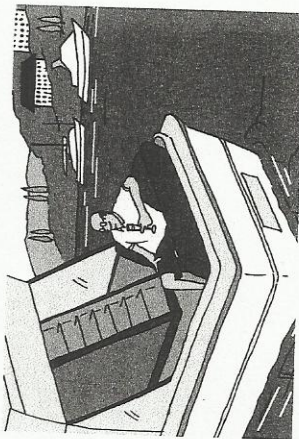
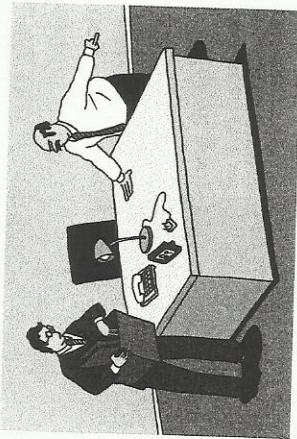


Discussion

- 1 Rank these benefits from the most to the least desirable, in your opinion.

free medical insurance company car luncheon vouchers profit-sharing stock options
sports and social facilities pension plan free accommodation Christmas bonus



Careers and employment

- 2 Put the events in Josef Gutkind's career in chronological order.

- ☐ Before graduating, Josef applied for jobs in twenty companies.
☐ Josef was offered a position as a management trainee.
☐ He attended a second interview conducted by a panel of managers.
☐ He found a new job, but was dismissed after arguing with his boss.
☐ Two years later he was appointed Logistics Manager.
☐ He was short-listed for a second interview at Wilson Brothers.
☐ While he was unemployed Josef studied for a master's degree.
☐ When Wilson's got into difficulties, Josef was made redundant.
☐ In his early fifties he took a sabbatical to write a book.
☐ He retired from business and now lives in the south of France.
☐ Thanks to his enhanced CV, Josef was hired by a firm of consultants.
☐ The book was a best-seller, and Josef resigned from the firm.

- 3 Use the expressions in bold from the first five sentences above to complete these questions from a job interview. Change the verb form if necessary.

- 1 Could you tell me exactly why you **_____** from OQP?
2 Was that before or after you **_____** Quality Manager?
3 After the factory closed, was it difficult to **_____**?
4 Have you **_____** jobs in other companies in the area?
5 Would you be available to **_____** next week?
6 How would you feel if we **_____** as a product manager?

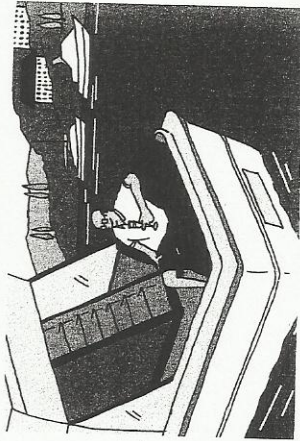
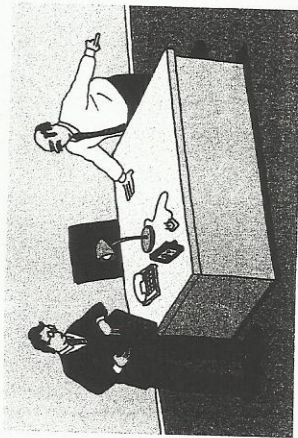
- 4 Now correct these sentences from a biography. The words in bold have been mixed up.

- 1 Aisha's résumé was impressive; she was **dismissed** without even attending a first interview.
2 At the second interview, Aisha did so well that she was **made redundant** on the spot.
3 A few years later she wrote her first novel while she was **unemployed**; it sold only 400 copies.
4 Aisha was an unconventional journalist who preferred to work at night; after arriving four hours late for a meeting she was **hired**.
5 When the editor in her next job refused to publish a controversial article she had written, Aisha immediately offered to **retire** but the editor refused to let her.
6 However, when the newspaper was taken over by a larger competitor, Aisha was **short-listed**.
7 After difficult times while she was **on sabbatical**, she was finally able to live in comfort when her sixth novel became a best-seller.
8 She was 74 when she finally decided to **resign** from writing novels.

Discussion

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sports and social facilities pension plan free accommodation Christmas bonus



Careers and employment

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☐ Two years later he was appointed Logistics Manager.
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☐ While he was unemployed Josef studied for a master's degree.
☐ When Wilson's got into difficulties, Josef was made redundant.
☐ In his early fifties he took a sabbatical to write a book.
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FastFitness

A chain of health clubs needs to find a new manager in Brazil. Appointing the right person is essential for the success of the business.

FastFitness

General Manager
Required for our chain of
Health and Leisure Clubs

Background

Fast Fitness owns and operates a chain of health and leisure clubs in the United States. Two years ago, the company decided to enter the South American market. It began by opening six clubs in São Paulo, Brazil. The clubs appeal mainly to people aged 20–40. All the clubs have a gymnasium, with the latest equipment, an aerobics studio, a swimming pool, sun decks, a café, bar and clubroom. Four of the clubs are located in areas where large numbers of Japanese, Spanish, Chinese and Italian immigrants live.

The performance of the clubs has been disappointing, and none of them has reached their turnover and profit targets. Many members have not renewed their membership, and the clubs have not attracted enough new members. Fast Fitness recently advertised for a General Manager. His/Her main task will be to boost sales at the clubs and increase profits.

Task

You are directors of Fast Fitness.

- 1 Study the file cards on the four shortlisted candidates on the opposite page. Hold a meeting to discuss the strengths and weaknesses of each person. Try to rank the four candidates in terms of their suitability for the job.
- 2 Listen to the interview extracts with each of the candidates and come to a final decision on who should get the job.

CD2.10 Sean Wilder
CD2.11 Paulo Gonçalves

CD2.12 Martha Gómez
CD2.13 Silvia Cornnell

Name: Martha Gómez
Age: 34
Nationality: Brazilian
Marital Status: Divorced,
two children



Education: Finished secondary school; two years' training at a School of Dance and Theater.
Experience: Several years as professional dancer in theaters and on television. Joined a small fitness center as instructor.

Outstanding achievement: Introduced fitness programs in the center for people suffering from Parkinson's Disease and multiple sclerosis. Received an award for this work.
Skills: Qualified in first aid. Fluent Spanish and Portuguese.
Personality/appearance: Warm, friendly, dynamic.
Appearance: rather a 'hippy' look.

Comments: 'I hope to build new schemes and initiatives to help people in the community to achieve a healthier lifestyle. If we promote that idea, people will flock to Fast Fitness clubs.'

Believes her main asset is her creativity.
Interests: pop music, running a weekly aerobics class.

Name: Sean Wilder
Age: 32
Nationality: American
Marital status: Married,
two children



Education: B.Sc. Physics, Yale University; M.A. Sports Management, University of Southern California.

Experience: Taught English and Spanish at high schools for 10 years. Ran sports programs for the schools.

Outstanding achievement: 'Achieving happiness by currently teaches English in a private language school in São Paulo.
Skills: Fluent English, Portuguese, and Spanish.
Personality/appearance: Very good-looking, relaxed, self-confident. Dressed very casually for the interview.
Comments: He believes that his greatest quality is to be calm under pressure. 'The secret of being a good manager is to delegate tasks and not get too friendly with staff,' he said.

Did not have many ideas for improving the clubs' profits. Thinks Fast Fitness is spending too much on advertising. It should focus on existing members and persuade them to sign up new members.
Interests: jogging, cinema, his wife and family.

Name: Silvia Cornnell
Age: 38
Nationality: American
Marital status: Married,
no children



Education: Trained as a dietitian (Berkeley University, U.S.). Masters in Sports Psychology.
Experience: Worked for several years as adviser to the national football team.

Outstanding achievement: 'Helping the national football team to win the World Cup.'
Skills: Fluent English, Portuguese, and Spanish.
Personality/appearance: Ambitious, assertive, outspoken. 'Nothing will stop me from achieving my goals in life.' 'Wore casual clothes to the interview.'

Comments: 'I love being able to motivate people to exercise and then seeing their faces.' Believes Fast Fitness must spend a lot of money on multimedia advertising to improve profits, and offer big discounts to new members. Is taking an evening course in Business Studies to upgrade her academic qualifications.
Interests: hiking, photography.

Name: Paulo Gonçalves
Age: 36
Nationality: Brazilian
Marital Status: Single



Education: Left school at 16. Three years' training at RADA (Royal Academy of Dramatic Arts), London.

Experience: Did two trips around the world in his early twenties. Taught English in Japan for two years. Played a variety of roles in Brazilian movies, then specialized in action movies. Has spent the last two years in Florida, U.S., working as a gym instructor.

Outstanding achievement: 'Playing a role in a successful Hong Kong movie with Jackie Chan.'
Skills: Has a black belt in karate; extensive knowledge of martial arts; fluent Portuguese, Spanish, and Japanese.
Personality/appearance: Looked very fit and muscular. Dressed formally in an Armani suit. Strong personality, confident, articulate.
Comments: Some interesting ideas for improving Fast Fitness profits. Thinks many people will join the clubs when they know he is the manager. Wants to use his name and photograph in all publicity for the clubs.
Interests: Politics, cooking, socializing.

Writing

Write a letter offering employment to the successful candidate.

→ Writing file page 126

Mandy Good

23 Black Dragon Lane, Canterbury, Kent, CT1 2DE

Mobile: 0778 123456

mg999@kent.ac.uk

Curriculum Viti

Mandy Poor

Address

23 Black Dragon Lane
Canterbury
Kent
CT1 2DE

boozyfloozy@hotmail

Nationality: British

Personnel Statement

I have good teamworking and communication skills.
I would like job in business.

EDUCATION

St. Mungos School, Bedford
GCSEs 2002

I have 8 GCSE passes including English grade A and
Mathematics grade B

A Levels 2004

History A, Geography B, Psychology B

2004 - 2007 University of Kent

BA (Hons) Business Studies
2:1

Work Experience

June 2006 - Sept 2006 Iceland Frozen Foods

21 Station Road, Margate, Kent
Store Assistant

Involved stocking shelves and operating
the tills

2003 - 2004 Bar person, The Plough Inn

INTERESTS

I enjoy all types of fitness. and do martial arts. and skiing I
have a high level of fitness. I also enjoy train spotting,
reading and playing computer games.

SKILLS

- COMMUTING
- * LANGUAGES. I SPEAK FRENCH
- * SWIMMING. I HAVE A BRONZE CERTIFICATE

References available on request

Personal Statement

A Business Administration graduate from the University of Kent. I have skills and knowledge essential for managing key areas of an organisation and the problem solving skills needed in finance. I am looking for a graduate trainee post in marketing where I can use my strong influencing skills.

EDUCATION

2004 - 2007 University of Kent

BA (Hons) Business Administration 2:1

Modules included:

- Human Resource Management
- Marketing
- Strategic Management
- Accounting and Finance
- E-commerce
- Business Mathematics

Completed two dissertations in final year:

developed a marketing communications report and presentation on a new travel agency for the elderly and developed a fully working website for an estate agency. Both projects received good results and gave tremendous experience in project management.

St. Mungos School, Bedford

A Levels 2004

History A
Geography B
Psychology B

GCSEs 2002

8 GCSE passes including English grade A and
Mathematics grade B

pressure. Provided a
quality service to customers

2004 - 2005 Barmaid, The Plough Pub (Part-time)

Was often left in sole charge of the bar and learned the valuable art of dealing sensitively but firmly with drunken individuals near closing time.

All of my work experiences have involved working within a team-based culture. This involved planning, organisation, co-ordination and commitment e.g., in retail, this ensured daily sales targets were met, a fair distribution of tasks and effective communication amongst all staff members.

INTERESTS

Leadership. Project Leader for our Third Year MIS project, where my planning and organisational skills came to the fore, Have found "active-listening" a very useful skill when working in a group.

Sport. I believe a healthy body is the key to a focused mind in today's hectic society. Enjoy a range of martial arts which require a high level of dedication and motivation.

Living Life. We only get one shot at this life so I aim to get the most out of it. I love the thrills of gliding, skiing and caving as well as travelling to different countries. Have recently returned from a trek across the deserts of Peru.

SKILLS

- **Computing.** ECDL qualifications in MS Word, Access, PowerPoint and Excel. Can write basic web pages
- **Languages.** Good conversational French
- **Driving.** Full current clean driving licence