

Keynote

TED Talk business worksheets

Overview

Keynote is an adult course aimed at students who want to study English for their professional or personal lives. The material in the Student's Book takes business themes, but exploits them from the perspective of the consumer, rather than the specialist. For classes that want more **business-focussed material**, the online bank of worksheets provides specialized **lessons based on TED Talks** aimed at exploring themes and specific language needs of a range of **industries** and of **business functions** within those industries.

The **industries** covered in the series of worksheets are:

1. Agriculture
2. Construction
3. Energy & Utilities
4. Manufacturing
5. Financial services/Economics
6. Education
7. Health & Social Work
8. Tourism, Entertainment & Recreation
9. Technology & Communication
10. Wholesale and retail trade

The **business functions** covered in the worksheets are:

1. Marketing & Sales
2. Finance
3. Research & Development
4. Customer Service
5. Management
6. Logistics
7. IT
8. HR
9. Sustainability
10. Corporate Social Responsibility

Some worksheets are suitable for all levels between B1 and C2; others are only suitable for C1 and C2 classes. The website index suggests which levels each worksheet is suitable for. This indicates the comprehension and language difficulty of the TED Talks and is reflected in the language studied in the lessons. However, there are ways to make higher-level TED Talks accessible to lower-level students in cases where a talk will be of particular interest to your class.

Before the lesson

Choose a worksheet that your students will be interested in according to their professional backgrounds. If you can, watch the TED Talk first to check that it is suitable in terms of themes and level.

Although students get to watch the TED Talk during the lesson, we recommend you ask students to watch it through beforehand. As with all authentic listening materials, TED Talks are often challenging to understand, and watching at home gives students a chance to watch at their own pace, to pause and review sections if they need to, and even to read the interactive transcripts while listening if need be. This last idea might be a way of helping weaker students as well as making lessons designed for higher level classes more accessible to lower levels.

Students can easily search for the TED Talk at home on **TED.com** if you give them the speaker's name and the title of the talk.

Immediately before the lesson, make enough copies of the worksheet for each student and check that the audio-visual equipment and Internet is working.

During the lesson

The lessons are staged as follows:

Discussion – This is to introduce the themes and key ideas behind the TED Talk. If students are actively thinking about the content of the TED Talk, they are more likely to follow the argument as well as understand details.

Key words – This is to introduce some words and phrases learners are not expected to know but which are necessary to understand the talk.

Comprehension – This is to check general comprehension of the whole talk. If students have watched the talk already, this should be straightforward. You may turn the task around so that students attempt it first, then watch to check their answers.

The big idea – This is to discuss the main ideas in the talk, for students to think critically about the argument and to give their opinions about what they have watched.

Language focus – This is to watch sections of the talk of particular relevance to the industry or business function in focus. Students may watch the whole talk again if it isn't long, or one or more selected extracts from a longer talk. The activity focusses attention on the language that students study in the next stage.

Language focus – This is to study and learn words and expressions related to the industry or business function in question. There is often a focus on collocations and multi-word expressions rather than words in isolation.

Speaking – This is to get students practising the new language or discussing the themes that have come up during the lesson. It may be a discussion with prompts or another kind of speaking task.

A few suggestions

- Before the first exercise, you may decide to engage the class in the theme with an image or video of your choice. For example, if the talk is about the outsourcing of services to Indian companies, you could do an image search using the key words 'India' + 'outsourcing'. Alternatively, show students the results of the image search and let them guess what the TED Talk will be about.
- You may be able to gear the first exercise further towards the students' professional experience by asking personalizing questions, e.g. Yukiko, your company outsources some of its services, doesn't it?
- One way of introducing the Key words is to write them on the board in random order. Read out a sentence from the exercise, either a definition or an example sentence, and nominate a student to give the correct word from the board. If they guess correctly, read out the second sentence and elicit that word. Continue until they have matched all the words to their sentences in this way. However, whenever a student guesses incorrectly, start from the very beginning again and read out the first sentence, nominating a different student each time. The activity ends once the class has correctly matched all the words and definitions in a row without any mistakes.
- You may want to extend the lesson lexical aims by exploiting the transcript that accompanies the TED Talks (see below). For example, ask students to find synonyms in the transcript, or get them to choose five or ten words that they would like to learn.
- Another way to extend the lesson is by asking students to summarize the talk, starting with a limit of 50 words, then reducing to a tweet of 140 characters or less. This exercise in concision

and prioritizing of information gets students really thinking about the core message of the talk.

After the lesson

Here are some home study ideas:

- Students write a passage describing how the talk relates to their professional life or an aspect of business that they know about.
- Students search on TED.com for a talk that interests them in the same industry or with a similar theme. They watch it and then report back the following lesson, describing the message of the talk and recommending it or not.
- Students read the transcript and underline five new words and phrases they would like to learn. They look them up and make a note of them in their notebooks. In the following lesson they compare their words with a partner and teach each other the meaning.

Answers

You can find answers to all exercises on **separate pdf files**.

Transcripts

Transcripts are available on **TED.com**. Click on 'view interactive transcript' on the talk's page.