



# Join Our Team

## English lesson 1

# Learning aim: To make effective contributions within a group discussion.




Speaking step 5 – I speak effectively by using appropriate language.



Leadership step 5 – I manage group discussions to reach shared decisions.

## Scenario

Hawk UK, a national marketing agency, want to attract the brightest, freshest future talent in order to best serve their clients' needs. They are specifically looking for people with expertise in social media content creation, graphic design, user-centred AI and website development.



Scenario continued

The Head of Marketing and the Head of Early Talent at Hawk UK have been working on the copy for the company's new Join Our Team webpage.



## Exclusive perks

Our team benefit from a range of employee perks.

- Hybrid /flexi working
- 30 days' holiday
- Yearly social in Ibiza (yes - it's all expenses paid!)
- Parties and events

## Experts in the industry


Don't just take our word for it. We're ranked in the top 20 marketing agencies to work for by *RateMyEmployerUK*.

## Ready to give your career wings?

We're always on the hunt for exceptional minds. See your face in our next Hawk team pic. Explore our latest vacancies [here](#).



## Success criteria

- Be courteous and respectful.
  - Involve everyone in the group.
  - Structure your input carefully.
  - Listen to and consider everyone's responses.
  - Try to build on others' ideas.
  - Use gesture to highlight key points.
  - Actively engage quieter members of the group.
  - Stay focused on the task.
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Literary device	Example
Modal verbs	Auxiliary verbs that express necessity or possibility – such as ‘can’.
Alliteration	A series of words that begin with the same letter or sound used to stress a phrase or idea – in order to make it memorable.
Personal pronouns	<ul style="list-style-type: none"> <li>• Pronouns used to engage individuals – ‘you’.</li> <li>• Pronouns used to summon a sense of togetherness – ‘we’, ‘our’.</li> </ul>
Rhetorical features	Questions which imply their own answers.
Imperative language	Commanding instructional language.
Triples / effective adjectives	Lists of three used to persuade or add value to an argument.
Facts and statistics	Facts and/or statistics used to persuade.
Hyperbole	Language that is exaggerated for impact.
Persuasive design principles	
Social proof	<p>This comes from the idea that people are more likely to do something if they see other people doing it too.</p> <p>It can build certainty and confidence.</p>
Authority	This comes from the idea that people are more likely to take action (and feel safe and confident) when following expert advice.
Scarcity	This comes from the idea that people are more likely to do something if it seems rare and unique.

## Reflection part 1

1 – Which career paths from the following are you most interested in and why?

- Social media content creation
- Graphic design
- AI
- Website development



## Reflection part 2

2 – Look at the list of leadership skills below. All the following help to encourage, support and develop others in teamwork:

- Being courteous and respectful.
- Involving everyone in the group.
- Structuring your input carefully.
- Listening to and considering everyone's responses.
- Trying to build on others' ideas.
- Using gesture to highlight key points.
- Actively engaging quieter members of the group.
- Staying focused on the task.

Give yourself a score between 1-5 (1 being weakest, and 5 the strongest) for each of the above.

## Reflection part 3

3 - Select the two skills that you scored weakest in and think of ways that you will improve on these skills in future. What will you do differently and how will you check that you are improving using these skills in teams?