



UNIVERSITÀ DEGLI STUDI DI NAPOLI
PARTHENOPE

Master in
Entrepreneurship
and Innovation
Management



Personal and Professional Communication

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Contents

1. Ice breaker – Self introductions
2. Warming up – Know yourself activities
3. Job Interviews



1. SELF INTRODUCTION

**"TELL
ME
ABOUT
YOURSELF"**



1. SELF INTRODUCTION

Greetings

Formal

- hello
- good morning
- good afternoon
- good evening
- (good day) Austr. English

Greetings

Informal

- hi
- hey
- whats'up?
- what's good?
- yo



1. SELF INTRODUCTION

Name

- I am (I'm) ...
- my name is (my name's...)
- this is ...



Location

- I'm from...
- I'm + nationality adj: *I'm Italian*
- I come from...
- I was born and raised in...
- I was born in ... but raised in ...
- I grew up in ... but now live in...
- I'm originally from ... but I'm now based in...
- I've been living in... for ... years
- I spent the past few years in...

1. SELF INTRODUCTION

Position and Company

- I work **at/for** + 'company name' + **in** the...
Department.
- I'm **a** + 'position' + **at (for)** + 'company name'
I'm a manager at Starbucks.
- I work **in** + general area'
I work in marketing.
- I work **as a/an** + 'position'
I work as an accountant /as a deputy manager.



1. SELF INTRODUCTION

Position and Company

- I am **responsible for / in charge of** the sales team.
- I **manage** a team of 15 employees.
- I **run** a project.
- I **deal with** the press.

- My current job **entails/involves** a lot of different tasks.
- My job **involves** bureaucracy.



1. SELF INTRODUCTION



Qualifications (degrees)

- I am **about to** graduate /I **am attending** the second year
- I am **a** + 'subject' + graduate/postgraduate
I am a marketing graduate.
- I **have a** BA/MA degree **in** + 'subject'
I have a bachelor of arts degree in economics.
- I **got/took** my degree **in** + 'subject' + **from (at)** the University of ...
- I **received, earned, attained** a master's degree after studying in/at, attending, graduating from the University of Somewhere.

1. SELF INTRODUCTION



Qualifications (courses)

- I am currently taking a course **in** + ‘theoretical subject’
I’m currently taking a course in maths.
- I am currently taking a course **on** + ‘practical subject’
I’m currently taking a course on jewellery making.
I’m taking a pottery course.
- I have completed a ‘time’ (number-unit) course in/on...
I’ve completed a 50-hour (3-day) course in IT.

1. SELF INTRODUCTION

Experience

- I have 'number' years of experience **in** (the) + 'occupation' field
I have 3 years of experience in the neuroscience field at the Radcliffe Research Centre.
- I have 'number' years **of** 'occupation' experience.
I have 10 years of sales experience.
I have 10 years of experience in sales.
- I've worked **in** the 'occupation' field **for** 'number' years.
I've worked in the accounting field/accounting for 3 years.



1. SELF INTRODUCTION

Family (in a more informal situation)

- I have a brother/sister/ 3 **siblings**.
- I'm from a family of + 'number'
I'm from a family of four / We are a family of four.
n.b. We are five in our family is incorrect!
- I'm an only child/ one of 4 (siblings).



1. SELF INTRODUCTION

Hobbies

- I really **like /enjoy** running.
- I'm **a big fan of** + 'hobby'
I'm a big fan of go karting.
- I'm **a keen** + 'noun'.
I'm keen runner/tennis player.

Age

- I am 'number' years old
- I'm 'number'
I'm 25 years old. /I'm 25.
- I'm **in my** 'early/mid/late' +
'decade'
*I'm in my late 40s.
She's in her early teens.*
- He's a **20-something** accountant.



1. SELF INTRODUCTION

Fun fact (optional)

- an interesting fear
- a weird like or dislike
- facts about your pet
- a strange achievement or extraordinary experience



1. SELF INTRODUCTION

Good morning, everyone.

My name is Sandra.

I am 25 years old.

I am from Kent.

I work as an English teacher.

I am an IT graduate.

I'm a big fan of travelling and jogging.



1. SELF INTRODUCTION

Good morning, everyone!

My name is Sandra and I'm a 25-years-old IT graduate from Kent.

I work as an English teacher, and I'm a big fan of running and travelling.



2. WARMING UP

Know yourself: How do you like to communicate?





Why is it important to communicate well?

To **RESPOND** or to **REACT**?

2. WARMING UP

How do you like to communicate?

- Are you more aware of your style of communication?
- Do you prefer to communicate one-on-one or in a group?
- Are you someone who gets right to the point or chooses to build a narrative around the topic?



2. WARMING UP

Know yourself: Who are you?



Jennifer and Ali



WHO ARE YOU?



As a **responder**

- What did you learn about yourself?
- What was comfortable?
- What was challenging?
- Did any of your responses surprise you?

As an **active listener**

- How did you react to what people were sharing?
- How did you feel about not being able to interrupt or provide feedback?
- How did it feel to keep addressing the same question over and over again?



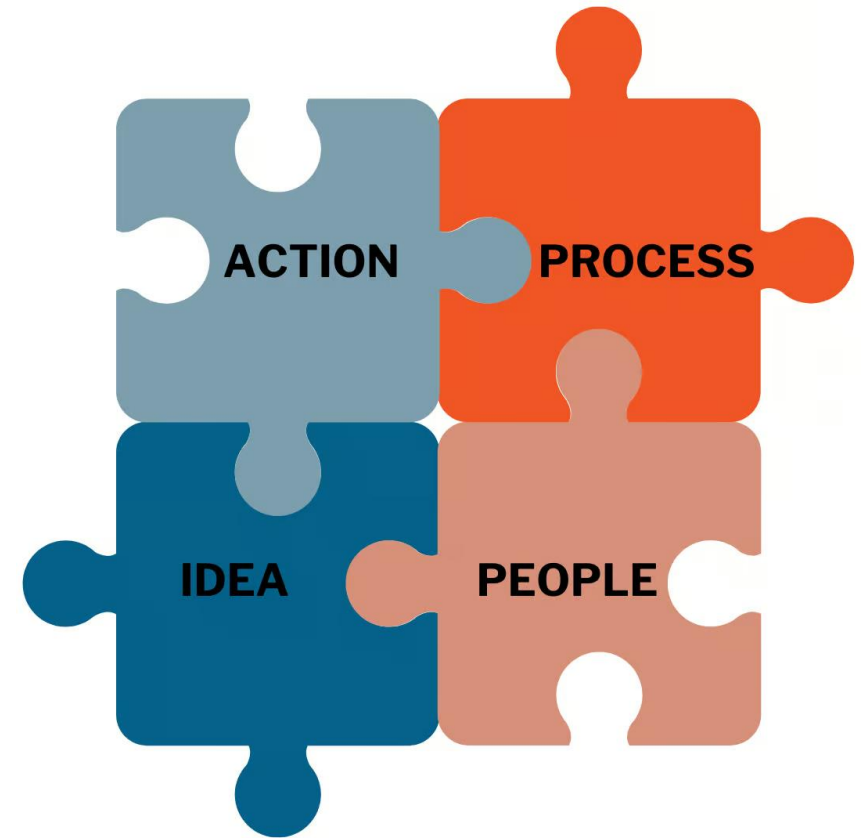


I am large, I
contain multitudes.

Walt Whitman

2. WARMING UP

Know yourself: Communication styles



Pierre Casse's communication self-assessment exercise explores four value-orientations

WHO ARE YOU?

ACTION-oriented people like action, doing, achieving, getting things done, improving, moving ahead, being pragmatic (down to earth), being direct or to the point, decisive, and challenging.

PROCESS-oriented people like facts, organizing, structuring, setting up strategies, tactics, analyzing, documenting, testing, controlling, observing, being systematic, logical, unemotional, cautious, and patient.

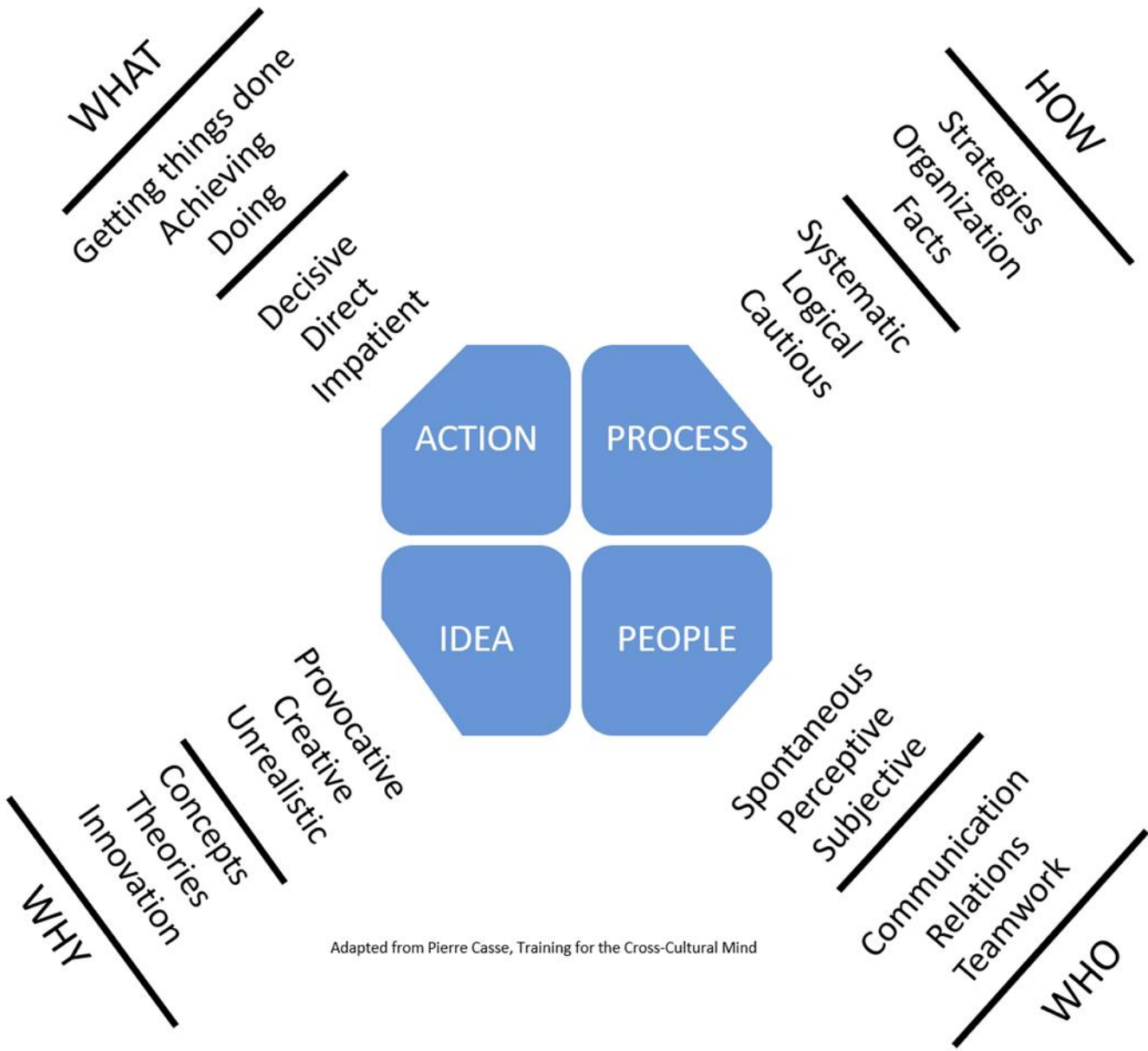


WHO ARE YOU?

PEOPLE-oriented individuals like to focus on social processes, interactions, motivation, teamwork, communication, feelings, needs, expectations, personal growth. They are spontaneous, emphatic, warm, perceptive, sensitive, emotional, and subjective.

IDEA-oriented people like concepts, theories, innovation, creativity, opportunities, possibilities, and new ways and approaches to problem-solving. They are imaginative, charismatic, full of ideas, provocative, and stimulating.





Adapted from Pierre Casse, Training for the Cross-Cultural Mind



Feedback Time

What have you learned so far about yourself and about your communication style?

3. JOB INTERVIEWS



3. JOB INTERVIEWS

- Overcome your fears
- Practicalities
- Make your research count
- Self introduction
- Warm-up: What **not** to say
- Interview phrasal verbs and idioms
- Problems with interview answers
- Video analysis
- Key stages of an interview
- Interview tips
- Role play



3. JOB INTERVIEWS

Overcome your fears

What should I wear?

Who will interview me?

How can I deal with interview nerves?

What sort of questions will they ask me?

What if I can't think of something to say and make a fool of myself?

What questions should I ask them?



3. JOB INTERVIEWS



Positive messages

- Your application was good enough to get you to interview.
- On paper, the selector believes you may have the necessary requirements – now you can convince them!
- It's an opportunity to find out more about them and decide if you want the job.
- You'll get valuable interview practice that will be of help in the future.

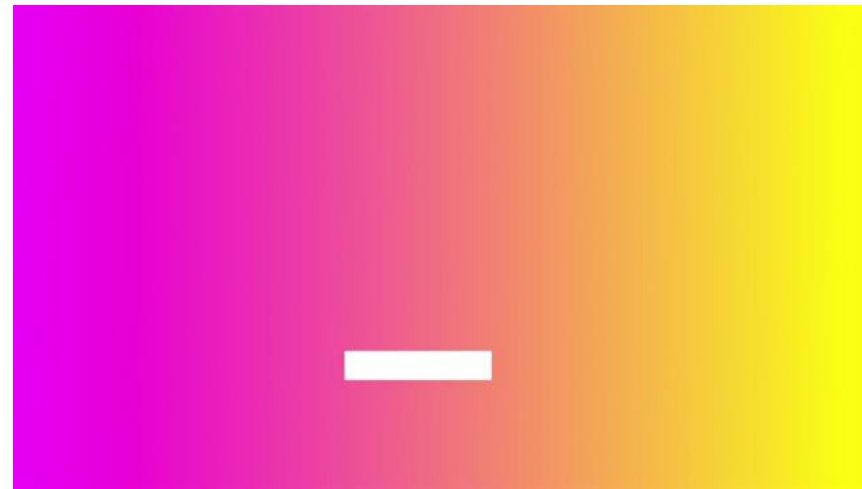
3. JOB INTERVIEWS

Practicalities

- Make sure you know where to go and how long it will take to get there. Aim to arrive at least fifteen minutes early.
- Decide what you are going to wear beforehand.
- Do your revision. Read over your application and think about the questions that you might be asked.
- Take a copy of your application or CV, and if required, examples of your work.
- If you can, try to find out about the format of the interview, how long it will last, and who will be interviewing you.

3. JOB INTERVIEWS

Make your research count – **VIDEO**



3. JOB INTERVIEWS



Make your research count

Research:

- the services or products the organisation deals with
- the organisation's aims and values – what does it say in its 'mission statement'?
- how you will fit in with its values. Can you identify its culture?
- who its clients / customers are
- who its competitors are and how the organisation compares to them
- if the organisation has been in the news recently and why

3. JOB INTERVIEWS

Self introduction

Recruiters want to know more about your professional journey and skills

Make it a story!

- The present
- The past
- The future



3. JOB INTERVIEWS

Self introduction

The present: who am I?

Position yourself, be concise and efficient

- Overview of current role (title, responsibilities, projects and achievements)
- Tie skills to new role (transferable)
- Key accomplishments

I'm currently working at company C as a Customer Service Representative. I've recently been leading a project that...In addition, I spent a lot of time with clients..



3. JOB INTERVIEWS

Self introduction

The past

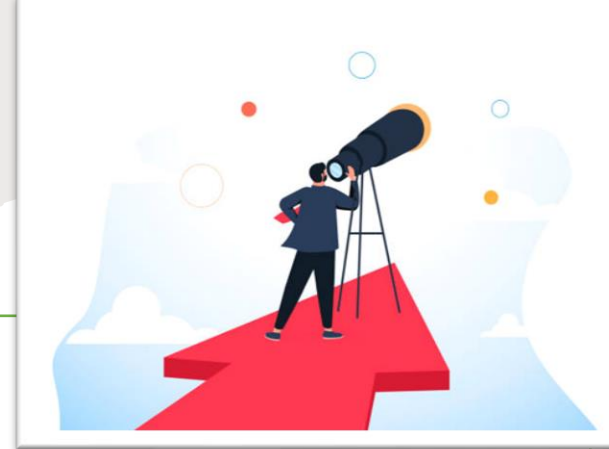
- Motivation to enter the field
- (Speak about classes)
- What motivated career shifts?



I've always enjoyed working with people, so I got my degree in Communication Studies. One of my favourite classes was Technical Writing, which has become one of my greatest strengths. My first job was as Technical Writer at company A, which I enjoyed, although I spent 95% of my time working alone. Then the opportunity at my current company became available, and I was able to combine my passion for technical writing and collaboration.

3. JOB INTERVIEWS

Self introduction



The future

Align your personal goals with the goals of the company

- Explain why you want the role
- Mention company research
- Speak about what excites you

Looking forward, I'm seeking more leadership opportunities. I also want to be part of a company that contributes to the community, and I was so impressed by how your company organizes multiple volunteer events during the year. ... and that's what brings me here today for this exciting opportunity.

3. JOB INTERVIEWS – Self introduction

To sum up:

- Stick to the format: Present, Past, Future
- Tell your story, don't just summarize/recite your CV
- Leave out any highly personal information
- Be concise
- Do not forget the human connection
- Smile and make eye contact
- Practice makes perfect!



3. JOB INTERVIEWS



“Skills that employers look for”

Which skills are mentioned by the people interviewed?

3. JOB INTERVIEWS

Warm-up: What **not** to say



Do you think they are good or bad things to say during an interview?

1. My previous job was terrible because I had an awful relationship with my boss.
2. Could you tell more about the training opportunities available to your employees?
3. No, I don't have any questions for you.
4. How much does the job pay?
5. I am seeking new challenges as there is limited progression in my current role.

3. JOB INTERVIEWS

Interview phrasal verbs



- | | |
|--------------|--|
| 1. Carry out | b. to do a particular piece of work, research etc. |
| 2. Catch up | d. to do work that should have been done earlier. |
| 3. Take on | a. to accept more work or responsibilities. |
| 4. Stand out | e. to be clearly better than most at something. |
| 5. Get ahead | c. to make progress quicker than others at work. |

3. JOB INTERVIEWS

Interview phrasal verbs

- a. In my previous role, I was tasked with _____ market analysis for a new product launch.
- b. I regularly _____ on industry news by subscribing to relevant newsletters and attending conferences.
- c. When our manager was away, I _____ the responsibility of coordinating the team's tasks and ensuring project deadlines were met.
- d. During a client presentation, I _____ by providing a unique solution that impressed both our team and the client.
- e. I aim to _____ by pursuing further professional development opportunities and taking on challenging projects to expand my skills.

3. JOB INTERVIEWS

Interview phrasal verbs

- a. In my previous role, I was tasked with **carrying out** market analysis for a new product launch.
- b. I regularly **catch up** on industry news by subscribing to relevant newsletters and attending conferences.
- c. When our manager was away, I **took on** the responsibility of coordinating the team's tasks and ensuring project deadlines were met.
- d. During a client presentation, I **stood out** by providing a unique solution that impressed both our team and the client.
- e. I aim to **get ahead** by pursuing further professional development opportunities and taking on challenging projects to expand my skills.

3. JOB INTERVIEWS

Problems with interview answers

1. I have a little bit of experience in selling various products. I am proud of some of the results I've had in saving the company a bit of money. **B**
2. Yes, I have had experience in that area. **C**
3. While I was working on the 144 project, I discovered an error in the 'system14' which is used to produce our 97 product line. **A**
4. I was a SAR and supported three line sales reps who were in the SWSC area. **E**
5. I'm pretty good with computers – at least most of the time I am. I kind of taught myself most of the programs. **D**



3. JOB INTERVIEWS

Problems with interview answers

Discuss the following questions as a class.

1. What problems can occur if you use company specific words?
2. What is the opposite of vague?
3. Using too few words is a problem, but is talking too much a problem too?
4. Give some more examples of “weak” words.



3. JOB INTERVIEWS

Video analysis



“How to ace an interview”, Linda Spencer, Harvard Career Advisor

Watch the video and complete task 4.1 on your handout

https://www.youtube.com/watch?v=DHDrj0_bMQ0



3. JOB INTERVIEWS

Interview key stages

1. Company interest and fit

Why are you interested in this company?

How do your skills align with our company's goals?

2. Your skills and experience

Tell me about your relevant expertise.

Can you summarise your qualifications and experiences?

3. Problem-Solving

Tell me about a complex problem you tackled.

4. Handling challenges

Describe a situation where you overcame a major obstacle.



3. JOB INTERVIEWS

Interview key stages

5. Teamwork

How do you approach collaborating in a team?

Can you discuss a successful teamwork experience?

6. Leadership

Can you provide an example of your leadership skills?

Describe a time you led a successful project.

7. Communication

How do you ensure effective communication in a team?

8. Learning

How do you stay updated with industry trends?



3. JOB INTERVIEWS

Interview tips



Watch the video (<https://www.youtube.com/watch?v=HG68Ymazo18>) and answer/discuss the questions on your handout

3. JOB INTERVIEWS

Role play

Final task

Read the job vacancy information on your handout and work in pairs: take turns being the interviewer and interviewee. Use the tips and the language studied throughout the lesson.



FEEDBACK TIME!



In today's class I learned ...



FINAL TASK



Prepare a video self introduction (3 min max) using the tips and the vocabulary provided in today's class.

THANK YOU



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