



# **NEW BUSINESS ENGLISH 5**

## **Lesson 2**

### **Talking About Strengths**



# LEARNING GOALS

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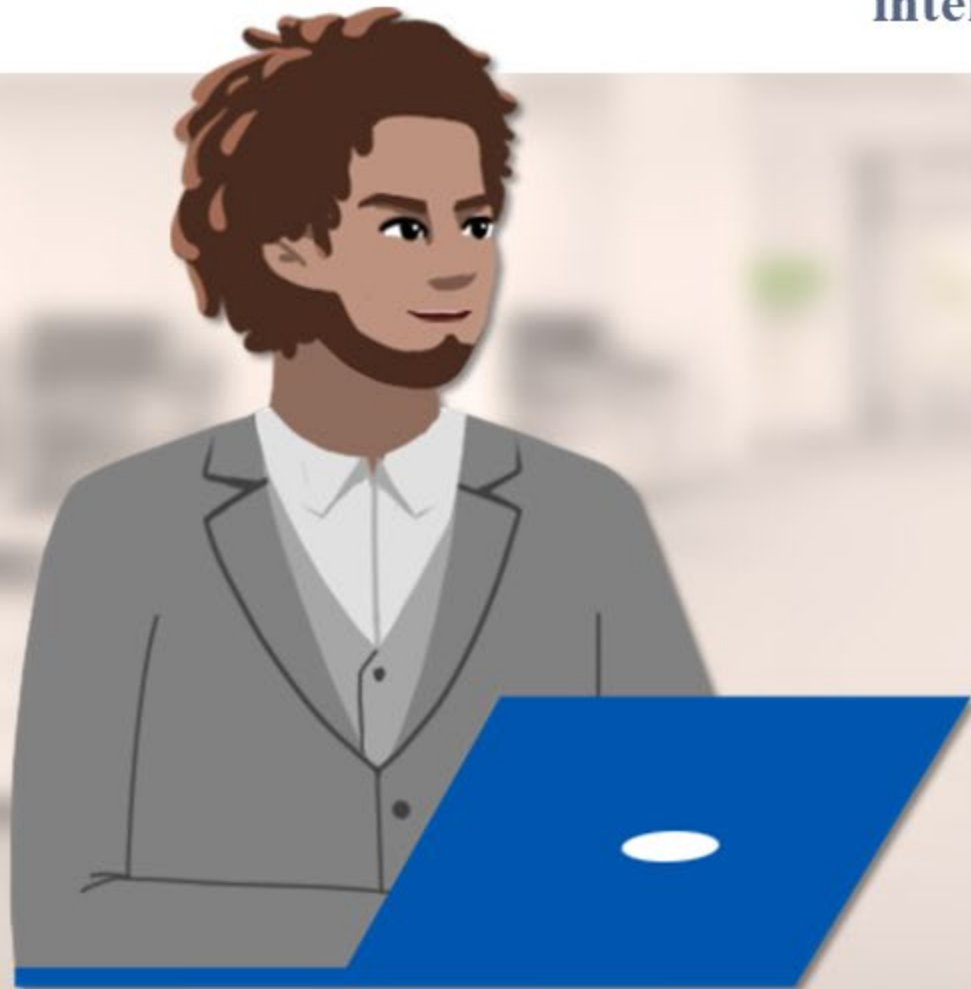
- ◆ Discussing Strengths
- ◆ Describing Your Greatest Achievement





# What would you say?

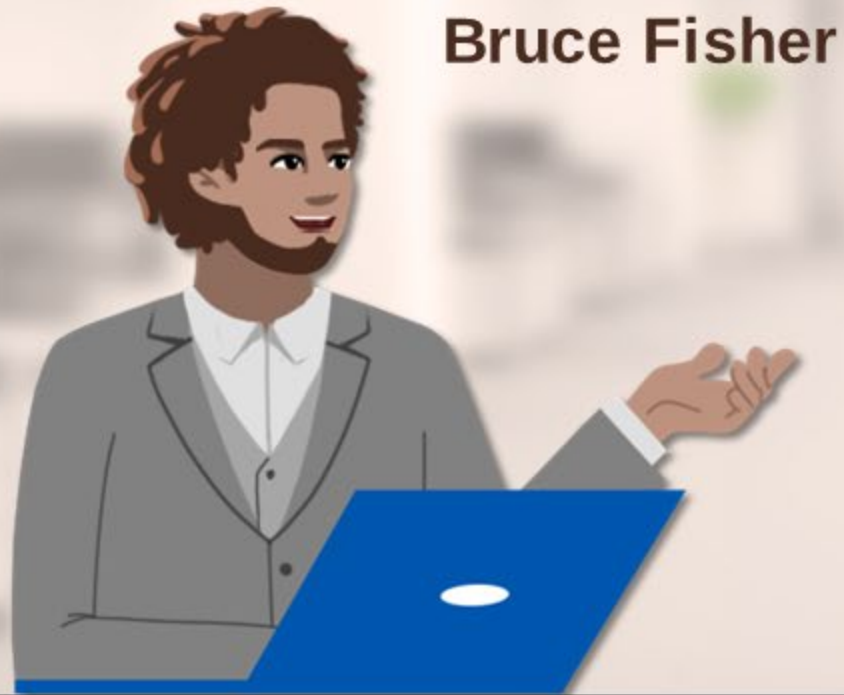
**Scenario:** You are in the middle of a job interview. One of the interviewers is asking the following interview question.



**Could you tell me  
your strengths?**

## Situational Dialogue

- ▶ Bruce Fisher, the media director, takes over the interview with Robert.






Hello, Mr. Phillips.  
I'm Bruce Fisher, the media director.  
Could you tell me your strengths?

My strengths include strong  
negotiation skills, the ability to work  
effectively as part of a team, and the  
ability to work well under pressure.







That's great. What is your greatest achievement?

My greatest achievement as a media buyer was when I successfully bought 4 high-quality channels well below the budget. This brought huge profits as well as built my former company's reputation.



# Key Vocabulary

Learn the new words and answer the questions.



## channel

*(n.) any outlet used by a company to advertise their products and services*

e.g. We chose social media as our main **channel** for advertising.



## profit

*(n.) money that is earned in business after paying the costs of producing goods and services*

e.g. The company's **profit** was down from last year's figures.



## reputation

*(n.) the opinion that people have of someone or something, based on past behavior*

e.g. The company has a **reputation** for great customer care.

## Dialogue Review

Have a role play and answer the questions.



*Bruce Fisher, the media director, takes over the interview with Robert.*

**Bruce:** Hello, Mr. Phillips. I'm Bruce Fisher, the media director.

Could you tell me your strengths?

**Robert:** My strengths include strong negotiation skills, the ability to work effectively as part of a team, and the ability to work well under pressure.

**Bruce:** That's great. What is your greatest achievement?

**Robert:** My greatest achievement as a media buyer was when I successfully bought 4 high-quality **channels** well below the budget. This brought huge **profits** as well as built my former company's **reputation**.



Let's check the learning goal!



*Bruce Fisher, the media director, takes over the interview with Robert.*

**Bruce:** Hello, Mr. Phillips. I'm Bruce Fisher, the media director.

Could you tell me your strengths?



**1. Discussing Strengths**

**Robert:** **My strengths include strong negotiation skills, the ability to work effectively as part of a team, and the ability to work well under pressure.**

**Bruce:** That's great. What is your greatest achievement?

**Robert:** **My greatest achievement as a media buyer was when I successfully bought 4 high-quality channels well below the budget. This brought huge profits as well as built my former company's reputation.**



**2. Describing Your Greatest Achievement**

# Learning Goals

Learn different kinds of strengths.

## ∴ Discussing Strengths

Your strengths may include any of the following:

### Experience



- recent achievements
- expertise in a particular industry
- record of working with clients

### Soft Skills



- negotiation skills
- team building
- problem solving

### Talents



- writing
- multi-lingual
- self-managing

### Education/Training



- college degrees
- certifications
- training seminars



*Which do you think is the most important? Why?*

# Learning Goals

Learn the key expressions and sentence structures.

## ∴ Discussing Strengths

- My strengths include + **(soft skills/ talent)**.
- My background as + **(education/ major)** will...
- As a + **(previous position)**, I have + **(experience)**.

### Note:

Choose strengths that are **relevant** to the job role.

Example sentences:

- My strengths include strong negotiating skills, the ability to work effectively as part of a team, and the ability to work well under pressure.
- My background as an engineering graduate will certainly help me succeed in the job.
- As a salesman before, I've learned how to deal with a wide variety of personalities.



*What are your strengths?*



# Learning Goals

Learn the key expressions and sentence structures.

## :: Describing Your Greatest Achievement

- My greatest achievement was...
- As a + **(position)**, my greatest achievement was...
- I believe that my greatest accomplishment was...

Example Answers:

- My greatest achievement as a media buyer was when I successfully bought 4 high-quality channels well below the budget. This brought huge profits as well as built my former company's reputation.
- I believe that my greatest accomplishment was when I got promoted to a managerial position. As a result, I was able to train a lot of employees. This helped maintain a good customer satisfaction rating for my previous company.

### Note:

When talking about your greatest achievement make sure to describe in detail the (1) **achievement** and the (2) **result**.



*What would you say is your greatest achievement?*

# Semi-open Dialogue

Have a role play.

**Scenario:** You are being interviewed. The interviewer asks you to share your strengths and your greatest achievement.



∴ You can refer to the following key expressions:

- My strengths include + **(soft skills/ talent)**.
- As a (previous position) + **(experience)**.
- My greatest achievement was...
- I believe that my greatest accomplishment was...

## Coffee Break

Select the best strengths by asking yourself these questions.

### ∴ Professional Strengths: The Big Three

Ask yourself these three questions to check if your strength fits the role.

Is it relevant?



We should pick a strength that is **relevant** to the job.

Is it true?



We should be **honest**.

Is it demonstrable?

We should give **concrete samples** of how we've used our strength.



*In a job interview, why do you think it's essential to pick a strength that's relevant to the job?*



# Overview

## Keywords and expressions:

*channel/ profit/reputation*

My strengths include + (soft skills/ talent).

My background as + (education/ major) will...

As a (previous position) + (experience).

My greatest achievement was...

As a + (position), my greatest achievement was...

I believe that my greatest accomplishment was...

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