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The 4 page 60 minute ESL British English lesson – 15/10/14

Goal Mapping, Presentations and Brainstorming in Business

Today, let's talk about goal mapping, presentations and brainstorming in business.

Visualizing your dreams and ideas can help you stand out from others. It can help you get that promotion! Goal mapping, or business vision as it's also known, can be done in various ways. All involve using a white board.

One way is to use different coloured marker pens to visualize your ideas on the white board. This can include you creating bar charts, drawings, arrows, writing, mathematical equations, etc... Using this method shows off your individual creativity skills. It makes you look good!

What about a PowerPoint presentation? Sure you can go down this route, but the drawing you do on the board is live and actual. You are using your mind at that moment directly to apply your ideas onto the white board for others to see.

Presenting something you pre-prepared on PowerPoint is something entirely different. Using this method does though demonstrate your presentation computer skills! However, many bosses like to see drawings on white boards, as they can be more visually effective!

Many companies have brainstorming meetings. This is a team effort when team members all join in to come up with fresh ideas. Post-it stickers are plastered over the white board, sometimes in patterns, with new ideas on them. Brainstorming meetings can be held weekly or monthly.

At the end of the day in order to reach your goals in business and get that promotion you need to set yourself a target. Your mind is a powerful tool. It can secure you the success you deserve. Putting your ideas onto the board from what is in your mind could help earn you your next promotion. Good luck!

SPEAKING – WARM UP

What is goal mapping in business? What is brainstorming in business? Go round the room swapping details with others.

LISTENING – WRITING - DICTATION

The teacher will read some lines of the article slowly to the class.

READING

Students should now read the article aloud, swapping readers every paragraph.

SPEAKING - UNDERSTANDING

1) The article – Students check any unknown vocabulary or phrases with the teacher.

2) The article - Students should look through the article with the teacher.

- 1) What is the article about?
- 2) What do you think about the article?
- 3) Was this an easy or difficult article to understand?
- 4) Was this a boring or interesting article?
- 5) Discuss the article.

3) Article quiz - Students quiz each other in pairs. Score a point for each correct answer. Score half a point each time you have to look at the article for help. See who can get the highest score!

Student A questions

- 1) What is 'goal mapping'?
- 2) What is 'PowerPoint'?
- 3) What is 'a brainstorming meeting'?
- 4) During a goal mapping session what might you put on a white board?
- 5) What do bosses like to see?

Student B questions

- 1) What are 'Post-it stickers'?
- 2) What is a powerful tool?
- 3) What can help you get a promotion?
- 4) What is 'a promotion'?
- 5) What might demonstrate your computer presentation skills?

**Category: Business / New Ideas / Goal Mapping
Intermediate / Upper Intermediate**

WRITING / SPEAKING

In pairs. On the board write as many words as you can to do with '**Goal mapping in business**'. *One-two minutes.* Using your words to compile a short dialogue together.

WRITING / SPEAKING

In pairs – Discuss two advantages and two disadvantages of each of the following:

- 1) Goal mapping on white boards.
- 2) PowerPoint presentations.
- 3) Using Post-it stickers on the wall or on white boards.
- 4) Brainstorming meetings.
- 5) Can you think of another method? (see discussion – student B qu 1)

The teacher will choose some pairs to discuss their findings in front of the class.

WRITING / SPEAKING

On the board - In pairs – Look at the following about goal mapping on white boards:

- 1) Facts.
- 2) Open points.
- 3) Tasks.

Now go to the top right and answer the follow up questions...

DISCUSSION

Student A questions

- 1) Did the headline make you want to read the article?
- 2) How often do you use a white board?
- 3) When did you last write and work out a mathematical equation?
- 4) When did you last attend a PowerPoint presentation?
- 5) Have you ever had to give a PowerPoint presentation? Explain.
- 6) What materials might you use in a goal mapping presentation?
- 7) Does your company use Post-it notes in business meetings?
- 8) Do you have experience in using Excel, Word or PowerPoint?
- 9) When did you last attend a brainstorming meeting?
- 10) Have you learnt anything today?

SPEAKING

Now consider the following:

- 1) How to mark points 1-3 on the white board?
- 2) What happens if your white board isn't big enough?
- 3) What about 'flip charts'?
- 4) What about 'magic boards'?
- 5) What to do with the information gained at the meeting on the white board?
- 6) Would you take a photo on your mobile of the white board after the meeting in order to save the information on it?
- 7) Would you consider writing up the minutes of the meeting on either an Excel spreadsheet, a Word document, or on Notepad?
- 8) Would you have someone write the minutes of the meeting as it happens?
- 9) Would you consider having someone write the minutes of the meeting as it happens and project their writing onto a screen on the wall next to the white board so that everyone can see the minutes live as they are written?

DISCUSSION

Student B questions

- 1) Have you ever used 'Presi.com' to make a visual presentation?
- 2) Do you use flip charts or magic boards at work? Explain.
- 3) Who gets to write up the minutes of a business meeting?
- 4) Does your company encourage brainstorming meetings?
- 5) Can you think of any actual ideas you know of that actually came to fruit as a result of a goal mapping session?
- 6) Do you know of anyone who got promoted as a result of them giving a goal mapping presentation?
- 7) Is your mind a powerful tool? Explain.
- 8) Does your company do goal mapping at meetings?
- 9) Did you like this discussion?

GAP FILL: READING

Goal Mapping, Presentations and Brainstorming in Business

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bar charts / creativity / white board / method / presentation / ideas / dreams / equations

Presenting something you pre-prepared on PowerPoint is something entirely different. Using this method does though (1)___ your presentation computer skills! However, many bosses like to see drawings on white boards, as they can be more visually (2)___!

Many companies have brainstorming (3)___ . This is a team effort when team members all join in to come up with fresh ideas. Post-it stickers are plastered over the white board, sometimes in (4)___, with new ideas on them. (5)___ meetings can be held weekly or monthly.

At the end of the day in order to reach your goals in business and get that promotion you need to set yourself a (6)___ . Your mind is a powerful tool. It can secure you the (7)___ you deserve. Putting your ideas onto the board from what is in your mind could help earn you your next (8)___ . Good luck!

promotion / target / brainstorming / patterns / demonstrate / effective / success / meetings

GAP FILL: GRAMMAR

Goal Mapping, Presentations and Brainstorming in Business

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that / what / your / onto / this / you / can / but

Presenting something you pre-prepared (1)___ PowerPoint is something entirely different. Using this method does though demonstrate your presentation computer skills! However, many bosses like to see drawings on white boards, (2)___ they can be more visually effective!

Many companies have brainstorming meetings. This is (3)___ team effort when team members all join in to come up with fresh ideas. Post-it stickers are plastered over (4)___ white board, sometimes in patterns, with new ideas on them. Brainstorming meetings can be held weekly (5)___ monthly.

At the end (6)___ the day in order to reach your goals in business and get that promotion you need to set yourself a target. Your mind is a powerful tool. (7)___ can secure you the success you deserve. Putting your ideas onto the board from what is (8)___ your mind could help earn you your next promotion. Good luck!

as / on / or / it / of / in / a / the

GAP FILL: LISTENING

Goal Mapping, Presentations and Brainstorming in Business

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Many companies have _____. This is a team effort when team members all join in to _____. Post-it stickers are plastered over the white board, sometimes in patterns, with new ideas on them. Brainstorming meetings can be held weekly or monthly.

_____ in order to reach your goals in business and get that promotion you need to set yourself a target. Your mind is a powerful tool. It can secure you the success you deserve. Putting your ideas onto the board from what is in your mind could help earn you _____. Good luck!

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WRITING/SPELLING

WRITING / SPEAKING

1) On the board - In pairs, as a class - write down **20 things you might suggest at a Brainstorming meeting that's using a white board or Post-it notes about a new company staff canteen.** Talk about them - or better still - act it out! 5 mins.

2) Sentence starters - Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- 1) Brainstorming _____
- 2) Goal mapping _____
- 3) PowerPoint _____

3) Homework - Write and send a 200 word email to your teacher about: **Goal mapping, presentations and brainstorming in business.** Your email can be read out in class.

GAP FILL READING

- 1) dreams
- 2) ideas
- 3) white board
- 4) bar charts
- 5) equations
- 6) method
- 7) creativity
- 8) presentation

ANSWERS

- 1) demonstrate
- 2) effective
- 3) meetings
- 4) patterns
- 5) brainstorming
- 6) target
- 7) success
- 8) promotion

SPELLING

The teacher will ask the class individually to spell the following words that are in the article. Afterwards check your answers.

- 1) goal
- 2) presentation
- 3) ideas
- 4) visualizing
- 5) various
- 6) mathematical
- 7) equations
- 8) bar charts
- 9) actual
- 10) something

SPELLING

Use the following ratings:

Pass = 12

Good = 15

Very good = 18

Excellent = 20

- 11) effective
- 12) brainstorming
- 13) team effort
- 14) stickers
- 15) fresh
- 16) promotion
- 17) target
- 18) tool
- 19) entirely
- 20) creativity

Goal Mapping, Presentations and Brainstorming... - 15th October 2014