

Lesson 3

Searching for the Job. Applications

Warming-up.

“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle.” – Steve Jobs

1. What do you think Steve Jobs meant by this quote?
2. Do you agree that loving your job is the only way to do great work? Why or why not?
3. Have you ever had a job / task you truly loved? What made it special?
4. Have you ever had a job / task you didn’t enjoy? How did that affect your performance?
5. What kind of work do you think you would love to do? Why?
6. How can someone find a job they are passionate about?
7. Do you think passion or skills are more important for career success?
8. How can someone stay motivated even if they don’t love their job?
9. Do you think the idea of “loving what you do” is universal, or does it depend on cultural and economic factors?
10. In your country, do people prioritize passion or stability when choosing a career?

PART 1. Applications

I PRE-READING ACTIVITIES

A. Keywords. Match the following words with their correct definitions.

1) Job Application	a) the process of teaching and learning, or the organizations such as schools where this process happens
2) Recruitment	b) a letter that contains information about the thing it is sent with
3) Career	c) a particular ability that you develop through training and experience and that is useful in a job
4) HR	d) knowledge or skill that you get from doing, seeing, or feeling things, or the process of getting this
5) CV	e) a letter or form containing details of your qualifications, skills, experience, etc. that you send to an organization when you are applying for a job with them
6) skills	f) the job or series of jobs that you do during your working life, especially if you continue to get better jobs and earn more money
7) experience	g) the process of finding people to work for a company or become a new member of an organization
8) education	h) a short written description of your education, qualifications, previous jobs, and sometimes also your personal interests, that you send to an employer when you are trying to get a job
9) challenge	i) the division of a business that is charged with finding, screening, recruiting, training job applicants, and administering employee-benefit

	programs
10) Cover Letter	j) a job, duty, or situation that is difficult because you must use a lot of effort, determination, and skill in order to be successful

B. What do HR and CV stand for?

C. Prediction. You are going to read an informative article about Job Application (Part 1). Work with your partner to fill in the K-W-L chart with what you know about Job Application, and what you want to know. Then as you read the article, fill in what you have learned.

<i>What we <u>know</u> about Job Applications?</i>	<i>What we <u>want</u> to know about Job Applications?</i>	<i>What we have <u>learned</u> about Job Applications?</i>

II READING

From the perfect CV to a successful interview – insights from experts to get the job of your dreams (Part 1)

Should you get an AI to write your application? Does LinkedIn matter? How do you impress an employer with your CV and interview? Recruitment experts share their best advice.

1. Apply for the Right Jobs

James Reed, CEO of the recruitment company Reed and the author of several careers books, says competition is tough. "There are more job seekers than available jobs, so apply for roles that match your skills."

Corinne Mills, a former HR executive who is now managing director of Personal Career Management, says: "If you're not truly interested in a job, don't apply. It's a waste of time."

2. Your CV Still Matters – Make It Strong

"The importance of the CV is often overstated," says Reed. "While platforms such as LinkedIn, video CVs, or social media accounts are relevant in some sectors, it is still essential to make your CV as polished as possible."

3. Keep your CV concise

Your CV should be a one-page summary of your skills and experience. "Begin with a short, simple paragraph stating why you're a good applicant for this opportunity," says

Reed. "I always say to people, a job is a problem to be solved. Show that you are the solution."

4. Always be honest

"Tailor your CV depending on the role," says Reed. "If you are applying for a sales job, emphasize your sales experience." But it is crucial not to be misleading. "We have a screening business where we check CVs on behalf of our clients: 40% of the CVs have errors."

5. Be specific about your skills and experience

"Recruiters can tell you that they need someone who is a good communicator," says Mills. "Instead of saying 'I have good communication skills,' prove it. You have to give specific examples, such as: 'I presented at this conference or team meeting or to the board.'"

Dr Rob Yeung, a psychologist and director at leadership consulting, says: "If you send the same CV to different jobs, you're already at the bottom of the list. If the job advert states that communication skills, initiative and teamwork are required, make sure these three points are the headings of the sections of your CV, and then write a paragraph or two about what you have done and achieved in developing these skills."

6. Use AI, but Stay Human

"On some level, you need to be robotic," says Mills, "because applicant tracking systems are based on algorithms. The higher up your CV certain keywords are, and the more frequently they are mentioned, the more likely you are to be at the top of the candidate rankings. But you must also be careful not to become impersonal, like a chatbot. I read some very competent CVs, but when you look closer, you think: where is the person in this? You told me you are great at managing a team, including evaluating and managing performance, but you didn't tell me how big your team was. You didn't tell me about any specific challenges. Did you change a poor team? How did you do it? You need to provide more information to make people believe you."

Sarah Juillet, director of postgraduate careers and professional development, says: "AI has a place for grammar checks, optimizing keywords, and formatting suggestions. What is important is that you don't just use AI. People tend to upload a job description and their CV and ask AI to generate something that looks good at first glance, but it's very easy to see that there is no authenticity behind it."

7. Think carefully about language choices

'Active verbs are good, like delivered, led, built, accomplished,' says Reed. 'I always advise people to avoid clichés like 'looking for a new challenge' – that's never true. Don't say you've done it all by yourself because we all know that in business, we work in teams.'

Use words like 'led, optimized, innovated', says Juillier, and then quantify them: they don't have to be numbers, as long as they show impact. Jouyet also warns against using empty clichés such as 'team player' and 'results-oriented'. If you want to make such statements, 'you must demonstrate these things,' says Juillier.

"Avoid adjectives," says Yeung. "Anyone can describe themselves as passionate and determined. Be sure you can prove it. Use verbs to describe the steps you took to achieve tangible results. Who did you persuade? How did you overcome obstacles? What did you accomplish at the end of different projects?"

8. Check spelling and grammar

It should be a no-brainer, but "ensure there are no spelling or grammar errors", says Andrew Fennell, director of StandOut CV. "A polished CV reflects attention to detail."

9. Write a Cover Letter – Even If Not Required

"It is an excellent idea to write a cover letter," says Mills. "Recruiters love it, and even when I tell people that, most still don't write one. They know you are genuinely interested if you've done a cover letter. It shows that you have gone the extra mile." The premise of any cover letter, Mills explains, is outlining why you are a great match for the job and your most relevant skills and experience in five bullet points. "It doesn't need to be huge, but it is a fantastic opportunity to show you've thought through your application well."

10. Use LinkedIn and Keep It Updated

Love it or loathe it, "you have to have it", says Mills. "This is where employers will look for people with the skills they want. If you send an application or a CV, they are still going to look at your LinkedIn profile as verification to make sure there is consistency or to see if there is any additional information there. This is your professional profile in your professional community, so you want to use that window space best. Do a profile that tells the world who you are, what you bring and why you are the go-to person."

Source: Adapted from <https://www.theguardian.com/lifeandstyle/2025/jan/20/perfect-cv-acing-interview-experts-23-ways-job-of-your-dreams>.

III. ACTIVE READING ACTIVITY

A. Comprehension Check. Are these statements true or false according to the text? Justify your opinion based on the text.

1. It is advisable to apply for as many jobs as possible, even if they do not match your skills.
2. A CV is no longer necessary because LinkedIn and video CVs have replaced it.

3. Your CV should be lengthy and detailed, covering all aspects of your work experience.
4. It is acceptable to exaggerate or slightly mislead employers in your CV to make it more appealing.
5. When describing skills, it is important to provide specific examples rather than using vague statements.
6. AI can be useful for improving CVs, but relying entirely on AI-generated content is not recommended.
7. Using action verbs like 'led' and 'optimized' is better than relying on adjectives and clichés.
8. A cover letter is unnecessary if the job application does not explicitly require one.

B. Find the words. Find a word or phrase in the text which means:

1. short and clear, expressing what needs to be said without unnecessary words (Advice 3, adjective) _____
2. extremely important or necessary (Advice 4, adjective) _____
3. the group of people who shareholders choose to manage a company or organization (Advice 5, noun) _____
4. when first looking (Advice 6, phrase) _____
5. to finish something successfully or to achieve something (Advice 7, verb) _____
6. something such as a decision that is very easy or obvious (Advice 8, noun) _____
7. to make more effort than is expected of you (Advice 9, idiom) _____
8. an idea or theory on which a statement or action is based (Advice 9, noun) _____

C. Collocations. Match the verbs on the left to the words on the right to form phrases from the text. The infinitive form of verbs is given.

Apply for	developing these skills
Tailor	the jobs
Depend on	managing a team
Achieve in	your CV
Be great at	the role
Look for	people

D. Work with a dictionary and complete the table to make word families where possible.

Noun	Noun ()	Verb	Adjective	Adverb
		apply		
employment				
	recruiter			
			interviewed	
		qualify		
			communicative	
advertisement				

E. *Talking point. Discuss any of the questions below.*

1. Why is it important to apply only for jobs that match your skills and interests?
2. How can a job applicant make their CV more effective and appealing to recruiters?
3. What role does AI play in the job application process, and what are its limitations?
4. Why is it necessary to provide specific examples when describing skills on a CV?
5. How can LinkedIn impact a job seeker's chances of being noticed by employers?

D. *Additional Reading* <https://blog.powr.io/different-types-of-job-application-forms>.

Outline takeaway points.

IV. POST-READING ACTIVITY

A. *Read the text. Fill in the gaps with appropriate sentences below. There are two extra sentences.*

Career toolkit: How do I write a great CV?

What is a CV?

(1) _____. Writing a CV is a skill, but a good one can help you stand out from the crowd.

The basics

CV stands for curriculum vitae. That's Latin for your 'course of life' and that's basically what the document does. It tells people who you are and what you've done up to the point of applying. You'll also see it called a résumé. A great CV is clear and concise to the job. No neon fonts or emojis – save those for your group chats.

What should your CV include?

- ✓ Name and contact details (email, phone – TikTok handle not required. Only include your social media if it is relevant and professional).
- ✓ Personal profile (a few lines selling your skills and career goals).
- ✓ Key skills ((2) _____).
- ✓ Education (your academic journey – keep it relevant!).
- ✓ Work experience (jobs, internships, volunteering – anything that proves you're employable).
- ✓ References (people who can say nice things about you).
- ✓ Hobbies and achievements (optional, but useful if they showcase your skills).

You DO NOT need to include your age, date of birth, nationality or whether you're married. Employers shouldn't consider those things when deciding to offer you an interview. You also don't need to include a photo (unless you're applying to be a model or an actor).

If you're sending your CV as an e-mail, you should name the file something relevant to the employer, not to you. So, John_Doe_CV.pdf instead of SuperStar_JobHunter69.pdf.

How to write a personal profile

Your personal profile is your elevator pitch – short and impactful. This section should be brief. (3) _____ . Tailor it to the job you're applying for. Think: If I had 30 seconds to convince an employer, what would I say? Here's an example:

"Motivated business student with strong problem-solving skills and experience in social media marketing. Looking to apply my creativity and communication skills in a fast-paced environment. (4) _____."

How to write your key skills section

A key skills section on your CV is a quick and easy way to show employers you've got what it takes to do the job. In practice, it will look something like this:

- ✓ Problem solving
- ✓ Time management
- ✓ Active listening
- ✓ Attention to detail
- ✓ Photo editing for social media
- ✓ Research.

The skills you list should be relevant. Make sure you read the job description carefully and make note of any requirements for the role.

How to write your education section

Here, you will list out your formal education history. Start with the most recent and work your way backwards.

Here's what you should include:

- ✓ Qualifications
- ✓ The school, college, or university you attended
- ✓ The dates you attended.

You can also use this section to mention any other training or abilities you have such as:

- ✓ Knowledge of any other languages, including sign language
- ✓ Any software tools you know how to use
- ✓ First aid training
- ✓ Academic awards or scholarships
- ✓ Duke of Edinburgh awards.

The education section is simple and factual. (5) _____. If you have some work experience then add that section first.

How to write your work experience section

Here, you can include any work experience you have. This might include paid work, volunteering, or work placements. Begin with your most recent experience and work backwards.

Here's what you should include:

- ✓ Employer
- ✓ Job title
- ✓ When you worked there
- ✓ What you did there.

Example:

- ✓ Retail Assistant – SuperMart (June 2022 – Present)
- ✓ Assisted 50+ customers daily, improving sales by 15%.
- ✓ Managed stock and processed payments.
- ✓ Developed strong teamwork and problem-solving skills.

If you don't have formal work experience, highlight group projects, sports leadership, or any initiative that shows you've got workplace-ready skills.

How to add references to your CV

Employers often ask for references, but don't stress if you don't have work experience. A teacher, coach, or community leader can vouch for your skills. Just remember to ask their permission before listing them!

Hobbies and Interests (Optional but Useful)

This is where you add a bit of personality, but keep it relevant.

Travelling? Mention how it helped you develop cultural awareness.

Playing an instrument? Shows discipline and dedication.

Volunteering? Highlights teamwork and initiative.

What not to include: "Netflix expert" or "Good at sleeping."

You could also mention other extra-curricular activities at your school or in your community that you've taken part in. (6) _____. They can show skills like organisation and trustworthiness.

The things you do outside of the school environment can really set you apart. They can show commitment, a desire to keep improving and the ability to work towards your goals.

Source: Adapted from <https://www.bbc.co.uk/bitesize/articles/zd3qnr#zshvjfr>

Sentences to fill in.

A. If you don't have much/any work experience, then your education history should appear below your introduction.

B. There are other parts of the application where you can go into some more detail, like the cover letter

C. Your CV should always include a detailed description of your childhood hobbies and favorite TV shows to help employers understand your personality better.

D. When applying for a job, make sure to attach at least three personal photos to give recruiters a visual representation of your professional journey.

E. If you've helped out at open evenings, sports tournaments or local events then feel free to mention them

F. Whether you apply for a full-time job, a summer job or work experience, you'll often need to share a CV with the company or business who wants to hire you.

G. the things you're actually good at, not "can binge-watch an entire series in a day"

H. Passionate about teamwork and innovation.

B. Let's look at all this in action. You can apply this advice to anybody and any job, from superheroes to supermarket cashiers. If you're struggling to see the wood for the trees, let's head to Sherwood forest.

Here's what the CV for Robin Hood might look like. Take a look and see how each element we've talked about works on the page. You can apply this same format to your own CV using our template in the next section.

<https://bam.files.bbc.co.uk/bam/live/content/zr7xrmn/pdf>

C. CV template. If you're less confident structuring your CV on the page, you can use the customisable template below to help you.

D. Challenge: Write a fictional CV

Sometimes writing about ourselves feels strange. It can often be easier to write about someone else. Have a go at this challenge to put your CV knowledge into practice.

Think about your favourite fictional character. Someone that you know a lot about. It doesn't matter who it is; this is just for you.

Now, imagine that character is applying for a job today. Maybe Spiderman needs some part-time work while he's at college, or Dracula's looking for a more ethical career choice.

Write up a CV for your character using the sections we've outlined in the toolkit.

- ✓ Name
- ✓ Contact details
- ✓ Personal profile
- ✓ Key skills
- ✓ Education
- ✓ Work experience
- ✓ Hobbies and interests/achievements.

Have fun with it. If you don't know something, then make it up. The idea is just to write a fun CV for your favourite character.

Source: <https://www.bbc.co.uk/bitesize/articles/zd3qnr#zp823qt>

V. ON YOUR OWN

A. Pre-reading. Answer the questions:

1. What challenges do job seekers face when writing a CV without work experience?
2. What do you think employers look for in a candidate besides work experience?
3. How can education and extracurricular activities contribute to a strong CV?
4. Why might volunteering be valuable when applying for jobs?
5. What strategies can a candidate use to make their CV stand out among other applicants?

B. Reading the text. Answer the questions.

It's all about potential: how to write a CV with no work experience

Andrew Fennell

Thu 13 Jul 2017

Creating a CV without work experience can be challenging, but making an impression is possible. Even seasoned professionals started with a blank CV. You can craft a compelling CV that lands interviews by highlighting your transferable skills and achievements.

1. Start with some research

If you're just leaving education and have never worked in a professional environment, it's unlikely that you will already know what employers look for in an ideal candidate. Get an advantage over competing applicants by researching your target employers and identifying what they value in an employee.

Decide on the types of jobs you want to apply for, search through plenty of relevant job adverts and make a list of the requirements that regularly appear. Use this information to align your CV with employer expectations, giving you a huge advantage.

2. Showcase Non-Work Experience

Without formal work experience, focus on other relevant experiences that demonstrate your skills. The following key areas will give you plenty of scope to demonstrate your capabilities:

Education: Use this section to showcase your talents by including details about the grades you achieved, the topics you studied, other projects you completed and positions of responsibility you held. This demonstrates valuable workplace skills like time management, teamwork, and problem-solving.

Interests and hobbies: Your interests can enhance your CV if they align with your target job. For example, an aspiring economist who follows market trends and manages a personal investment portfolio demonstrates analytical skills and industry knowledge. Also, impressive achievements such as running marathons, organising fundraising events or leading sports teams can prove you have a proactive attitude and ambitious nature.

3. Craft a Strong CV Profile

You must capture the attention of recruiters and employers within the first few seconds of them opening your CV.

Head your CV up with a short profile summarising your offerings and persuading readers that you are a strong candidate for your target roles. Summarise your education, skills, and key strengths in concise sentences. Tailor this section to match the job descriptions you researched, ensuring relevance and impact.

4. Gain Experience Through Volunteering

Enhance your CV by taking up voluntary work. Although the work will be unpaid, volunteering provides valuable hands-on experience and skill development.

To find a volunteer job, start with your school or university and ask if they have a list of volunteering opportunities. You can also try contacting local businesses or charities to offer your services for free – you will find that many organisations will be very grateful for the help and provide you with plenty of training in return.

Once you've gained some voluntary experience (even if it's only a few weeks), be sure to make it prominent on your CV and highlight the valuable skills you have learnt and the impact you made within the organisation.

Following these steps, you can create a compelling CV that positions you as a strong candidate, even without formal work experience.

Adapted from: <https://www.theguardian.com/careers/2017/jul/13/how-to-write-cv-no-work-experience-tips>

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5. What strategies can a candidate use to make their CV stand out among other applicants?

Home assignment.

<https://learnenglish.britishcouncil.org/skills/writing/b1-writing/professional-profile>

<https://learnenglish.britishcouncil.org/skills/writing/b2-writing/covering-email>

<https://learnenglish.britishcouncil.org/skills/writing/b2-writing/cv>