

Job hunter puts CV on billboard

9th January, 2014



A French man who was unemployed tried a new way to get a job. He put his CV (résumé) on a giant billboard. The billboard was next to a very busy road. It was four

metres long and three metres high. There was a photo of the man wearing a Santa Claus hat. There was a message on the billboard that said: "Trilingual operations manager seeks position in hotels, restaurants, tourism and leisure." About 70,000 people a day could see the CV from their car. Jobseeker Laurent Le Bret, 41, said: "All I want for Christmas is a job." His idea worked. A holiday resort contacted and interviewed him. He started his new position as an operations manager ten days after he put his résumé on the billboard.

Mr Le Bret had help from the owner of the billboard. He was going to pay to put his CV on the billboard. However, the advertising company decided to give him the space for free. Mr Le Bret saved 2,000 euros (about \$2,700) because he did not have to pay. The advertising company is called Pisoni Publicité. The company's CEO spoke to the France 24 news agency. He said: "We thought it was an interesting idea. When people come up with ideas like this we are always keen to see what we can do. We're very happy to prove that what we do works, and that Mr Le Bret is back at work." Many people contacted Mr Le Bret after he got his job. They want to try the same thing. There are 3.3 million unemployed people in France.

Sources: France 25 / Huffington Post / UPI

Writing

The secret to getting a good job is to study hard. Discuss.

Chat

Talk about these words from the article.

unemployed / résumé / message / trilingual / tourism / leisure / holiday / resort / owner / help / advertising / space / CEO / interesting idea / prove / try / million

True / False

- A Frenchman gave a company a billboard as his CV. T / F
- The billboard was 3 metres high. T / F
- The man could speak three different languages. T / F
- It took the man just over two weeks to get a job. T / F
- An ad company gave the man the billboard for just 2,000 euros. T / F
- The Chief Executive Officer of the ad company spoke to France 24. T / F
- Many people want to try the same idea as the man's idea. T / F
- There are 330,000 unemployed people in France. T / F

Synonym Match

- | | |
|---------------|-------------------|
| 1. unemployed | a. support |
| 2. CV | b. job |
| 3. seeks | c. show |
| 4. worked | d. résumé |
| 5. position | e. firm |
| 6. help | f. attempt |
| 7. company | g. jobless |
| 8. idea | h. was successful |
| 9. prove | i. concept |
| 10. try | j. looks for |

Discussion – Student A

- What advice would you give to someone who is job hunting?
- How important is a good CV?
- Whose job would you really like to have?
- What problems does a country have if there are many unemployed?
- How many jobs would you like to have in your life?
- What do you do in job interviews that helps you get the job?
- What kinds of new jobs will people do in the future?
- What advice would you give to someone who is job hunting?

Phrase Match

- | | |
|-------------------------------|--------------------------|
| 1. tried a new | a. leisure |
| 2. The billboard was next to | b. going to pay |
| 3. There was a message | c. a very busy road |
| 4. tourism and | d. for free |
| 5. A holiday resort contacted | e. to see what we can do |
| 6. He was | f. way to get a job |
| 7. give him the space | g. up with ideas |
| 8. people come | h. and interviewed him |
| 9. we are always keen | i. the same thing |
| 10. They want to try | j. on the billboard |

Discussion – Student B

- What job would you really like?
- What do you think of the man's idea?
- What do you do to get a job?
- What jobs have you had in the past?
- How good (or bad) is your résumé?
- How do you feel when you start a new job?
- What jobs do you think you would be good at (and why)?
- What can governments do to help unemployed people?

Spelling

- A French man who was epndymeuo
- There was a easmsg on the billboard
- operations mrgaane
- tourism and seeluri
- A holiday resort contacted and rdveewtinei him
- He started his new tpsioino
- irvatgeisdn company
- news yagcn
- it was an nenrigtites idea
- happy to vpore that what we do works
- Many people cndotceta Mr Le Bret
- 3.3 lmionli

Answers – Synonym Match

1. g	2. d	3. j	4. h	5. b
6. a	7. e	8. i	9. c	10. f

Role Play

Role A – Software designer

You think a software designer is the best job. Tell the others three reasons why. Tell them things that are wrong with their jobs. Also, tell the others which is the worst of these (and why): a farmer, a flight attendant or a teacher.

Role B – Farmer

You think a farmer is the best job. Tell the others three reasons why. Tell them things that are wrong with their jobs. Also, tell the others which is the worst of these (and why): a software designer, a flight attendant or a teacher.

Role C – Flight Attendant

You think a flight attendant is the best job. Tell the others three reasons why. Tell them things that are wrong with their jobs. Also, tell the others which is the worst of these (and why): a farmer, a software designer or a teacher.

Role D – Teacher

You think a teacher is the best job. Tell the others three reasons why. Tell them things that are wrong with their jobs. Also, tell the others which is the worst of these (and why): a farmer, a flight attendant or a software designer.

Speaking – Job hunting

Rank these and share your rankings with your partner. Put the job you want most at the top. Change partners often and share your rankings.

- | | |
|---------------------|--------------------|
| • teacher | • bank clerk |
| • software engineer | • zoo keeper |
| • designer | • flight attendant |
| • nurse | • farmer |

Answers – True False

a	F	b	T	c	T	d	F	e	F	f	T	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.