

## **BUSINESS BRIEFING**

What do you know about your classroom partner? Complete the information and get ready to introduce him or her to the class.

He / She was born in (town) ...

When she / he was 14 his / her favourite pop group was ...

The first person he / she fell in love with was called ...

He / She spends most of his / her time ...

She / He thinks her / his best character feature is ...

She / He thinks her / his worst character feature is ...

She / He really likes ...

He / She really hates ...

In five years she / he hopes that ...

Her / His dream job would be ...



Story

Capstan Consultants is a company that provides specialists for short-term consultancy contracts. They want to select two people from their staff to set up a Special Projects Team.

Look at the description of the tasks that the new Special Projects Team members at Capstan will have to do. What qualifications and characteristics should the ideal candidates have?

Candidates should have an MRA

#### Tasks:

- Travel at short notice to customers worldwide
- Deal with project management, fraud detection, mergers and acquisitions
- Interview and work with personnel at all levels on the customer side
- Provide customers with rapid and accurate analysis of problems plus solutions

Listen to these four candidates being interviewed for jobs in the new team. For each interview find out the main reason why the candidate thinks they would be suitable for the job (from the list a-g) and what the candidate thinks is their greatest weakness (from the list h-n). Listen twice.

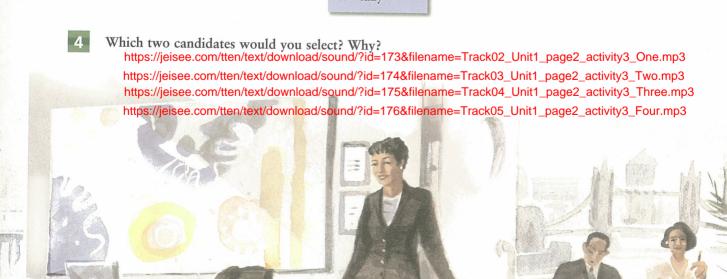
### Suitability for the job:

- Macey Church:
- Florian Moser:
- Jenny Turner:
- 4 Kirill Solokov:

#### Candidate's greatest weakness:

- Macey Church: i
- Florian Moser:
- Jenny Turner:
- 4 Kirill Solokov:

- intercultural experience
- b sociable
- flexible C
- reliable
- dynamic
- attractive
- bonest
- impatient
- taetless
- selfish
- vain
- arrogant
- m naïve
- lazv



Did you know ... ?

When applying for a job there are four key elements that influence selection: appearance, experience, qualifications and personality.

Match appropriate adjectives from the box to the different key words. Some adjectives can be used more than once.

attractive (un)tidy academic aggressive dvnamic excellent creative assertive hands-on flexible first-hand extrovert quiet scruffy practical ideal neat useful wide smart



appearance	experience	qualifications	personality
smart			
	<u> </u>		

- Which of the words in the box are positive and which are negative ways of describing people? Are some of them both positive and negative? How can you tell the difference?
- For each of the four key words select an adjective that fits you and write a sentence explaining why it fits.

I have a lot of first-hand experience dealing with clients;
I meet them every day.

"... and we like our trainee consultants to get hands-on experience with some of our more demanding clients straight away."

Read the advertisement below for the two jobs in Capstan Consultants. Choose suitable words from activity 1. Make any necessary grammatical changes.



# **Capstan Consultants**

INTERNAL APPOINTMENT

Carly Fiorentina, head of the newly-formed Special Projects Team (SPT), is looking for two <sup>1</sup> dynamic consultants.

The successful candidates will be able to operate effectively in the areas of IT, fraud detection, conflict management, mergers and acquisitions, and project management. The job will involve extensive international travel so  $^2$  ....... is also required.

Candidates should possess excellent  $^3$  qualifications and at least three years  $^4$  experience in at least two of the above-mentioned areas.

Interested? Then contact c.fiorentina@capstan.com.

Choose a job from the list below and write a suitable advertisement for it. Example:

'Big Ben School of English' requires a dynamic and creative teacher with excellent qualifications. The candidate must possess perfect communication skills and at least five years hands-on experience of teaching ...

- chauffeur
- luxury fashion line salesperson
- Fortune 500 company CEO
- bodyguard
- gas pipeline engineer for the Caucasus
- football commentator
- personal assistant to a Hollywood star
- English teacher
- Exchange advertisements with your partner. Rewrite your partner's advertisement so that exactly the *opposite* adjectives are used, e.g. 'Big Ben School of English requires a lazy and boring teacher with terrible qualifications ...'



"I know the advertisement said they have top-quality staff, but this is ridiculous!"

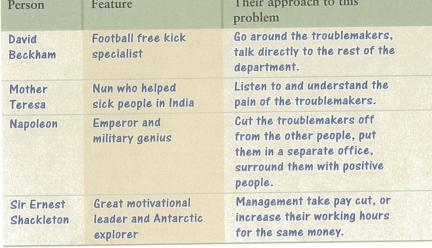
- Write an advertisement for a job that would fit your appearance, qualifications, experience and personality perfectly.
  - Choose a job that you are not already doing!

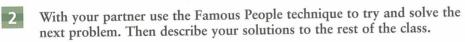
- Being creative is something that everybody can learn. A technique called 'Famous People' can help you develop your creativity. It works like this:
  - Make a list of 3-5 famous people
  - Write down each person's most important feature (in your opinion)
  - Write down a typical work problem. Decide how the characteristics of the famous people could be used to solve your problem

#### Example:

Problem: You are the manager of a department of 50 people. The company needs to increase the number of hours worked by everybody from 35 to 40, without increasing their salaries. Nobody likes it, and some people are causing a lot of trouble. What can you do?

Person	Feature	Their approach to this problem
David Beckham	Football free kick specialist	Go around the troublemakers, talk directly to the rest of the department.
Mother Teresa	Nun who helped sick people in India	Listen to and understand the pain of the troublemakers.
Napoleon	Emperor and military genius	Cut the troublemakers off from the other people, put them in a separate office, surround them with positive people.
Sir Ernest Shackleton	Great motivational leader and Antarctic explorer	Management take pay cut, or increase their working hours for the same money.





Problem: You are always busy at work and your partner thinks that you don't love them any more. To prove how much you love them you have bought tickets for a show, booked a table in their favourite restaurant and reserved a luxury suite in the Hotel D'Amour. It is now 6.00 p.m. You have to leave the office in ten minutes to get to the theatre on time. Suddenly your phone rings and your boss says 'The chairman of the company wants you to do a presentation about our department tomorrow morning at 8.00 a.m. Make sure it's really good!' What do you do?

Person	Feature	Their approach to this problem



Carly Fiorentina is writing to her boss to report on the four candidates. Substitute the parts in bold with words from the box.

hands-on wide assertive flexible smart personality reliable extrovert tactless academic qualifications

	Neply All	Forward	Flag	Print	Delete	Send and receive	Address Book	
From: To: Date: Subject:	c.fiorentina@ca j.scarfield@cap May 5th Special Project							
Dear Jim,								
irritated me b some more <sup>3</sup> Jenny Turner	has a very ecause he s direct expe	eemed a bit rience with c nt <sup>4</sup> school a	too <sup>2</sup> <b>sur</b> ustomers	e of his ab before we	oilities. T	s good results. Here's no doubt to a big job like th	that he needs is.	

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