

Work skills Writing a professional profile

1 Work in pairs and discuss these questions.

- 1 What is an online professional profile useful for? Do you have one?
- 2 What information do you expect to find on an online profile?

2 Look at the three online profiles. Which of the people

- 1 has special knowledge in social media? _____
- 2 helps people improve their CVs and profiles _____
- 3 is looking for work? _____
- 4 is self-employed? _____
- 5 can design websites for students? _____
- 6 is interested in cultural issues? _____

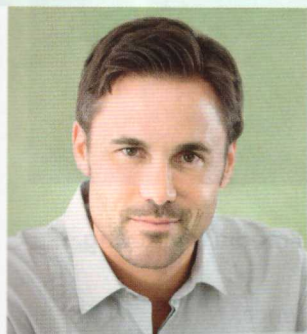


Silvia Barrotti

Freelance Careers Advisor and founder of Sky High

Silvia started *Sky High* in 2008 after a career as a recruitment executive in the banking industry. *Sky High* gives people careers advice and training in how to write successful CVs, create online profiles, and how to perform well in job interviews. Silvia has written a book on how to build a successful career using social media, and has also featured in *High Flyer* magazine as 'Business person of the year'.

Last updated: 2 years ago



Adam Florek

Senior Consultant Get Wired and expert in social media

I head up a team of 40 consultants at *Get Wired*. Our company shows businesses how they can use social media technologies to help them expand and work more efficiently. I have more than ten years' experience with social media. I'm a 'people person' at heart and I try to help people understand the human side to IT. I'm particularly interested in cultural issues. At the moment, I'm working on a project for a multinational company to improve cross-cultural understanding in the workplace.

Last updated: 1 month ago



Ken Takayama

Web design manager with leadership skills

Qualified in computer science and web design with five years' experience in educational environments, I'm able to create websites and learning management systems for teachers and students to help with their studies. Good practical knowledge and leadership skills. Last position involved managing a small team of four in a university department. Post ended because of funding cuts. (currently unemployed)

Last updated: 2 weeks ago

3 Work in pairs. Look at the tips and suggestions (a–f) for writing a professional online profile.

- 1 Which of the tips do you think are the most important?
- 2 Find examples of the tips in the three profiles in 2.
 - a Keep the 'headline' (name and job description) short, so visitors know who you are and what you do.
 - b Decide whether you're going to write in the 1st person ('I ...') or the 3rd person ('He / She ...').
 - c Summarize your experience and qualifications as quickly as possible, one sentence only. This is not your CV!
 - d Talk about your practical skills and abilities.
 - e Describe what you're doing at the moment.
 - f Remember to update your profile regularly.

4 Write your own professional profile using the models and the tips above.

Functions Networking

INTRODUCTION 1 Work in pairs and discuss these questions.

- 1 Do you go to conferences, trade fairs, or other business-related events?
- 2 Do you think these types of events are a good way to network and make new business contacts? Give your reasons.
- 3 Do you introduce yourself to other people?
- 4 Which of these networking tips do you agree with?
 - a Give other people details about your job, your past career, your personal life.
 - b Ask people as many questions as possible about their job and their company.
 - c Respond positively to the other person.
 - d Use the opportunity to try to sell or promote something to the other person.
 - e Always offer your business card.



2 1.3 Listen to three delegates at a conference on social media marketing. Correct the false information in these sentences.

- 1 Pete and Lisa met last month at a Virtual Reality conference.
- 2 Pete is currently working on a sports website.
- 3 Pete is at the conference because he wants to find new products to review on Twitter.
- 4 Lisa decides to introduce Pete to her friend, Diane Smith.

3 1.4 Listen to Pete and Diane's conversation. Student A, complete the table for Pete. Student B, complete the table for Diane.

	Pete Shen	Diane Smith
Works in (city)		
Current job		
Previous job		

4 Work in pairs. Ask and answer questions to complete the rest of the table.

5 1.4 Complete the sentences with these words. Listen again and check.

charge save familiar work follow deal

- 1 Are you _____ with recent developments in hardware?
- 2 I'm in _____ of marketing a new laptop for our company.
- 3 I _____ with reviews of hardware, computers, laptops, and tablets.
- 4 Maybe we can _____ together. Look, here's my card.
- 5 Give me your email and I'll _____ it on my phone.
- 6 You can _____ me on Twitter.

Focus

Complete the table with these phrases.

I'm in charge of marketing a new laptop for our company.

I'm sorry, I don't remember your name.

My email address is Pshen (all one word) at pshen dot com.

Would you like to meet my colleague, Diane Smith?

I'm based here in Santiago.

Meeting	Talking about your work
It's Pete Shen, isn't it? Pleased to meet you, Pete.	I'm a ... Currently, I'm working on a technology website.
Introducing another person	Previously, I worked for ... a computer manufacturer.
I want you to meet Pete Shen.	Are you familiar with recent developments in hardware?
Sharing contact details	
Here's my card.	

► For more details and practice, go to the Review section on page 17.

PRACTICE 6 Match 1–6 with responses a–f.

- | | |
|--|-------|
| 1 Here's my card. | _____ |
| 2 It's Jamila Hassan, isn't it? | _____ |
| 3 Eliza, I want you to meet our London Manager, Tim Collins. | _____ |
| 4 Pleased to meet you. | _____ |
| 5 Are you familiar with designing e-books? | _____ |
| 6 Would you like to meet our sales team? | _____ |
-
- | | |
|--|--|
| a That's right. I'm sorry, I don't remember your name. | |
| b Yes, I am. I've worked on several of them. | |
| c Thank you very much. Let me give you mine. | |
| d Pleased to meet you, Tim. | |
| e Yes, I would. I've only had contact with them by email before. | |
| f And you. | |

7 Complete the sentences so they are true for you.

- | |
|---------------------------|
| 1 I'm a _____. |
| 2 I'm in charge of _____. |
| 3 Previously, I _____. |
| 4 Currently, I'm _____. |

TASK 8 Work in pairs. You meet at a trade fair. Practise the conversation using these prompts.

A	B
Start conversation. You think you remember B's name.	You know you met A, but you don't know A's name.
Give your name. Explain you met B at a car show last year.	Respond.
Ask B what they do.	Respond. Ask A the same question.
Respond.	Ask A where they are based.
Respond. Ask B the same question.	Respond.
Ask B about their current work / project.	Respond. Ask A same question.
Respond.	Offer your business card.
Thank B for their card. Offer yours.	Thank A. Say goodbye.