

- 3 \_\_\_\_\_ carefully. Most successful interviews follow a three-scene script. Cooperate with the script and you increase your chances of being hired. Fight it or ignore it and your interview may run around.

Scene One: lasting about three minutes, this scene consists of small talk and is really a compatibility contest. As you shake hands, make eye contact and smile. Show that you are courteous, friendly, and at ease with yourself and the situation. These "small" points are not trivial.

Scene Two: Lasting about 15 minutes to an hour or more, this scene is mainly you telling your story. You need to explain your skills, abilities, accomplishments, and ambitions. Emphasize your ability to add value to the employer. If you can claim credit for increasing sales, reducing costs, or improving quality, now is the time to do so. If you have any holes in your experience or blemishes on your record handle them now. As you conclude this scene, stress your ability and willingness to perform at a high level.

Scene three: Lasting only a minute or two, this scene closes the interview and set up the next steps. Do not allow the interviewer to close with the usual, "we'll be in touch with you when we decide something." This statement leaves you powerless to influence the decision. Instead, you should end the interview by saying, "I'll keep you posted about developments in my job search." This comment keeps you in control, allowing you to follow up with additional information that may improve your chance of being hired.

- 4 \_\_\_\_\_ of friendly contacts who can hire you or recommend you to others who can. Developing a network of contacts is the single most important task of a job seeker. You need to tell your story to people who have the power to hire you. In other words, you want a network filled with potential bosses. This contact can be made in a letter detailing your interest in the field and your respect for the person's stature within it. Follow up with a phone call.

When you go in for the appointment, don't ask for a job. If you do, the person you are networking with may feel tricked. The visit is a chance to learn from his or her expertise and make an ally in your job search. If impressed you might end up with some interviews. Remember, before you leave, ask for the names of others who might be able to help you out.

Forty or 50 networking interviews should produce several job offers. If not, you should polish your interviewing skills and begin the process again.

- 5 \_\_\_\_\_ to larger firms. Today, small- and medium-sized firms create the most new jobs. With a small company, it is easier to get hired and you are likely to receive greater responsibility sooner. True, small firms traditionally pay less and provide fewer benefits, but not always. Finally, solid accomplishments at a small firm can translate into a better job at a larger company.

## Task 2

Tick the right box.

- 1 "talk about them" refers to:
- discover your strengths
  - past accomplishments
  - abilities developed
- 2 "promoting themselves" refers to:
- adults
  - teenagers
  - most people
- 3 "by sharing it" refers to:
- your story
  - your complaints
  - your happiness
- 4 "use these sparingly" refers to:
- specific words
  - italic and boldface type
  - scanning programs
- 5 "handle them now" refers to:
- holes or blemishes
  - skills
  - credit claims

Prepare your Resume

- a) A resume is a document that lists your **PERSONAL DETAILS, EDUCATIONAL HISTORY** and **WORK EXPERIENCE**. Talk over formats with your teacher and prepare your own.
- b) Divide in two groups. Send your completed resume to the other group and receive theirs.
- c) Read one resume and prepare some interview questions (look back at Unit 5 to help you). Now interview the students from the other groups, whose resume you have. Follow the "three-scene" interview process described in the text.

Clearing it up

Task 1

Fill in the blanks using verbs in the box.

called	found
had forgotten	realized
looked	got
drove	wrote

Alejandra \_\_\_\_\_ for a job in the newspaper. She \_\_\_\_\_ an interesting ad, and so she \_\_\_\_\_ for an appointment. Then she \_\_\_\_\_ her resume. The next day, she \_\_\_\_\_ to the company, but when she \_\_\_\_\_ there, she \_\_\_\_\_ she \_\_\_\_\_ her resume at home.

Task 2

Now write the verbs in chronological order. (Remember, you will only write **simple past verbs**.)

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 had forgotten

### Words at work

**Task**  
Find at least 10 words in the text on page 149 and 150 that refer to employment. Add 5 more of your own.


### Time to read!<sup>(3)</sup>

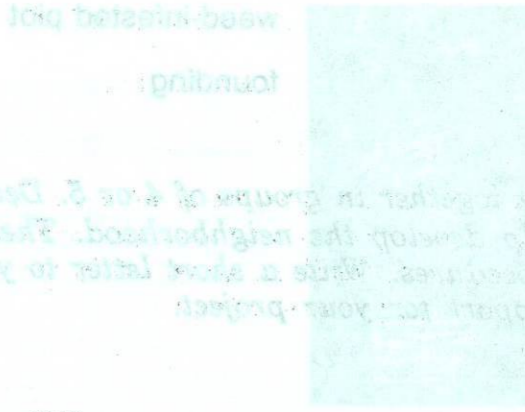
Have you ever heard of **UNESCO**?

Do you know what the letters stand for?

Do you know what the organization does?

**UNESCO** is an international cooperation agency...but what about your neighborhood? How can you cooperate in your neighborhood to improve

things?



**Task 1**

Read the text on page 157. Indicate the correct sequence of these actions, (a, b, c, d, etc).

- \_\_\_\_\_ vegetables donated to the homeless
- \_\_\_\_\_ profits used to pay for studies
- \_\_\_\_\_ a business started
- \_\_\_\_\_ vegetables harvested
- \_\_\_\_\_ products sold in different states
- \_\_\_\_\_ plot transformed to garden

**Task 2**

Match the words in the column of the left (from the text on page 157) to words of similar meaning on the right.

- |                    |                 |
|--------------------|-----------------|
| civil unrest       | changing        |
| rebuild            | original        |
| transforming       | riots           |
| weed-infested plot | construct again |
| founding           | waste land      |

*Get together in groups of 4 or 5. Decide on a project for your school to help develop the neighborhood. Then work out the necessary procedures. Write a short letter to your director requesting his/her support for your project.*

**Skill: Distinguishing the Main Idea**

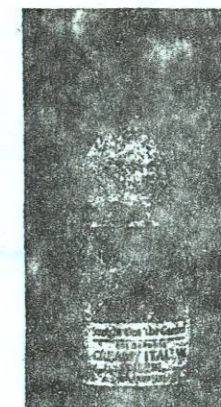
**Task 1**

Read the text quickly. As you read decide if it is mainly about:

**Talk about Initiative!**

After the civil unrest in Los Angeles in 1992, some students at Crenshaw High School in South Central L. A. decided to do something to help rebuild their community. They began by transforming a weed-infested plot of land behind their school into a huge garden, donating the vegetables they had harvested from the garden to the homeless. Next on the agenda? turning their garden into a business—the Food From the Hood natural food products company. Their Straight Out the Garden salad dressing is now sold in stores throughout California, Oregon, Iowa and Colorado. Profits from the dressing go toward college scholarships for the students owners, as well as non-profit community-based organizations. Says Jaynell Grayson, one of the founding student owners, "We realize that the best thing we can do for our community is to get an education."

- food
- students
- marketing
- money
- cooperation
- Los Angeles
- homelessness
- education



Clearing it up

Task 1

Read the following story. Underline all the verbs and verb groups.

A student from Martin High School decided to participate in a math contest. He studied very hard and the math teacher helped him for two months. He had taken his last math course in Louisiana 2 years previously, so he thought he would not do very well. However, to his great surprise, he won the contest.

Task 2

Write the verbs in chronological order according to the events. (you do not need all the verbs you underlined.)

- decided
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Words at work

Task

Try this puzzle! You are sure to be lucky!

FORTUNE  
HORSESHOE  
BLACK CAT  
CHARM  
WISH  
CLOVER  
DICE

RAINBOW  
SILVER SPOON  
LUCK  
WINNER  
STAR  
PROSPERITY  
RABBIT'S FOOT

K	F	N	O	C	T	A	C	K	C	A	L	B
K	M	L	C	L	O	V	E	R	P	W	O	O
D	R	W	U	I	T	C	H	R	A	N	R	R
T	A	A	B	K	A	B	O	I	O	T	A	S
E	H	O	R	S	E	S	H	O	E	B	N	F
R	C	E	O	E	P	O	P	W	B	T	G	O
E	A	W	B	E	B	S	W	I	N	N	E	R
C	I	I	R	R	M	T	S	S	T	L	T	
I	H	I	N	E	E	S	U	H	E	A	U	U
D	T	S	V	B	F	A	I	N	N	L	C	N
Y	V	L	D	O	O	W	K	C	O	N	K	E
E	I	R	O	S	P	W	O	S	T	A	R	O
S	N	T	E	L	U	M	A	A	S	N	D	A

**Time to read!**<sup>(4)</sup>

What characteristics of successful people can you think of?  
What does "success" mean to you?

RAGS TO RICHES

# Frame & FORTUNE

What are "rags"? "Riches"?

What is "fortune"?

Baseball and boxing have a hall of "frame" ...or "fame"?

What is a "frame"?

Do you have any ideas why "fame" has changed to "frame" in this title? What could the article be about?

Read the sub-heading on the next page. Does it give you any more ideas about the article content?

**Task 1**

Read the text on page 162 and answer these questions.

1 Did Goltz enjoy studying?

2 How many years has he had his business?

3 What is the company's income?

4 How many employees does it have?

5 Where is Goltz's business?

6 How big is his central store?

7 Who is wrong, if the customer is always right?

*Work in groups of 5 and think about a good business. Make a plan of how it can be successful. Think about the following questions:*

*What type of business would you like to have?*

*Where would you like to establish your business?*

*How much money do you need to start up?*

*Do you think that you need a partner in your business, or do you think you can start alone? If you decide to have a partner, what would be his/her profile?*

*What kind of publicity do you need to promote your business?*

*How many employees do you think your company would need?*

*What kind of publicity would you need to promote your business?*

*Can you make a slogan for your own company?*

**Frame store guru Jay Goltz created a \$6 million business by going against the grain.**

**Skill:** Distinguishing the Main Idea

**Task**

Read the text as quickly as you can and decide whether the following statements are (T) TRUE or (F) FALSE.

- 1 Joy Goltz usually accepts advice. \_\_\_\_\_
- 2 He is a critical person. \_\_\_\_\_
- 3 He has had several business. \_\_\_\_\_
- 4 He is never wrong. \_\_\_\_\_

**For This "Hall Of Framer," Success Knows No Bounds**

**P**icture this: A college kid with high energy and low grades realizes he hated kindergarten, hated elementary school, hated high school, and he's in his fourth year of hating college. He goes to a school counselor for advice.

The counselor tells him to get a master's degree. In 1978, Jay Goltz decided to ignore that nugget of career guidance, and he's made a habit ever since of ignoring polished business advice.

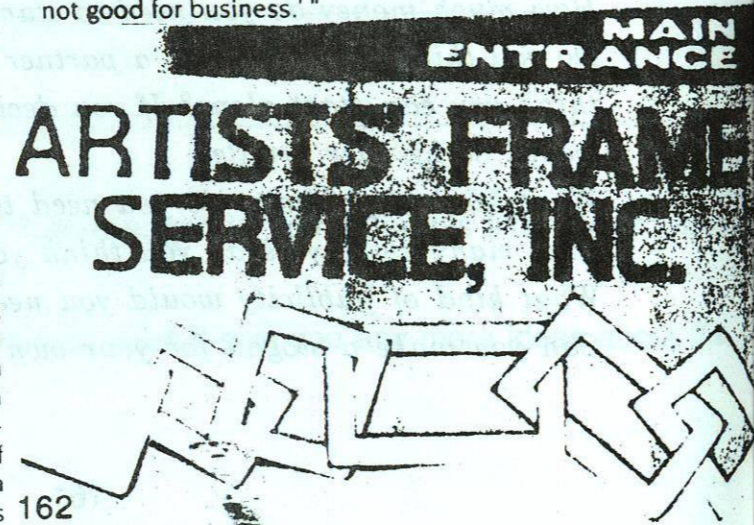
**Company:** Artists' Frame Service Inc.  
**owner:** Jay Goltz  
**Type of Business:** Retail picture framing  
**Location:** Chicago  
**Year Started:** 1978  
**Start-Up Cost:** \$5,000  
**Source of Start-Up Capital:** Proceeds from previous venture  
**Advertising:** Radio, newspapers  
**Biggest Obstacle to Start-Up:** "Assuming that everybody in the business already knew how to do it right and I couldn't do it better."

of ignoring polished business advice. Sometimes he's been wrong—like the time he laughed off the need for a budget and soon found himself on the verge of losing his business. But more often, it seems, Goltz has succeeded by turning down advice other people would have gobbled up.

In 16 years, Goltz has built the picture framing service he started fresh out of college into a \$6 million operation with more than 100 employees—a giant in a world of

Chicago-based Artists' Frame Service Inc.—with three stores located in the city and its suburbs—the world's largest framing service. Not bad for a guy who rejects so much advice.

"A lot of simple-minded mantras are good PR," says Goltz in the office of his main store, a 35,000-square-foot operation. "One I really hate is 'The customer is always right.' That's brainwashing. If the customer is always right, that's telling the employees 'You're always wrong.' It should be: 'Customers are often right, and even when they're not, they think they are. We'll pretend they are because it's not worth fighting to prove it to them. That's not good for business.'"



**Clearing it up**

**Task**

Go back through this unit and look at the stories in each **Clearing it up** section. Can you write your own story? Try to use the past perfect for out-of-sequence events.

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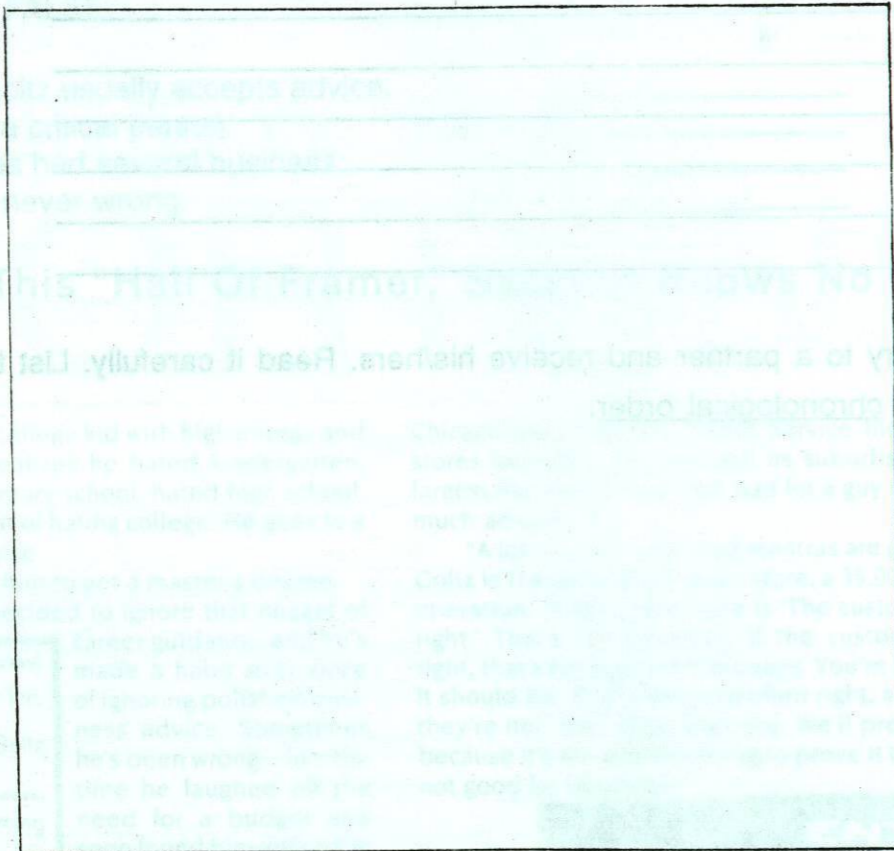
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Give your story to a partner and receive his/hers. Read it carefully. List the events (verbs only) in chronological order.

### Words at work

#### Task

a) Try to make your own puzzle! Skim this unit and try to find as many words as you can for achievements.



\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b) Work in pairs. Give your puzzle to your partner and see if he/she can solve it.

## 7 History

### Time to read! <sup>(1)</sup>

Look at the following texts and decide whether they...

- Give instructions
- Warn
- Invite
- Try to persuade

1  
After sun exposure, apply evenly on face and body, avoiding eyebrows and hair line to enhance and prolong golden color. Wash hands roughly after use. Wait 30 minutes before dressing.

3  
Mental Fitness is the most advanced nutritional formula to help you to meet the demands of a mentally and intellectually challenging world. This innovative and unique combination of ingredients offers men, women and students a food supplement they can count on daily. Be your best the natural way!

4  
Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's Syndrome, a rare but serious illness reported to be associated with aspirin.

5  
Smoking by Pregnant Women may result in Fetal Injury Premature Birth And Low Birth Weight.

Read the text on page 166 as quickly as you can.

The text is about:

- a big industry
- a famous beverage
- a production process

The text probably comes from:

- a newspaper
- a magazine
- a specialized journal

The text style is mainly:

- descriptive
- narrative
- argumentative

What kinds of verbs reflect this style. Write some of them.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Live

2

Which ways to this summer fashion? GLAMOUR Magazine will show you! See the newest shapes and colors in motion...watch makeovers in progress...take home great giveaways

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