**U**niversity of **M**’sila  **D**epartment of **L**anguage and **E**nglish **L**iterature

**M**aster **O**ne **LMD C**lasses **TEFL** **C**redits .**L**ecturer: Berkani

**LESSON PLAN DESIGN PRACTICE**

**Question:** Consider that the following texts will be presented in *a reading comprehension course* for ESP pre-advanced/advanced classes. Design detailed lesson plans so as to show *different* types of reading *strategies* and *activities*.

**Text one: Give gifts for employees that are better than “TGIF!” By Larry Wilson**

 Want to give a great gift to your employees? What a \*smart idea. Whether you are celebrating holidays, birthdays, “just because”, or it is a professional gift thanking them for a job well done \*, a thoughtful gift is always welcomed. But \*, giving it in the workplace isn’t always easy. It is important to give gifts of equal value to each employee to avoid hurt feelings (unless you are rewarding individual performance – such as commission sales). It is a common thought that the gifts themselves need to be the same but this is not necessarily true. The most critical thing is that they have the same approximate value and that your employees have the perception that the ideas have the same \*status. Understand that a thoughtful gift can go a long way to encouraging employee morale and boosting \*their top performance.

 Gift cards are an ideal to give in the workplace. The best thing about giving employees gift cards is \*that this gives them the freedom to choose their actual gift. It also takes off some of the pressure of deciding what the actual, specific gift for each person should be. The best choices for cards should be stores that are easy for employees to get, to have budget friendly prices (so employees of all levels can shop there with confidence) , and a wide variety of merchandise to choose from. Our best tip: think of some of the most popular gift ideas today and you’ll realize that many people love electronics. Giving an electronics store gift card is a slam dunk winner.

 A celebratory lunch, dinner or other event is another excellent option as a gift. While at first you may wonder what differentiates this as a gift from a work event \*, the big difference is that it needs to be a social event and something that is a high premium. Tickets to a baseball game and a picnic afterward could be a fun event for employees to bring their families to in the summertime. One of the top things about giving this gift idea to your employees is it means everyone automatically receives an item of the same value and everyone perceives it as the same value. Best of all, your employees get to connect with each other on a friendly level and this can help them develop stronger personal relationships with each other

 Another ideal choice for the employee’s gift is something that relates to your industry. If you are an organic foods business, giving employees gift certificates to enjoy dinner at an organic food restaurant would be an ideal choice. They would have a scrumptious dinner out with their families and also get to see and learn more about organic foods and how they are presented and used in restaurants as they eat their lunch or dinner. This employee gift idea is a gentle teaching experience \*which must be handled properly. This needs to be a real treat and something fun that people would enjoy – otherwise it is more of a work duty than a gift.

* Text one is available at: www.selfgrowth.com/.../give-gifts-for-employees-that -are-better-than-tgif!
* \*Some minor changes are added to this text, such as synonyms, pronouns, and punctuation.

 **Text two: : 7 essential business negotiation tactics Want to negotiate more effectively in professional and personal settings? Talk less and listen more. By Constantine von Hoffman**

Having trouble winning over that one key person at work? Expert negotiators at the FBI and elsewhere have found active listening to be key in any negotiation. Here are seven keys to active listening.

 .1 **Showing Your Interest**: Prove you're listening by using body language or brief verbal replies that show interest and concern. Simple phrases such as "yes," "OK" or "I see" effectively show you are paying attention. This encourages the other person to continue talking and relinquish more control of the situation to the negotiator.

2.Paraphrasing: Tell the other person what you heard them say, either quoting them or summarizing what they said

3 .Emotion Labelling: This means attaching a tentative label to the feelings expressed or implied by other person's words and actions. This shows you are paying attention to the emotional aspects of what other person is conveying. When used effectively, emotion labelling is one of the most powerful skills available to negotiators because it helps identify the issues and feelings driving the other person's behaviour.

4.**Mirroring**: Repeating the last words or main idea of other person's message. This indicates interest and understanding. For example, a subject may say, "I'm sick and tired of being pushed around," to which a negotiator can respond, "Feel pushed, huh?" Mirroring can be especially helpful in the early stages of a crisis, as negotiators attempt to establish a non-confrontational presence, gain initial intelligence and build rapport.

5.**Open-Ended Questions**: Use open-ended questions instead of "why" questions, which could imply interrogation. If you do most of the talking, you decrease the opportunities to learn about other person.

 Effective open-ended questions include, "Can you tell me more about that?" "I didn't understand what you just said; could you help me better understand by explaining that further?" and, "Could you tell me more about what happened to you today?"

6**."I" Messages**: Negotiators have to avoid being provoking when they express how they feel about certain things the other person says or does. Using "I" statements lets you ostensibly shed the negotiator role and react to the subject as just another person.

For instance, you might say, "We've been talking for several hours, and I feel frustrated that we haven't been able to come to an agreement." This is also an effective tactic if the other person verbally attacks, because it lets you respond with, "I feel frustrated when you scream at me, because I'm trying to help you".."

Remember: Never get pulled into an argument or trade personal attacks with a subject

7.**Effective Pauses**: Any good interviewer knows the power of the long, awkward silence. People tend to speak to fill spaces in a conversation. Therefore, you should, on occasion, consciously create a space or void that will encourage the other person to speak and, in the process, provide additional information.

* Text two found in: www.csoonline.come >Security Leadership

**Text three: Importance of Customer Feedback Form By Santosh Asthana**

 Customer feedback form is an essential mode for a business. It not only helps to know your clients feedback but also helps you to grow in business. The easiest way to know where your business is leading to is through the customer feedback form. The success of any business is measured by its goodwill in the market and amongst its customers. So, how would you come to know what your clients think about you? simple, through a customer feedback form. The client feedback form is very easy to get and launch it on the internet. What you need to do is, contact a company who is professional in creating it, and provide a list what you want to put in client’s feedback form

 Never let your clients go unsatisfied, just because you have no means to communicate with them. Mostly, many clients prefer to move out without complaining, as they have no one to listen to them. So, never let this happen to your business; instead be an active listener, and excel in business. Internet is the easiest way to reach the mass, use it properly to satisfy your client, hear them, and be heard. Hence, make yourself easily accessible to the clients and launch feedback form online. Feedback form templates are designed with the help of HTML coding, so that it becomes easy to operate them on line. The templates are also easy to edit later once they are designed. There are many companies, which provide customized form using templates, and you do not require knowledge about HTML coding for using them. To make your feedback form more creative you can also add videos clips, images, check box, and drop down menus. So, before launching a feedback form, the most important thing that comes in mind is how do you want your feedback form to look? A client has nothing to do with how a feedback form looks, but would rather consider how easily he/she can answer. Select feedback form templates that are easy to use. Make them easy, specific, interesting, and uncomplicated for the clients in order to extract maximum benefits. Do not put questions that are unnecessary, lengthy, and confusing.

 To create feedback form, it is not necessary to have a website. You can straight away start a feedback form on the server. There is no special programming needed to create a feedback form online. There are companies that provide options to create an online form with the assistance of their form building software. You just need to promote the form, and that you can do with the help of invoices or bills. Once your form is built and launched online, you will be notified by emails with the feedback of the clients.

* Text three is available at : www.selfgrowth.com/articles/importance-of-customer-feedback-for