

Careers advice

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.

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.

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?

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.

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.

Using a wide voice range will help you to sound interested and enthusiastic.

1 P1.02 Listen to two versions of these questions. Which version sounds more interested and enthusiastic, the first or the second? Tick (✓) a or b.

- | | | |
|--|----------------------------|----------------------------|
| 1 Why don't you send an email to some companies? | a ☐ | b ☐ |
| 2 How about setting up your own website? | a ☐ | b ☐ |
| 3 Why not try making a video for YouTube? | a ☐ | b ☐ |

3 Work in pairs. Take turns to ask one of the questions, sounding either interested and enthusiastic or not, and to give one of these answers in the same style.

- 1 That's a good idea.
- 2 Yes, I think I'll do that.
- 3 Thanks for the suggestion.

1  P1.03 Listen to the sentences and tick (✓) the ones with a wide voice range.

- 1 I'm a recent graduate – I have a good degree. ☐
- 2 I can't even get an interview. ☐
- 3 I don't think there's anything on my profile that's special. ☐
- 4 How can I make myself stand out from the crowd? ☐
- 5 I created a website for one of my projects. ☐
- 6 That's really helpful. Thank you so much. ☐
- 7 It was useful ... maybe a bit too useful. ☐
- 8 When I applied for six jobs, I got four interviews. ☐
- 9 And after four interviews, I got two job offers. ☐
- 10 That's the problem – I really can't decide. ☐

I'm a recent graduate. I'm hard-working, creative and good with numbers. I'm looking for any job that uses my skills.

The person who wrote the above profile:

- has a degree in mathematics.
- graduated with honours.
- had a part-time job during their university studies, working as a cleaner.
- wrote stories that were published in a university magazine.
- played for a city league football team in secondary school.
- hopes to find a job in the financial services industry.
- would consider working in other industries if a job looks interesting.

Student A

- 1 Give your partner advice about how to improve an online profile. Give advice about how to *show* skills online. Use the language from the Grammar section where possible.

Begin: *How would you describe yourself? What qualities do you want your profile to include?*

Other useful expressions:

You should consider putting that in your online profile.

You also said you're good with numbers. Could you give me an example of that?

You say you're a good leader. How about telling me something that shows it?

- 2 Make up at least one specific example from your life for each of the skills below. Then answer Student B's questions.

You are:

- hard-working.
- a good communicator.
- creative.

Student B

- 1 Make up at least one specific example from your life for each of the skills below. Then answer Student A's questions.

You are:

- good at problem solving.
- good with numbers.
- a good leader.

- 2 Give your partner advice about how to improve an online profile. Give advice about how to show skills online. Use the language from the Grammar section where possible.

Begin: *How would you describe yourself? What qualities do you want your profile to include?*

Other useful expressions:

You say you're hard-working. How about telling me something that shows that you're hard-working?

You should consider putting that in your online profile.

You also said you're creative. Could you give me an example of that?