

Introduction

This support pack accompanies the video:

You're Hired – episode 06

To see the video, go to:

<http://learnenglish.britishcouncil.org/en/youre-hired/episode-6>

This support pack contains the following materials:

- a pre-watching vocabulary activity;
- the transcript of the video;
- a comprehension activity;
- a glossary of vocabulary used in the video
- some business notes.



Before you watch

Match the words and phrases in the table to their definitions.

1. competitor	2. market research	3. brand awareness	4. speculative results
5. caution	6. adaptability	7. consolidation	8. cash cow

Definitions:

- A profitable business or product with low overhead, often used to fund other businesses or investments
- The extent to which the public are aware of a product, company or brand.
- Results that are based on conjecture or incomplete facts or information
- An opponent, especially in a commercial market
- The gathering and analysis of information about what people want or like or what they actually buy
- Care, thoughtfulness, lack of haste, and close attention that enable somebody to avoid the risks involved in a task or procedure
- Able to adjust easily to a new environment or different conditions
- The bringing together of businesses or business activities into a single unit

Transcript

Daniel: When I was asked to do a presentation on 'Where WebWare is going, and what I can do to help it get there,' my first thought was simple: me!

As you've already seen, I've got a lot of skills, and the right kind of personality needed to do a job like this... Here's a slide I made! You see that – that's my sales team – they love me! Certainly going to be sad to see me leave...

Outside the box thinking – that's what I've got...!

Sarah: Ok. To start with, I did a careful SWOT analysis using the data I had available, which is obviously only partial. I looked at aspects such as competitors, online visibility, changing technologies and R&D... On the basis of this, I believe WebWare should carry out some careful market research, strengthen its brand awareness in secondary markets, and improve the flexibility of its offer. If this produces positive results, I think it should be possible to maintain the premium pricing policy...

Daniel: Here's the sales figures for the last job I did – all down to me! Blue sky thinking! Finally, to finish my presentation, I'd like to play you a song I wrote...

Philip Hart: Ok, Ok... that's enough. Thanks Daniel...

Daniel: Great! So does that mean I've got the job?

Marcia Boardman: Erm, we'll be in touch over the next five days to let you know...

Daniel: OK great, thank you.

Sarah: This is how I'd predict a sales pattern would go. I have to emphasise these are only speculative results at the moment.

The key words are: caution, adaptability, and consolidation of main product lines – WebWare's "cash cows," if you like. It's important to be flexible, yet reliable. Oh, and another thing is you need to improve the delivery times on your online orders! I hope all that's clear. Do you have any questions?

Philip Hart: No, thank you Sarah – that's all very clear – you've given us quite a lot to think about there!

Marcia Boardman: Yes, thanks a lot Sarah. We'll be in touch over the next few days to let you know about the appointment.

Sarah: Thank you both for your time. It's been a pleasure meeting both of you.

Philip Hart / Marcia Boardman: Bye!

Comprehension Task

True or false

1. Daniel shows Philip and Marcia a picture of his family.
2. Daniel thinks that the sales team will be upset if he leaves.
3. Sarah did a complete analysis of the strengths and weaknesses of WebWare.
4. Philip is impressed by Daniel's presentation.
5. Philip is impressed by Sarah's presentation.

Glossary

outside the box thinking- is to think differently, unconventionally, from a new perspective.

SWOT analysis - is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project

partial - not complete or total

competitors - an opponent, especially in a commercial market

online visibility – the extent to which the internet used to promote a company's brand

R&D – an abbreviation for Research and Development

market research - the gathering and analysis of information about what people want or like or what they actually buy

brand awareness - the extent to which the public are aware of a product, company or brand.

secondary markets – are markets in which securities and financial assets are traded among investors after they have been issued by corporations.

blue sky thinking - open-minded thinking

speculative results – results that are based on conjecture or incomplete facts or information

caution – care, thoughtfulness, lack of haste, and close attention that enable somebody to avoid the risks involved in a task or procedure

adaptability – able to adjust easily to a new environment or different conditions

consolidation - the bringing together of businesses or business activities into a single unit

main product lines – the main products that a company sells

cash cow - a profitable business or product with low overhead, often used to fund other businesses or investments

Business notes

When asked to give a presentation as part of a job interview it's a good opportunity to showcase your skills especially if giving presentations is actually part of the job. It's also an area where you could make mistakes if you are not well prepared.

Basic Guidelines For Designing Your Presentation

List and prioritize the main goals that you want to accomplish with your presentation. For Sarah and Daniel these would be to show an interest and understanding in the work that WebWare does and in the position that is being offered i.e. sales director.

They also need to demonstrate that they have the particular skills needed for the job. In the video, Daniel has obviously set the wrong goals for his presentation where he talks mostly about himself and his achievements in a rather egotistical way. In contrast, Sarah shows that she has given some thought to WebWare's business and how she feels she can improve it in the future.

It's important to set the right tone for the presentation. Daniel's presentation was more of a performance as he strode around confidently, gesticulating and even attempting to play a song on his harmonica. He was far too casual and the tone he set was not one of professionalism.

In contrast, Sarah appeared relaxed, well-prepared, serious and business-like.

Allow time for questions and answers at the end. Sarah asked the interviewers if they had any questions, whilst Daniel merely asked if he had got the job!

If you're speaking to a small group then try to accomplish eye contact with each person for a few seconds throughout your delivery. Don't look at your materials or notes all the time.

Speak a little bit louder and a little bit slower than you normally would do with a friend. A good way to practice these guidelines is to speak along with a news anchor when you're watching television. Also try to vary the volume and rate of your speech. A monotone voice will send your audience to sleep!

Answers

*Before you watch: 1 - d, 2 - e, 3 - b, 4 - c, 5 - f, 6 - g, 7 - h, 8 - a
Comprehension Task: 1. False 2. True 3. False 4. False 5. True*