

Step up your game



1 Get into pairs. Explain the following terms to each other. Then use them in a meaningful sentence. Take turns.

public company ■ partnership ■ sole trader ■ private company ■ staff ■ CEO ■ CFO ■ Sales Director

2 Match the beginnings of the phrases in A with the appropriate endings in B. Then get into pairs and compare your results.

VocabBooster

	A	B
	The infographic 1	<input type="checkbox"/> figure is ...
	Looking at 2	<input type="checkbox"/> deals with ...
	Another surprising 3	<input type="checkbox"/> forget to mention ...
	Let's not 4	<input type="checkbox"/> believe that ...
	Almost 5	<input type="checkbox"/> the figures, I have to say ...
	I strongly 6	<input type="checkbox"/> I can tell ...
	From my experience 7	<input type="checkbox"/> equally important is ...



3 Have a look at the infographic. Then get into pairs and discuss the following questions.

- 1 What is the infographic about?
- 2 What is your experience with learning technologies?
- 3 How could digital learning change the way students / people learn?

Speak for about five minutes. Use the phrases from activity 2.

Please note:

BYOD: short for *bring your own device* – referring to the increasing trend of employees bringing their own computing devices, such as smartphones, tablets or laptops, to the workplace for use and connectivity on the secure corporate network.

L & D: short for *learning and development* – an organisation's management strategy focused on giving employees the opportunity to learn new skills and improve motivation and work performance



4 You are doing an internship at *Cuppashop*, an international coffee shop chain based in Austria. Your superior has asked you to write a circular e-mail to your international co-workers to inform them about the annual company party. In your circular e-mail you should

- inform the workforce about the company party (*date, start, programme*)
- motivate them to come
- set a deadline for reply.

Write about 150 words.

▶ Best Shots 4/5 modular. HAK/HUM, Writing reference, p. 245)

WELCOME

TO THE DIGITAL LEARNING WORLD

Are you embracing the change?

200 % more learning technology in use since 2010

\$ 52.5 billion dollars.
What the elearning industry will be worth by 2023

23 % of employees leave jobs due to lack of development & training

45 % of organisations now support BYOD

What does this mean for your learning?

93 % of organisations are already using elearning courses

70 % of the device market will belong to smartphone by 2024

52 % of HR Directors are massively interested in gamification

1/3 organisations are increasing L & D team size and budget

Are you embracing the digital learning revolution, and adding business value to your organisation through learning?