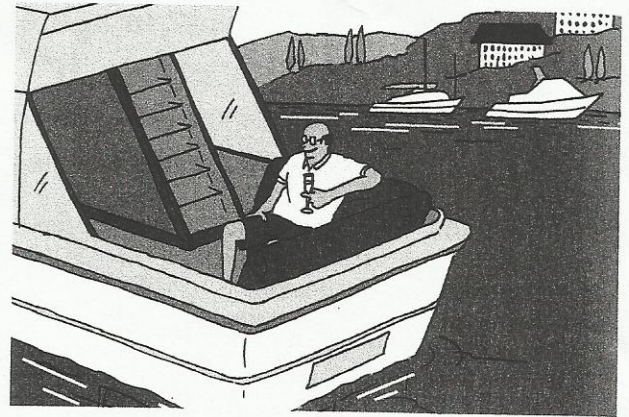
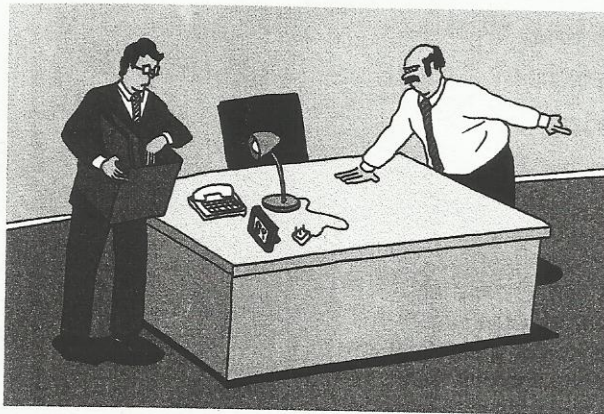


4.2 Vocabulary Careers, personal skills and qualities

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.

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

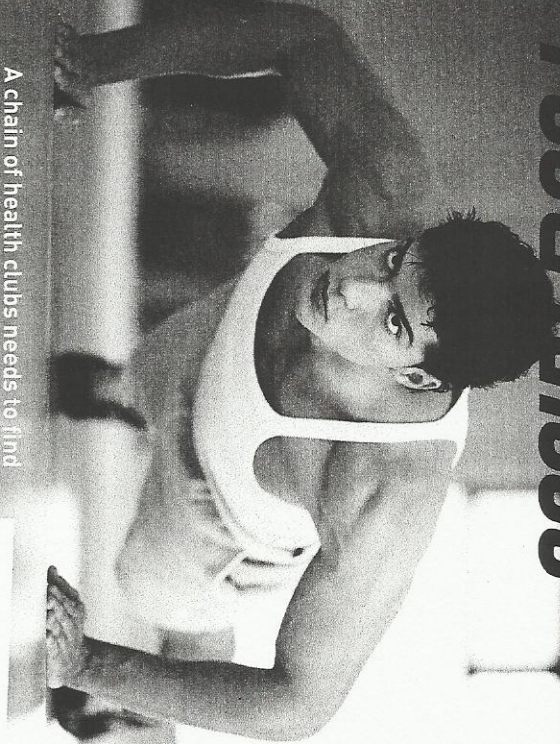
3 Use the expressions in **bold** from the first five sentences above to complete these questions from a job interview. Change the verb form if necessary.

- 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.

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.

The job

- Salary negotiable
- Excellent benefits package
- Leading, co-ordinating, and motivating staff; clubs in São Paulo
- Increasing the revenue and profits of the six clubs
- Exploiting new business opportunities
- Liaising with and motivating our team of managers and their staff
- Contributing to marketing plans and strategies

The person

- Dynamic, enthusiastic, flexible
- A strong interest in health and fitness
- A good track record in previous jobs
- The ability to work with people from different cultural backgrounds
- Outstanding communication and interpersonal skills
- A flair for new ideas and organizational skills

Fast Fitness, 80 Front St,
New York, NY 10003-1324

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 Goncalves

CD2.12 Martha Gómez

CD2.13 Silvia Cominelli

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."

Interests: pop music; running a weekly aerobics class.



Name: Sean Wilder
Age: 62
Nationality: American
Marital status: Married
to Brazilian; four 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

Currently teaches English in a private language school in São Paulo.

Outstanding achievement: "Achieving happiness by marrying the right person."

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, persuade them to sign up new members.

Interests: jogging, cinema, his wife and family.

Watch the Case study
commentary on the

DVD-ROM.



Name: Silvia Cominelli
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. 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 Goncalves
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

8

I am seeking a challenging position with a progressive company that will offer opportunities for professional growth and advancement. I am results orientated, a self-starter and a team player. I'm a good communicator, and have excellent project management, interpersonal, people management and negotiation skills. I can also work unsupervised. I am committed, creative, competitive, ambitious, adaptable and flexible. I am good at meeting deadlines, solving problems and making decisions.

9

As you will see from my CV, I scored an average of 91% in my university examinations (94% at the end of the first year, 87% in my second year, and 92% in my final year exams). I stayed on to do a post-graduate degree in finance and banking, and was encouraged to extend my Master's dissertation into a doctorate, which I have done in the past ten months. I expect to be awarded my PhD in six weeks' time.

Notes on CVs/resumes

- European and Asian CVs generally include photos; US resumes do not.
- British CVs include personal details such as date of birth, marital status, number of children, etc.; US resumes do not.
- British CVs usually include outside work interests (sports, travelling); US ones sometimes don't.
- Your CV should be totally honest; you should emphasize your strengths, but not lie about your experience or skills. It should not say anything that contradicts what you've put on your Facebook page, or similar!
- Leave out information that is irrelevant or that could give some people a chance to discriminate against you (personal details such as your height, weight, health, country of origin, religion, etc.).
- Limit your CV to a maximum of two pages.
- Lay your CV out neatly.
- Check for grammatical and spelling or typographical errors, and do not rely on an automatic spell checker.
- Get someone to check your CV before you send it.



*"Mind if I take this, chief?
It's a headhunter who's been after me for weeks."*

© The New Yorker

Which of the following extracts from a CV/resume and different application letters would help the candidate to get an interview, and why?

1
Dear Sir or Madam,
I am writing to express my interest in applying for the position of Community Fundraiser advertised in the Morning Herald on 13 May, 20--. I am looking for a challenging entry-level position that allows me to contribute my skills and experience to fundraising for a charity.

2
I am writing to express my interest in the position of Account Manager that was advertised on your website on 13 February, 20--. I'm extremely interested in this position, and I would like the opportunity for an interview in which I could show you how I can benefit your company.

3
I play for the university basketball team. We have won the national university championship for the past two years.

4
My parents are French and Russian, and because they work for a multinational company, I grew up in four different countries. I did all my schooling in English, but I speak and write fluent French and Russian. I can also read Italian, Spanish, Romanian and most Slavic languages.

5
Employment
Saturdays, 2006–8, and full-time July 2008, Right Price food store, West End Avenue (shelf-filling).
July 2009, Port Authority Bus Terminal, 8th Avenue (bus cleaner).
August 2009, grape-picking, Napa Valley, California.
November 2009–June 2010, tourist guide at St Patrick's Cathedral, 5th Avenue (Saturdays).

6
I have travelled extensively during my last three summer vacations. In 20--, I travelled around the Mediterranean (Spain, France, Italy, Greece) for ten weeks. In 20--, I went to Florida for a month, and I spent six weeks in Bali in 20--. I have consequently met a great many people from many different cultures, and I am absolutely convinced that these cross-cultural experiences make me suitable for a position in international marketing, and that your company would have a great deal to gain from employing me.

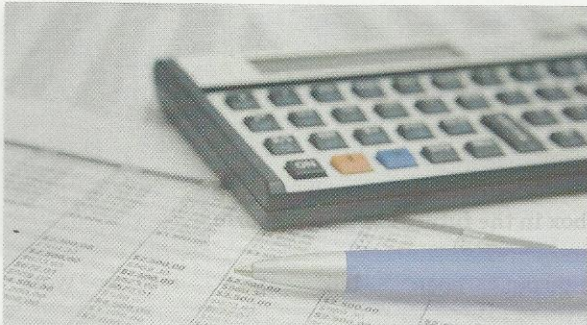
7
Dear Mr/Ms [name],
I am applying for the Sales Associate position which we discussed during the Career Fair at the National University in [city] on [date]. I believe my varied sales experience and my Bachelor's degree in Business Administration are an excellent match to the qualifications you are seeking.
As you can see from the enclosed resume, I have sold a variety of products in part-time jobs during my studies and have worked in sales departments during two internship positions. This experience, as well as my oral and written communication skills, should prove valuable in increasing [company name]'s sales volume. I am enthusiastic about pursuing a career in sales with [company name] because of your varied product line and international distribution network.

Notes
- Europe
- British
do not
- British
- Your CV
skills. It
- Leave
(person
- Limit
- Lay
- Check
- Get son

VOCABULARY Building up a business

A Complete the story with the words in the box.

competition	set up	loss	profit	ploughed
broke even	raised	floated	bid	turnover



About ten years ago, my brother and I decided we'd had enough of working for other people and that it was time to ¹..... our own company. We had some savings and with the help of the bank, we ²..... the rest of the capital we needed. For the first few years, we ran at a ³....., but eventually we ⁴..... and before too long we were making a healthy ⁵..... We ⁶..... all the money back into the business and expanded quite quickly. Next, we ⁷..... the company on the stock exchange, but then the economy went into recession and we starting facing some very stiff ⁸..... We were the subject of a hostile takeover ⁹..... and only survived by merging with a rival firm. It's been a tough ten years, but we're still here! We now have an annual ¹⁰..... of over three million dollars.

B Compare your answers in pairs. Then discuss these questions.

- Do you know anyone who runs their own business? What kind of business is it? How long has it been going?
- Do you know how it's doing?
- Would you like to run your own business?
- What kind of businesses are doing well at the moment? What kind are struggling?
- What do you think are the biggest problems that small business face in your country?

READING

You are going to read about the traits of successful people.

A Read the article on the right. Give yourself a score of 1, 2 or 3 for each characteristic, depending on the degree to which each describes you. (1 = this doesn't sound like me, 3 = this is me!)

B Add up your score (out of 30). Compare your scores in pairs. Explain your decisions. Then discuss these questions:

- Do you agree with the definitions of success in the article? Why? / Why not?
- Are there any other characteristics – or habits – that you would expect successful people to have?
- What does success mean to you personally in terms of your own life?

C Can you remember the nouns that the words below were used with in the article? Read it again to check your ideas.

push themselves to the
 set high
 have a wide of friends
 maintain
 be on the for new ideas
 accept for your actions
 stay one ahead of the crowd
 maintain your
 act on
 seize an

TEN CHARACTERISTICS OF SUCCESSFUL PEOPLE

1 They work incredibly hard and push themselves to the limit. They set high standards and put in the hours needed to meet them.

2 They were high achievers at school and are always keen to learn more. They are inquisitive, read widely and are interested in everything around them.

3 They're social animals. They have a wide circle of friends and acquaintances and are always networking. They are good listeners and work hard at maintaining relationships.

4 They're perfectionists. They are never content to sit back and relax. They're always focused on improving themselves and their performance.

5 They display a healthy degree of impatience. They want results – and they want them now! They tend not to perform well in bureaucracies.

6 They're creative and they innovate. They're constantly on the lookout for new ideas, new opportunities and for faster, better solutions.



7 They don't waste time moaning or looking for people to blame. They learn from their mistakes and move on. They accept responsibility for their actions.

8 They're keen observers. They notice new trends, observe changes and keep notes. They keep one eye firmly on the future and try hard to stay one step ahead of the crowd.

9 They tend not to get stressed. They are patient and well-balanced – and maintain their cool and their sense of humour under pressure.

10 They often act before having the full picture. Successful people respond immediately – and act on impulse. If they see an opportunity, they seize it.