:</b> Advice on networking <b>Functional language:</b> Networking at a careers event <b>Task:</b> Meeting a recruiter at a careers event
<b>1.5 &gt;</b> <b>Writing:</b> Emails – Introducing yourself <b>Lesson outcome:</b> Learners can write an email introducing themselves to work colleagues.	<b>Model text:</b> Email introducing yourself <b>Functional language:</b> Formal and informal language <b>Grammar:</b> Adverbs of degree <b>Task:</b> Write an introduction email

# 1.1



# Transferable skills

## Lesson outcome

Learners can use vocabulary related to skills and personal qualities.

### Lead-in



Life skills are abilities that are useful in daily tasks at home, work or in education.

### 1 Tick (✓) the three words or phrases that best describe you.

calm   good with computers   good with numbers   good with people  
good at problem-solving   organised   reliable   resourceful

### 2 Work in pairs and compare your answers. Then discuss these questions.

- 1 Is there an expression in Exercise 1 that definitely *doesn't* describe you?
- 2 Which is a) the most important b) the least important life skill in the box? Why?

### VIDEO

### 3A Work in pairs or groups. Discuss the question.

According to the video you're going to watch, employers want *skills that can be applied to a range of tasks and roles*. What skills do you think this means? Give examples.

### B 1.1.1 Watch the video. Were any of your ideas mentioned?

### 4A Watch the video again. Answer the questions.

- 1 What skills and personal qualities do the speakers talk about? Add them to the list of skills you discussed in Exercise 3.
- 2 What five ways of communicating are mentioned in the video?  
*In person, ...*
- 3 What are the three main pieces of advice the video gives?

### B Work in pairs and compare your answers. Then think of two or three words to describe *unsuccessful* twenty-first-century workers.

### 5 Work in pairs or groups. Discuss these questions.

- 1 Choose one of the transferable skills or personal qualities you listed in Exercise 4A. Think of at least two different situations where it might be useful.
- 2 Which transferable skills are the most important in your current situation, either as a student or a professional? Are there any that aren't important?

**T** Teacher's resources:  
extra activities

## Vocabulary

### Transferable skills

### 6 What do these words and phrases from the video mean? Match them with the best situation (a-h).

You ...

- 1 can **think outside the box**.
- 2 have a **can-do attitude**.
- 3 can **set goals**.
- 4 use **critical thinking**.

You ...

- 5 have a lot of **determination**.
- 6 are a **team player**.
- 7 have **integrity**.
- 8 have good **communication skills**.

You ...

- a decided to save money for a holiday a year in the future.
- b did a difficult project without complaining.
- c carefully checked information you found on the internet to make sure it was true.
- d asked your teacher if you could make a short film instead of handing in an essay.

You ...

- e found a wallet with a lot of money in it and returned it to the owner.
- f took four tries to pass your driving test, but never gave up, and kept studying and practising.
- g worked with a group of friends to start a weekend cycling club.
- h spoke clearly when you gave a presentation and really listened to questions from the audience.

**7** Complete the tables with the correct words.

Adjective	Noun
1 _____	adaptability
flexible	2 _____
3 _____	motivation
confident	4 _____
5 _____	dependability
resourceful	6 _____

Adjective	Noun
7 _____	independence
ambitious	8 _____
9 _____	passion
enthusiastic	10 _____
11 _____	honesty
authentic	12 _____

**8** Work in pairs or small groups.

- 1 Think of three or four more transferable skills. Use your dictionary if necessary.
- 2 For each skill, think of a way that a student could develop or demonstrate the skill.

→ page 114 See Pronunciation bank: Word stress

**T** Teacher's resources: extra activities

**PROJECT: Writing a job description**

**9** Look at the jobs below. Discuss how some of the transferable skills from Exercises 6 and 7 are necessary for each job.

accountant construction worker factory worker journalist personal trainer  
 politician professional athlete salesperson teacher

**10A** Work in pairs. Think of a job: one from Exercise 9, one you know about or one you would like to do.

- Write down the name of the job, e.g. personal trainer, accountant, salesperson, etc.
- List 3–5 things the person needs to do, e.g. lead classes, take care of company money, meet customers, etc.
- Identify skills that the person needs to have to take care of the responsibilities you've listed. Use skills from Exercises 6 and 7, or your own ideas.

**B** Write a job description based on your research.

**C** Work with another pair and read each other's job description. Does your partner's description:

- list 3–5 things the person needs to do?
- identify skills that the person needs to have to take care of the responsibilities you've listed?

**D** Circle any skills or personal qualities that you think have been used incorrectly. Would you like to apply for the job? Why / Why not?



**Self-assessment**

- How successfully have you achieved the lesson outcome? Give yourself a score from 0 (I need more practice) to 5 (I know this well).
- Go to My Self-assessment in MyEnglishLab to reflect on what you have learnt.

## Lesson outcome

Learners can use a range of phrases for giving advice and making suggestions.

## Lead-in

## 1 Work in pairs or small groups. Discuss the questions.

- 1 Can you name three or four different social media platforms?
- 2 What role does social media play in finding a new job?
- 3 What information does an online profile on a professional networking site usually have?
- 4 Is there anything you should avoid putting in an online profile? What? Why?

## 2 Have you ever received any advice about your career? Talk about:

- who gave it to you.
- what he/she said.
- if the advice was useful in any way.

## Listening

## 3 Work in pairs or small groups. Read the situation and answer the questions.

A recent graduate has phoned a careers advice programme to ask how he can make his online profile more noticeable to employers.

- 1 What advice do you think he gets?
- 2 What advice would you give?

4  1.01 Listen to the programme. Were any of your ideas from Exercise 3 mentioned? What advice did the host give?5 Listen to the programme again. Decide if these sentences are *true* (T) or *false* (F).

- 1 The caller has recently had a job interview.
- 2 He doesn't know how to make contacts in his industry.
- 3 The host doesn't recommend using professional networking sites.
- 4 The caller wants advice about how to improve his online profile.
- 5 The host asks the caller for specific examples that show his qualities.
- 6 The caller has experience in web design.
- 7 He has experience as an outdoor skills instructor.
- 8 He liked the host's advice.

## 6 How could you follow the host's advice? What activities do you do that show transferable skills?

*I enjoy repairing my car. That shows that I'm good with my hands.*

**T** Teacher's resources:  
extra activities

## Grammar Advice and suggestions

## 7A Complete the sentences from the programme using the words and phrases in the box.

could How ought should Why don't you Why not try

- 1 \_\_\_\_\_ deleting everything you've written about yourself?
- 2 \_\_\_\_\_ take your description of yourself ... and for each word, think of an example from your own experience that *shows* who you are?
- 3 \_\_\_\_\_ about telling me about something creative that you've done?
- 4 You really \_\_\_\_\_ put that on your social media profile – you designed and built a website.
- 5 You \_\_\_\_\_ consider putting something about that on your profile.
- 6 You \_\_\_\_\_ to think outside the box.

## B What three different verb forms are used after the expressions of advice or suggestion?

**C Choose the correct option in italics to complete the sentences.**

- 1 Why don't you *send / to send* an email to some companies?
- 2 How about *to set up / setting up* your own website?
- 3 You should *to research / research* the companies you're interested in.
- 4 Why not try *make / making* a video for YouTube?
- 5 You ought *to spend / spending* some time improving your online profile.
- 6 You could *think / to think* about meeting some people who work in the industry.
- 7 What about *asking / to ask* your teacher for some help?

→ page 118 See Grammar reference: Advice and suggestions

**8 Correct the errors in these sentences.**

- 1 You shouldn't to use words that explain the obvious – like *hard-working*.
- 2 Why don't you trying giving more details about your IT skills?
- 3 Should you show your transferable skills rather than explaining them.
- 4 What about join some online groups to make more contacts?
- 5 Why not to try writing a blog about your experience?
- 6 You could doing some volunteer work, then add it to your profile.
- 7 How about to include more information about your hobbies?
- 8 You ought give some information about the languages you speak.

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extra activities

**Listening****9** 1.02 Listen to the second programme. Answer the questions.

- 1 Was the expert's advice in the first programme useful or not? How do we know?
- 2 What problem does the caller have now?

**10A Match the halves of the host's questions. Then listen again and check.**

- |                               |                                                 |
|-------------------------------|-------------------------------------------------|
| 1 What can I                  | a what was your problem?                        |
| 2 Can you remind me –         | b right?                                        |
| 3 Why don't you tell me       | c help you with today?                          |
| 4 You're a recent graduate,   | d no kids?                                      |
| 5 And you're single –         | e which is more important: money or excitement? |
| 6 Why not try asking yourself | f about the two jobs?                           |

**B Match the answers with questions 1–6 in Exercise 10A. Listen again and check.**

- |                                                                                                                  |                      |
|------------------------------------------------------------------------------------------------------------------|----------------------|
| a One looks very interesting, but not very well paid. The other is probably a bit boring, but the money is good. | e Yep, that's me.    |
| b We spoke a few weeks ago ... and I still have a problem.                                                       | f Yes, that's right. |
| c That's the problem, Jenny – I really can't decide!                                                             |                      |
| d My professional networking profile – it wasn't working.                                                        |                      |

**11A At the end of the recording, Jenny says *Let me ask you a few more questions*. Work in pairs and think of 3–5 more questions that Jenny might ask the caller.****B Work in pairs. Act out a continuation of the dialogue. Then present your dialogue to another group and compare ideas.**

→ page 114 See Pronunciation bank: Voice range

**Speaking****12 Read the online profile and other information on page 126. With a partner, give advice to the person who wrote the profile, so he/she can improve it.****13A You are going to roleplay helping a friend set up a profile on a professional networking website. Student A: Turn to page 126. Student B: Turn to page 128.****B When you have finished, change partners and do the roleplay one more time.**

- How successfully have you achieved the lesson outcome? Give yourself a score from 0 (I need more practice) to 5 (I know this well).
- Go to My Self-assessment in MyEnglishLab to reflect on what you have learnt.

## Lesson outcome

Learners are aware of simple ways to build rapport at first meetings and can use a range of appropriate questions.

### Lead-in 1A Read the definition of building rapport. Discuss how you can build rapport with someone you meet for the first time.

Building rapport is about developing a shared understanding with another person or group of people that facilitates and improves communication.

### B In small groups, think of two examples of spoken and non-verbal (body language) techniques for building rapport with new colleagues or students in your class.

*spoken: asking questions, non-verbal: lean forward slightly (if sitting)*

### VIDEO

### 2 Watch the video as Daniel and Alex prepare for the graduate trainees' induction meeting and answer the questions.

- 1 How does Daniel describe Beata?
- 2 What is Jessica looking for in an employee?
- 3 What do we learn about Alex?
- 4 What does Alex do to try to build rapport with Beata?

### 3A In small groups, discuss which is the best approach (Option A or B) for Beata to take as she meets members of the team for the first time. As a class, decide which video to watch first.

**Option A** – Beata tries to build rapport by listening to her new colleagues.

**Option B** – Beata tries to build rapport by demonstrating her knowledge of the product and the company.

### B Watch the videos in the sequence the class has decided and answer the same questions for each video.

- Option A** 1.3.2 1 How does Beata try to build rapport with Alex/Jessica?
- Option B** 1.3.3 2 Is she successful? Why / Why not?
- 3 What will be the long-term effect of this?

### 4 In pairs, discuss what you have learnt from the two options about building rapport.

### 5 Watch the Conclusions section of the video and compare what the speaker says with your answers in Exercise 4. Note down the main learning points about building rapport.

### Reflection 6 Reflect on how you build rapport when you meet someone for the first time. Then work in pairs and discuss these questions.

- 1 Which of the verbal techniques mentioned in Exercise 1B do you use in your language?
- 2 Which of the non-verbal techniques do you use?
- 3 Which of the techniques you have seen would you like to learn or start using? Which do you consider especially useful?



Go to MyEnglishLab for extra video activities.



## Functional language

### Asking questions to build rapport

One way of building rapport is to try to find something in common with the other person, then use follow-up questions to continue building rapport.

**7A** Complete this extract from the conversation between Alex and Beata using the phrases in the box.

do you know   how long   what did you (x 2)   when were   where exactly

**Alex:** I hear you lived in Tokyo. <sup>1</sup> \_\_\_\_\_ did you live?

**Beata:** Suidobashi. <sup>2</sup> \_\_\_\_\_ it?

**Alex:** Ah, yes, near the baseball park. I lived there myself for a while. Loved it. <sup>3</sup> \_\_\_\_\_ were you in Japan for?

**Beata:** Five years. <sup>4</sup> \_\_\_\_\_ you in Tokyo?

**Alex:** 2013 to 2015. About eighteen months.

**Beata:** <sup>5</sup> \_\_\_\_\_ do there?

**Alex:** Teaching English, mainly.

**Beata:** Teaching. Interesting. <sup>6</sup> \_\_\_\_\_ like best about it?

**Alex:** Mainly the food!

**B** Match a question from Exercise 7A to each category, to ask about:

**a** duration   **b** likes   **c** location   **d** timing   **e** purpose

**C** Match the questions to the categories in Exercise 7B.

**1** Which places did you visit?

**5** What were you doing there?

**2** What did you like about it?

**6** Did you stay long?

**3** How long did you stay?

**7** What did you and your partner do while you were there?

**4** So when did you go to Berlin?

**8A** Work in pairs and read the scenario below. Student A: Read the information on page 126. Student B: Read the information on page 128. Note down questions you can ask to build rapport with your partner.

#### Scenario

You attend a networking/birthday party and you start chatting to another colleague/guest. You introduce yourself. As you chat, you realise you have both been to Barcelona.

**B** Practise asking and answering the questions you noted down in Exercise 8A.

**T** Teacher's resources: extra activities

**9A** Work in small groups. Choose one of the situations below to practise building rapport.

- 1 Your experience of learning English, in your home town or abroad.
- 2 A meeting, conference or other event that you attended at your place of work or study.
- 3 A city or country you have visited or lived in.
- 4 Your last holiday.

**B** Have a conversation for about two minutes and try to build rapport. Before you start, think about:

- questions you can ask to find out about your partner's experience (location, duration, timing, purpose, likes).
- your own experience and the information you will need to answer your partner's questions.

**C** At the end, tell the class what you learnt about the members of your group. How successful were you at building rapport?

**D** In your groups, discuss which questions you used to build rapport and what you found difficult.

**TASK**



- How successfully have you achieved the lesson outcome? Give yourself a score from 0 (I need more practice) to 5 (I know this well).
- Go to My Self-assessment in MyEnglishLab to reflect on what you have learnt.

## Lesson outcome

Learners can use a range of expressions to start, close and show interest in simple, face-to-face conversations on familiar topics.

### Lead-in 1A In pairs, discuss these questions.

- 1 Why do people attend careers events?
- 2 What are employers looking for at a careers event?
- 3 Have you ever attended a careers event? What was your experience?

### B Work in pairs. Look at these tips on how to prepare for a careers event. Choose the three most important tips for you. Explain your choices to another pair.

- 1 Look at the list of attending companies and target those that interest you most.
- 2 Update your CV and bring several copies.
- 3 Take a file to collect business cards and brochures.
- 4 Research your target employers and prepare a list of questions you want to ask.
- 5 Write an online profile.
- 6 Prepare a short, professional introduction (your experience, strengths, career interests and goals).
- 7 Dress professionally, as if you were going to an interview.
- 8 Arrive early, and plan extra time for locating your target employers.

### Listening 2A 1.03 Listen and complete the advice on networking at a careers event.

1	Before the event	<i>Research, ...</i>
2	On the day of the event	<i>Dress professionally, ...</i>
3	After the event	<i>Email, ...</i>

### B In small groups, discuss what you think of the advice the recruiter gave.

### 3A 1.04 Ella and Jamie are attending a careers event. They both speak to Ben, a recruiter from a large specialised travel agency. Listen to the two conversations. Who was better prepared, Ella or Jamie?

#### B Listen again and answer the questions.

- 1 How did Ella prepare for the careers event?
- 2 What relevant skills and qualifications can Ella offer the company?
- 3 What was the outcome of the conversation with Ben for Ella?
- 4 What relevant skills can Jamie offer the company?
- 5 How did Jamie prepare for the careers event?
- 6 What was the outcome of the conversation with Ben for Jamie?
- 7 How could Ella and Jamie have been better prepared?

#### C Work in pairs and discuss the questions.

- 1 How easy or difficult would it be for you to network at a careers event?
- 2 What could you do to prepare for this type of event?

**Functional language** **Networking at a careers event**

**4A** Complete the questions and phrases from the two conversations in Exercise 3 with the words and phrases in the box. Then listen again to check your answers.

ask you a few questions   been nice talking   could I just ask   for your time  
 how are you   in charge of   in touch with   really   see   tell me more   sounds

- 1 Can you put me \_\_\_\_\_ the person \_\_\_\_\_ your marketing projects?
- 2 Can you \_\_\_\_\_ about that?
- 3 I'd like to \_\_\_\_\_, if possible.
- 4 Good morning. \_\_\_\_\_ enjoying the fair?
- 5 It's \_\_\_\_\_ to you.
- 6 That \_\_\_\_\_ interesting.
- 7 I \_\_\_\_\_, wonderful.
- 8 Sorry, \_\_\_\_\_ you a few questions about Travelogue?
- 9 Thank you \_\_\_\_\_, Ben. I really appreciate it.
- 10 Oh, \_\_\_\_\_?

**B** Put the phrases from Exercise 4A into the correct category in the table below.

Starting a conversation	Showing interest	Closing a conversation

**C** Here are more phrases that you might use during a conversation. Put them into the correct category in the table above.

- |                                                                                                                                                                                                                                                                 |                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1 That's interesting.</li> <li>2 Do you have a few minutes to explain ... ?</li> <li>3 I really appreciate your time, thank you.</li> <li>4 Could I give you a call next week to discuss this in more detail?</li> </ol> | <ol style="list-style-type: none"> <li>5 Uh-huh.</li> <li>6 Right.</li> <li>7 Can I talk to you for a minute?</li> </ol> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|

**T** Teacher's resources: extra activities

**5A** Work in groups of three. Roleplay a meeting at a careers event between a recruiter for a web design company, Your World, and a candidate for a job. There are three candidate profiles: each person will take the roles of recruiter, candidate and observer once.

**Student A (recruiter):** Read the information about Your World on page 126.

**Student B (candidate):** Choose one of the candidates on page 128 and read his/her online profile.

**Student C (observer):** Look at your instructions on page 130.

**B** Take a few minutes to prepare, then roleplay your meetings. Remember to show interest and close the conversation when appropriate.

**C** When you have finished, listen to the observer's feedback. Discuss how easy or difficult it is to participate in a conversation with someone you have just met. Share your group's ideas with the class.



**Self-assessment**

- How successfully have you achieved the lesson outcome? Give yourself a score from 0 (I need more practice) to 5 (I know this well).
- Go to My Self-assessment in MyEnglishLab to reflect on what you have learnt.

### Lesson outcome

Learners can write an email introducing themselves to work colleagues.

### Lead-in

**1A** Read the two emails below and choose the correct options in italics.

**A**

To: Marketing staff  
From: Elenor Rinna  
Subject: Good morning!

*<sup>1</sup>Dear / Welcome* colleagues,  
I would like to introduce *<sup>2</sup>me / myself* as the new Account Executive in your department.  
Before I *<sup>3</sup>joined / join* this company, I was working in a similar position in a **very** small company in Sweden. However, I *<sup>4</sup>wanted / am wanting* to work for a larger company so I am **really** excited to be working *<sup>5</sup>by / for* this company.  
Please feel free to contact me by email or phone *<sup>6</sup>if / so* you have any questions.  
I **very much** look forward to *<sup>7</sup>meet / meeting* you all in person.  
*<sup>8</sup>Kind / Truly* regards,

**B**

To: All staff  
From: Alexis Pinar  
Subject: Good morning!

Hi everyone,  
I'm Alexis Pinar and I want to introduce myself to you. I've just started work here as the new Assistant Designer. I finished *<sup>9</sup>study / studying* business finance at university in June, and I'm excited to be working here. It's **a bit** *<sup>10</sup>scary / afraid* as it's my first job, but I'm sure I'll soon fit in OK.  
I'm looking forward to working with you *<sup>11</sup>all / everyone*.  
Bye for now,

**B** Which of these emails do you think is more formal?

### Functional language

**2A** Look at the emails again. Put the phrases in blue from Exercise 1 into the correct place in this table.

	More formal	Less formal
Greeting		
Opening		
New job		
Previous job		
Invitation		
Closing		
Sign off		

**B** Write these words and phrases in the correct place in the table above. Some phrases may be used in both formal and informal emails.

Best wishes, Good morning Helen,  
I have been appointed as the new Marketing Manager  
I hope to meet you all soon  
I'm sending this email to introduce myself  
I've just got the job of IT Supervisor  
I was a Store Manager before  
My previous job was as Customer Services Manager  
Perhaps we can meet up over lunch today. Yours,

**T** Teacher's resources: extra activities

**L** The email contains examples of adverbs of degree. Go to MyEnglishLab for optional grammar work.

→ **page 118** See Grammar reference: Adverbs of degree



**3A** Work in pairs. Turn to page 126 and read an email from a new HR Manager to all company staff. Discuss whether the email needs to be formal or informal and how you could improve it.

**B** You are the new HR Manager. Write your own introduction email in around 80 words.

**C** Exchange emails with your partner. Did you both write formal or informal emails? How many phrases from the functional language section did your partner use? What did you like about your partner's email?

### Self-assessment

- How successfully have you achieved the lesson outcome? Give yourself a score from 0 (I need more practice) to 5 (I know this well).
- Go to My Self-assessment in MyEnglishLab to reflect on what you have learnt.