

Levels: Pre-Intermediate / Intermediate / Upper-Intermediate

ENGLISH FOR TECH

Upgrade your English and soft skills
for a successful career



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founder of English For IT

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DEBUG YOUR ENGLISH™
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With English For Tech, Anna Gandrabura has come out with a valuable tool for tech job-seekers and their teachers alike.

Anna excels at weaving technical vocabulary into colloquial English verbs and phrases that students are likely to hear in the real world. Equally impressive are the audio files: they are plentiful, and they're authentic in spoken language and rate of speech. For the student who likes knowing the 'rules' of English, they will be delighted by the grammar sections—well organized tables of verb patterns and endings abound.

Finally, the Annglish Tips are great, bite-sized tips that will increase the student's feelings of mastering the challenges of English for Tech. This is a course book I would teach from, and would wholeheartedly recommend to self-study students.

Thea Micoli, Former Celta and Delta teacher

During our partnership with Anna and English For IT we experienced outstanding flexibility, increased employee satisfaction as well as recognition from our colleagues. It's always a pleasure to work with Anna and her team. They have become instrumental for our growth and success.

Delivery Manager at EIS Group

English For IT provides great soft skills and cross-cultural communication workshops which are crucial when dealing with foreign customers.

We love that they offer individual approach and address the needs of each employee. We also like the fact that we can have classes with native speakers.

HR at GBSFO

Kudos to Anna and your entire team for making my English better!

I used to have trouble with some grammar topics (especially, future tenses) but now I feel much better at it! I learned a lot of new words and phrases related to tech.

Special thanks for lots of speaking activities.

Irina Potienko, tech professional

How to use this textbook

Please, read this carefully

For the optimal user and learning experience, make sure to:

- install the free version of **Adobe Acrobat Reader** (make sure it's compatible with your OS) **on both desktop and mobile**. You can download the program [here](#);

Why do you need to install Adobe Acrobat Reader?

It will allow you to access the full functionality of the textbook including interactive audio, links to media resources and buttons.

- view the textbook on a desktop device;
- you can view the textbook on a mobile device as well but the experience will be limited compared to the desktop version (i.e. the player icon won't be active).

To play audio:

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Click on the link "[Open in Google Drive](#)" — the audio file will open in a new tab (**for mobile device users**).

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To view the original tweet source:

Click on the Twitter icon — it will open a webpage containing the original tweet.



To open a link:

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Как пользоваться учебником

Пожалуйста, внимательно ознакомьтесь с этой инструкцией

Для оптимального пользовательского и учебного опыта, сделайте следующее:

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Для чего устанавливать Adobe Acrobat Reader?

Программа даст вам доступ к полному функционалу учебника, включая интерактивное аудио, ссылки на медиа источники и кнопки.

- пользуйтесь учебником на десктопном устройстве;
- вы можете также пользоваться мобильной версией учебника, но функционал в ней будет ограничен (иконка плеера не будет активной).

Чтобы воспроизвести аудио:

Нажмите на иконку плеера — аудио дорожка откроется прямо в Adobe Acrobat Reader (**для десктопа**).



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Чтобы просмотреть источник твита:

Нажмите на иконку Твиттера — в новой вкладке откроется страница с оригинальным твитом.



Чтобы перейти по ссылке:

Нажмите на кнопку, которая выглядит так.

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Cómo usar este libro de texto

Por favor, lea atentamente las instrucciones

Para la experiencia óptima de uso y aprendizaje, haga lo siguiente:

- instale la versión gratuita de **Adobe Acrobat Reader** en su dispositivo (ordenador o móvil). Asegúrese de que la versión instalada funciona en su sistema operativo. Puede descargar el programa [aquí](#)

¿Por qué instalar Adobe Acrobat Reader?

El programa le dará acceso a la funcionalidad completa del libro de texto, incluyendo audio interactivo, enlaces a fuentes multimedia y botones.

- use el libro del texto en su ordenador,
- también puede usar la versión móvil del libro de texto, pero su funcionalidad será limitada (el icono del reproductor no estará activo).

Para reproducir el audio:

Pulse en el icono del reproductor — la pista de audio se abrirá directamente en Adobe Acrobat Reader (**para el ordenador**).



Pulse en el enlace "[Open in Google Drive](#)" — el audio se abrirá en la nueva pestaña del navegador (**para móviles**).

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Para ver la fuente del tweet:

Pulse en el icono de Twitter — la página con el tweet original se abrirá en la nueva pestaña.



Para seguir el enlace:

Pulse el botón que es.

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Throughout the textbook, you will come across different icons. Here's what each of them means.



Reading task. Read the text carefully, paying attention to the overall gist and specific phrases that are not familiar to you.



Vocabulary task. Focus on individual words and phrases and try to understand how they work in context.



Grammar task. That's right, the dreaded grammar. We tried to make each grammar task focused on practice and understanding the logic as opposed to drilling the rules. Have fun with them!



Pronunciation task. These include pronunciation tips and audio recordings you can listen to.



Audio task. You'll need to listen to an audio track to complete the task.



Writing task. You can get most writing tasks checked by an English For IT tutor.



Speaking task. You can also get most of them checked by a tutor. We recommend practicing speaking at every opportunity (read the texts out loud, answer the questions in the warm-up sections etc.)



Warm-up task. These tasks are an introduction into the topic of the lesson. Don't skip them even if there's no one there to check you!



Answer keys. You will find them at the end of each lesson.

For any technical issues, please contact quality@english4it.online.

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Foreword

The tech industry is the single fastest growing, most global and inclusive industry in the world. It is the compound effect of tens of millions of people located all over the world, working together to design, build and innovate. Their two biggest unifiers are the love of technology and English.

Being able to communicate in English effectively is a prerequisite to a successful career in tech (and any other industry for that matter). Not only because all the big tech companies are located in the US but also because no matter which company you work at, you are part of a global industry that uses English as its default language.

That's what this textbook is for. It is a modern, practical learning resource that will help you develop the language skills you need to succeed in your career.

Here's a quick summary of all the skills and topics the textbook will cover:

- Grammar basics you'll need for day-to-day work communication
- Modern vocabulary and fixed expressions
- Breakdown of cultural peculiarities of business communication in English, tips and useful expressions for handling disagreements, expressing opinions, sounding professional over email and chat etc.
- Practical exercises on how to handle situations in the workplace such as communicating via chat, writing bug reports, peer reviews etc.
- Sections on building a personal brand including creating a personal pitch, writing a resume, setting up a LinkedIn profile and preparing for a job interview

This is just a helicopter view of all the things you'll learn in this textbook. You have an exciting journey ahead so get yourself motivated and let's get started!



 [anna_gandrabura](#)

 [annglish_](#)

 [annagandrabura](#)

Word from the author:

When I first started teaching English at a tech company in Odessa, Ukraine, I faced a baffling realization — **there was very little crossover between English textbooks and real-life language skills tech professionals need to communicate effectively.**

So I started creating my own content and custom lessons for tech professionals. That proved to be a challenge that required a lot of learning and patience. I wanted to do more than simply regurgitate information I had found online — I wanted to understand the ins and outs of the tech industry and where it's headed. **It took years of research,** playing around with various technologies, talking to experts in the field and networking at events **until I created my first online course English For Tech.**

By 2019 I had three online courses available for the tech community worldwide focused on five major skills required to boost your English and communication skills in tech: vocabulary, grammar, pronunciation, speaking, writing all taught through the lens of the tech industry.

These courses gave English learners a unique opportunity to not only perfect their grammar and vocabulary but also get feedback on their resume, learn about building a personal brand and understand the English-speaking culture of business communication.

The English For Tech textbook seemed like a natural progression. And here it is — **the first modern English textbook for people in tech** that is equally effective as a self-study guide and a resource for ESL teachers.

As someone who has come a long and thorny way overcoming challenges and pushing through obstacles, I'm proud of you for deciding to embark on this journey of self-improvement and growth.

This textbook will get you one step closer to becoming an effective communicator and thus achieving your career goals.

 Anna Gandrabura

LESSON 01

TOPIC: JOBS IN TECH

AGENDA: YOU WILL LEARN

Vocabulary:

Read about new jobs in tech.

Grammar:

Learn how to use Present simple and Present Continuous.

Pronunciation:

Learn how to pronounce common tech jobs.

Speaking & Soft Skills:

Practice introducing yourself and talking about your job.

Writing:

Write your own elevator pitch.

WARM-UP 1

Answer the following questions or discuss them in pairs.

Which tech jobs do you know of? What do these people do?



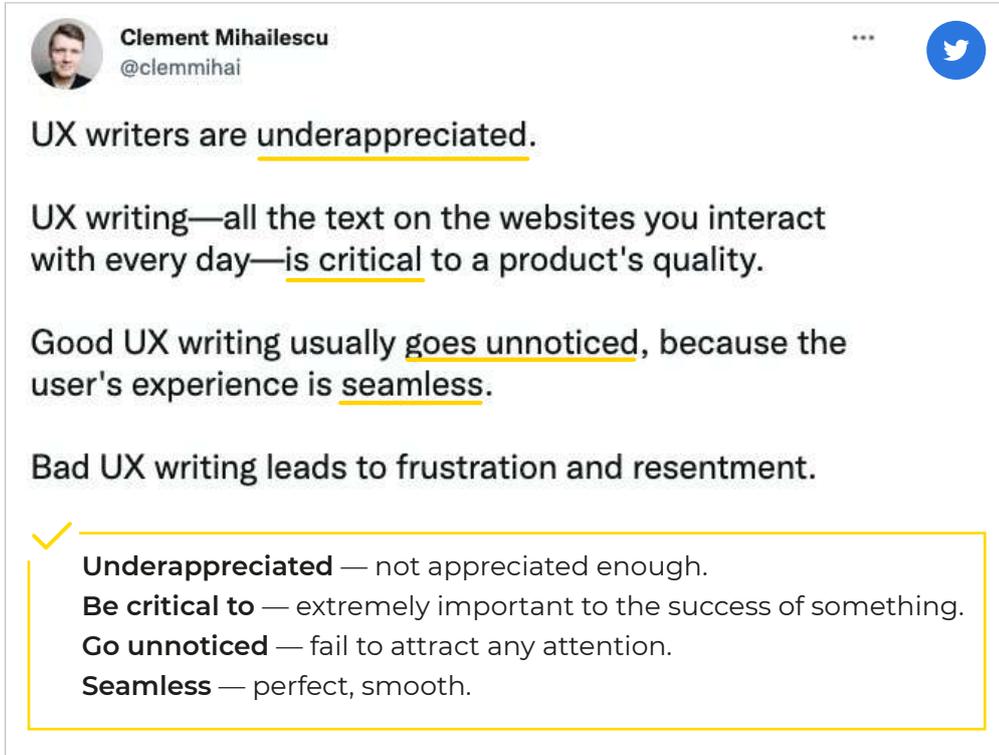

 **ANGLISH TIP**
@annglish_

Practicing speaking doesn't have to be a group effort, you can do it by yourself. All you need is your smartphone. You can either record yourself on a voice recorder app or on a video. Individual speaking practice can be just as effective as speaking in groups as long as you do it regularly and analyze it afterwards.

WARM-UP 2

Read the tweet. Answer the questions or discuss them in pairs:

What do you think UX writers do?
Do you agree with the tweet?



Clement Mihailescu
@clemmihai

UX writers are underappreciated.

UX writing—all the text on the websites you interact with every day—is critical to a product's quality.

Good UX writing usually goes unnoticed, because the user's experience is seamless.

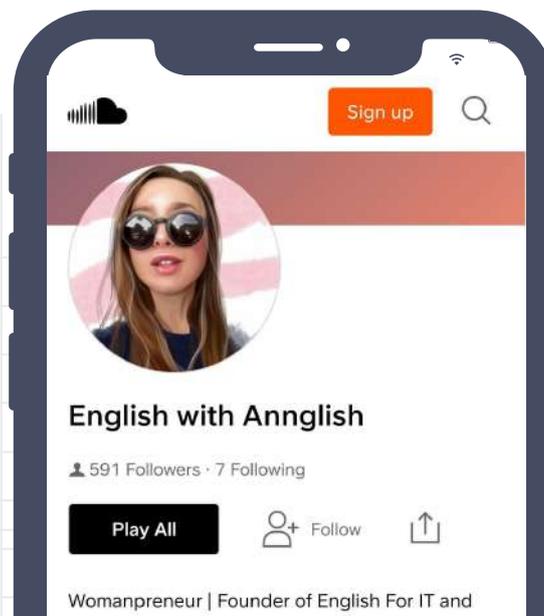
Bad UX writing leads to frustration and resentment.

✓

- Underappreciated** — not appreciated enough.
- Be critical to** — extremely important to the success of something.
- Go unnoticed** — fail to attract any attention.
- Seamless** — perfect, smooth.

You can improve your pronunciation of tech-related words and learn business English by listening to Anna's podcast on SoundCloud.

GO TO PODCAST >>





READING

EXERCISE 1A

Read the introduction paragraph of the article. What is the meaning of “from scratch”?

EXERCISE 1B

Skim the rest of the article and match the jobs with their description. Then, read the article more deeply and check your answers.

1. UX Writer

2. Data Scientist

3. Web developer

4. DevOps engineer

5. Blockchain developer

a) A person who creates the texts that appear in the interface of websites and apps.

b) A person who designs and develops websites and website applications.

c) An IT professional who oversees code releases and deployments and optimizes development process.

d) A person who builds applications based on blockchain architecture or protocols.

e) A person who is responsible for collecting and analysing large data sets.

POPULAR JOBS IN TECH

INTRODUCTION

The software industry is one of the fastest growing industries in the entire world, with new jobs appearing every year. Not only that, but a lot of the software jobs also don't require a university degree. Here are 5 popular new tech jobs you can learn to do **from scratch**.

01



UX WRITER

A UX Writer helps create a great user experience through text. They are the ones responsible for any text you read or hear on landing pages, in contact forms, on buttons etc. Their texts must be **clear, concise**, and useful.

You **encounter** the works of a UX writer every time you use an app or the internet. When they are doing their job well, you don't even notice it.



DATA SCIENTIST

Many people say that data science is the most attractive **career path** of the 21st century. Data Scientists work directly with business **stakeholders** to help them understand and use data for strategic needs. They **collect**, store and analyze data and later create algorithms and predictive models.

Then other experts such as Machine Learning engineers use those models and **handle** the creation of all **kinds of** smart technology. In order to qualify for a data scientist role you need to have **expertise** in data modeling and be proficient in a range of programming languages.

03



WEB DEVELOPER

Despite what some people might think, the demand for qualified web developers keeps growing with each year. There is so much more to this field than just knowing the core web technologies (HTML, CSS and JavaScript). Because web development is evolving so quickly, web developers have to keep up with the industry changes and learn how to compete on the job market. Some choose to learn certain skill sets that will increase their professional value such as UI/UX design. Others specialize in a specific niche where competition is less tough such as platform development.



DEVOPS ENGINEER

If you're a beginner, it will definitely be challenging for you to get into DevOps engineering, although this is still possible. You will have to learn a broad range of technologies from scratch including programming languages, operating systems, cloud computing, networking, continuous delivery and continuous Integration etc.

The reason why so many companies are looking for DevOps engineers is that they are the people that help shorten the development time, produce more high-quality software and optimize communication between developers, testers and system administrators.

05



BLOCKCHAIN DEVELOPER

Blockchain technology is still hugely popular **these days** and there are more and more career opportunities to enter this field that are opening up for tech professionals. **In a nutshell**, a blockchain is a decentralized distributed ledger that helps perform various transactions.

There is a variety of duties and projects you can **take on** if you work with blockchains. Businesses are excited to incorporate blockchain into their processes because it's a very **cost-efficient, transparent** way of managing transactions. As a blockchain developer, you will need to have a **solid** knowledge of data structures and blockchain architecture.

🔊 Listen to the audio recording of the test and check your pronunciation (track 1.1.)



[Open in Google Drive](#)

Ab EXERCISE 2A

Complete the phrases with the verbs below.

Collect • Handle • Keep up with
Compete • Specialize in
Qualify • Shorten • Take on

- _____ user data.
- _____ for a job.
- _____ with other people.
- _____ a difficult task.
- _____ web development.
- _____ development time.
- _____ customer requests.
- _____ customer requests.

Ab EXERCISE 2B

Match the adjectives from the article to their opposites.

- | | |
|-------------------|--------------|
| 1. Cost-efficient | a) secretive |
| 2. Transparent | b) unclear |
| 3. Solid | c) lengthy |
| 4. Clear | d) wasteful |
| 5. Concise | e) shaky |

EXERCISE 2C

Match the words from the article with their definitions.

- | | |
|-------------------|--|
| 1. Encounter | a) come across or experience something |
| 2. Career path | b) expert knowledge and skills |
| 3. Stakeholders | c) from the very beginning |
| 4. Expertise | d) make something more effective |
| 5. Despite | e) a wide variety |
| 6. Core | f) nowadays |
| 7. Broad range | g) in a few words |
| 8. From scratch | h) the way you progress in your work |
| 9. Optimize | i) in spite of |
| 10. These days | j) people who have an interest in a certain business |
| 11. In a nutshell | k) fundamental |

EXERCISE 3A

Answer the questions with a partner or record yourself answering the questions if you're learning by yourself.

Which of these 5 jobs is the hardest to do? Which is the easiest? Why do you think so?

EXERCISE 3B

Answer the questions with a partner or record yourself answering the questions if you're learning by yourself.

1. How do you keep up with what's going on in the world?
2. How much time do you think it takes to learn a new skill from scratch?
3. Are you normally concise when you speak?
4. What are some things you have a solid understanding of?

GRAMMAR

Present Simple & Present Continuous

EXERCISE 1A

Read the text. What tenses are used in the highlighted sentences?

If you want to create an app, you need to perform market research first. Who is your audience? Where do they live? What languages do they speak? What devices do they use? How much money do they spend? In the U.S. an average iOS user spends roughly twice as much as an average Android user does.

Try to imagine your ideal user. Visualize them. Where are they? What are they doing at the moment? Where do they work? How do they spend their free time? What are they dreaming about?



EXERCISE 1B

When do we use these tenses? Choose the correct options (a-d).

- | | |
|---|---|
| 1. Present Simple is used to speak about: | a) Things that are happening now |
| 2. Present Continuous is used to speak about: | b) Things that are always true, facts or rules. |
| | c) Regular activities |
| | d) Temporary activities |

EXERCISE 1C

Match the sentences from the text with the examples of use (a-d):

1. If you want to create an app, you need to perform market research first.
2. An average iOS user spends roughly twice as much as an average Android user does.
3. What is he doing at the moment?
4. What is he dreaming about?

Present Simple. Form

EXERCISE 1D

Use the words below to complete the form. Check with the answer keys.

Is • Work • Are • Carry • Push • Works • Pushes • Carries

PRESENT SIMPLE				
To be		Other verbs		
I	am	_____	Push	Carry
You	are	Work	_____	_____
He	is	_____	Pushes	Carries
She	_____	Works	Pushes	_____
It	is	Works	_____	Carries
We	are	Work	Push	Carry
They	_____	Work	Push	Carry

- The verb **“to be”** has 3 forms in Present Simple. Other verbs have 2 forms.
- We add the ending **-s** in the third person singular (he/she/it). If the verb ends in **-sh, -tch or -ss**, we add **-es**. If the verb ends in **“consonant + -y”**, we remove the **“y”** and add **“-ies”**.



EXERCISE 1E

Complete the table of questions and negations with the words below.

Go • Are • Doesn't • Do not / don't

Affirmative	Questions	Negations
I work in an office	Do you work in an office?	I ___ work in an office
He goes there regularly	Does he ___ there regularly?	He ___ go there regularly
They are at home	___ they at home?	They aren't at home

- The verb **“to be”** is placed **before** the subject in questions.
 - *Is he here?*
 - *Are you sure?*
- Present Simple is normally used with adverbs of frequency such as: **normally, typically, usually, always, all the time, sometimes, rarely, often, never, every day etc.**
- Other verbs require the auxiliary verbs **do (don't)** and **does (doesn't)** to form questions and negations.
 - *Do you know him?*
 - *Does she work there?*
 - *I don't know what to say*
 - *He doesn't like this*



ANGLISH TIP

@anna_gandrabura

It is possible to use Present Continuous with “always/constantly” when you want to highlight an action as interesting, strange, annoying etc. For example: He is always asking me to help him with those tasks (This is annoying / strange).



EXERCISE 2A

Put the words together to form sentences.

- wants / become / Paul / software developer / a / to.
- know / Does / process / optimize / to / how / this / Laura?
- isn't / sure / needs / He / time / more / he.
- is / name / the / this / What / company / of.

EXERCISE 2B

Complete the sentences by putting the verbs in parenthesis in the right form (Present Simple).

1. He ____ (spend) all his free time at home.
2. They ____ (know) a lot about web technologies.
3. He ____ (to be) a great back-end developer.
4. ____ (to be) you sure about this?
5. She ____ (not want) to take that course.
6. ____ (to be) she qualified for that position?
7. I always ____ (work) hard.
8. This query ____ (fetch) data from the database.
9. ____ you ____ (know) how to fix this?
10. ____ he ____ (like) his job?

Present Continuous. Form

EXERCISE 3A

Use the words below to complete the form. Check with the answer keys.

Is being • Am working • Am being • Is working (x3) • Are carrying • Is carrying

PRESENT CONTINUOUS			
	To be	Other verbs	
I	Am being	_____	Am carrying
You	_____	Are working	_____
He	Is being	_____	Is carrying
She	_____	_____	_____
It	Is being	_____	Is carrying
We	Are being	Are working	Are carrying
They	Are being	Are working	Are carrying

- To form Present Continuous, we add “**to be**” in the Present Simple form before the verb and the ending **-ing** to the verb itself.
- There are certain spelling rules to keep in mind.

Most verbs	+ing	detect – detecting
Verbs ending in e	Drop the e, + ing	locate – locating
Verbs ending in a single vowel + a single consonant	Double the consonant, + ing	debug – debugging
Verbs ending in ie	Replace ie with y	die – dying

EXERCISE 3B

Complete the table of questions and negations with the word below.

Aren't being • Are • Playing • Is she playing

Affirmative	Questions	Negations
I am reading an article	Are you reading an article?	I'm not reading an article
She is playing golf right now	_____ golf right now?	She isn't _____ golf right now
They are being serious	_____ they being serious?	They _____ serious

- Present Continuous can be used with time markers such as: **right now, at the moment, at this time, currently etc.**
- Some verbs that describe states are not used in Present Continuous. They have to be used in Present Simple instead. For example: **agree, believe, doubt, know, mean, understand, think, dislike, hate, like, love, prefer, want, wish, hear, look, see, seem, smell, taste, belong, own, have (only in the meaning of “own”).**



EXERCISE 4A

Choose the correct option.

- Harry (work) from home this week due to some health problems.
 - work
 - works
 - is working
 - are working
- What (the clients/want)?
 - What does the clients want?
 - What are the clients wanting?
 - What are the clients want?
 - What do the clients want?
- We usually (discuss) these issues over Skype every Thursday morning.
 - discuss
 - discusses
 - is discussing
 - are discussing
- Dwight (learn) another programming language in order to find a new job.
 - learn
 - learns
 - is learning
 - are learning
- Jared Chokesoncash is very rich. He (own) a mining farm.
 - own
 - owns
 - is owning
 - are owning
- Chris and Steve (play) Red Dead Redemption at the moment.
 - play
 - plays
 - is playing
 - are playing
- Christine (drink) only organic green tea with no sugar.
 - drink
 - drinks
 - is drinking
 - are drinking
- For some reason, her colleagues (not like) her.
 - don't like
 - doesn't like
 - are not liking
 - is not liking
- (Charlie still fix) these bugs?
 - Do Charlie still fix these bugs?
 - Does Charlie still fix these bugs?
 - Is Charlie still fixing these bugs?
 - Are Charlie still fixing these bugs?





EXERCISE 4B

Complete the sentences with the correct form of the verb.

1. We _____ (learning) how to code in Python.
2. _____ she _____ (look) for a new job?
3. Peter _____ (work) on an exciting new project.
4. He _____ (not build) his app from scratch.
5. I _____ (try) to memorize these words.
6. _____ they _____ (talk) to the client right now?
7. They _____ (not plan) to host this event.
8. My friend is over there. He _____ (have) lunch right now.
9. I _____ (have) a house in Los Angeles.
10. My mother _____ (sell) her apartment.



EXERCISE 4C

Correct these sentences:

Example: Janet is hating (hates) crowds.

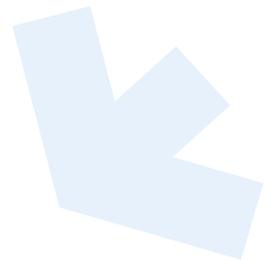
1. I listen to you. Please continue.
2. I am seeing my friends every Friday.
3. Are you knowing Emily?
4. Jack talks to his team lead right now so I can't ask him.
5. I'm not needing any assistance at the moment, but thank you.
6. Smells delicious. What do you cook?
7. They don't try to find a new job at the moment.



EXERCISE 5

Describe your typical working day + make three more sentences saying what is different this week/month.

Example: Usually I don't pay much attention to the weather, but today the sun is shining so bright that I want to turn off my computer and go outside.



PRONUNCIATION

🔊 EXERCISE 1

Listen to the audio recording (track 1.2) and repeat the names of the following tech professions.

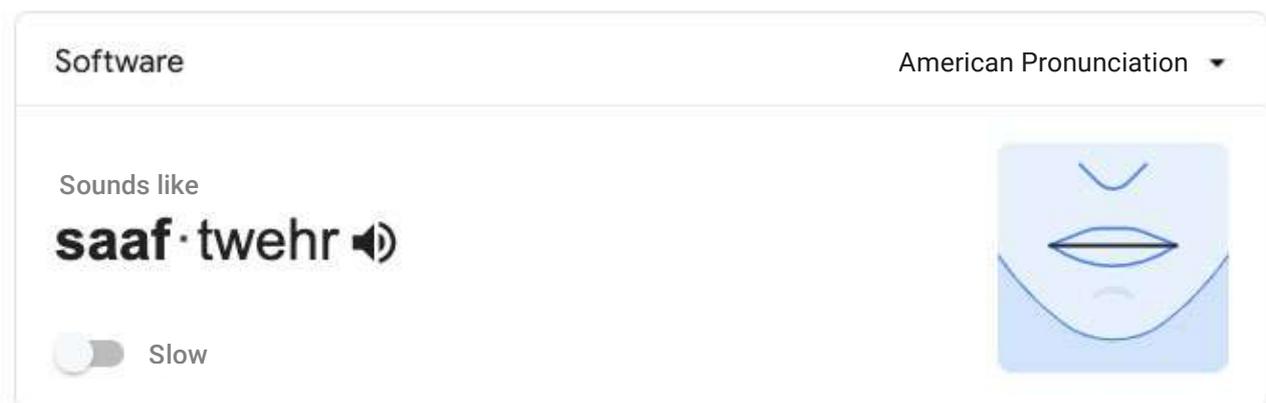


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- Software developer
- QA engineer
- architect
- DevOps
- business analyst
- Machine learning expert
- programmer
- UI/UX designer
- marketer/marketing specialist
- CEO/CTO/COO

PRONUNCIATION TIP

When you're not sure how to pronounce a word, just [type it into Google search](#) followed by "pronunciation". You'll be able to switch between American and British pronunciation and adjust the speed of the recording.

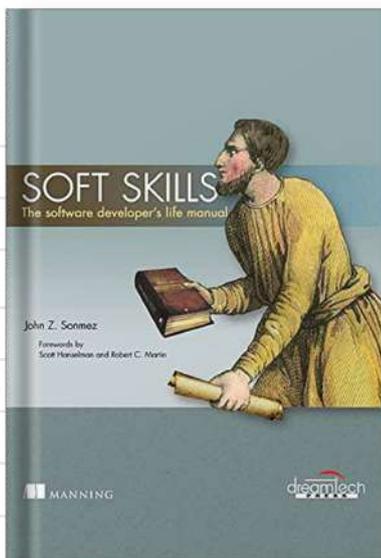


SPEAKING & SOFT SKILLS



BOOK RECOMMENDATION

Soft Skills: The Software Developer's Life Manual by John Sonmez.



ANGLISH TIP
English For IT

What are **soft skills** and why do you need them to advance in your tech career?

Soft skills (or "people skills") help you collaborate with people, handle negotiations and discussions and work as part of a team.

Unlike hard skills (knowledge of job-specific tools, technologies, methods etc.), **soft skills are applicable in all professions** and will allow you to communicate and do your job much more effectively.

EXERCISE 1A

First impressions matter! That's why it's important to be able to create a positive first impression by introducing yourself and your job in a clear and engaging way.

Listen to the three dialogues (tracks 1.3, 1.4 and 1.5) and answer the questions.

In which dialogue does the speaker:

- Give an example of what they regularly do.
- Explain what their job is using simple words.
- State the impact that their job makes on the world.

DIALOGUE 1 (track 1.3)



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- Nice to meet you, Lisa! What do you do?
- I work ___ robotics. I'm a design engineer.
- Oh, wow! What is that?
- Well, my job is to design how the robot is going to look. I also _____ that all the technical components we are using will actually work when we put them together.
- That sounds really exciting!
- It is! Anyways, what do you do _____?

DIALOGUE 2 (track 1.4)



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- So, you're a freelancer, huh?
- Yeah, I'm a _____. I mostly work on my own. On an average day, I get a new project from a client, estimate how much time it will take, _____ of the design, code it up and send it to the client.
- It's probably a fun job.
- What I like about it is that I can do a really _____ of projects. For example, right now I'm working on an e-commerce website for a pretty big company and next week I'm going to work on a blog for a fashion designer!

DIALOGUE 3 (track 1.5)



[Open in Google Drive](#)

- So, your sister tells me you own a business?
- Yes, I _____ that help developers and business owners meet and network with each other. We have 2000 users right now. 400 of them found a job in the last 3 months and 80 of them are now building their own startups!
- Really! That's amazing!
- Thank you! So what about you? Where do you work?
- I actually work ___ a small web agency as a back-end developer. I can _____ full-stack development as well and, in fact, I'm currently looking for a full-stack developer job.
- Sounds like you could use my platform!
- Totally! What's it called by the way?

EXERCISE 1B

Listen again and try to complete the gaps with the missing words.

EXERCISE 1C

Introduce yourself and your job using the list of useful phrases.

USEFUL PHRASES

- I work in... (QA/Robotics/e-commerce)
- I work as a... (QA engineer) ...at/-for... (company name)
- I help... (HR consultants get more clients)
- I take care of / I handle... (all testing processing)
- My job is to...
- I do... (full-stack development)
- I make sure that...
- I oversee / I'm in charge of... (Cloud Integration processes)
- Right now I am... (developing / creating)

WRITING & SOFT SKILLS

Elevator pitch

EXERCISE 1A

Read about what an elevator pitch is and how it can be used.

What is an elevator pitch?

An elevator pitch is a quick overview of your background and skills or a brief description of any products you want to sell. An elevator pitch is called so because it shouldn't last longer than a typical elevator ride (30 seconds - 1 minute). After all, you don't want to bore your listeners, do you?

Where can you use an elevator pitch?

- At job fairs and networking events
- At interviews as an answer to "Tell me about yourself"?
- In your LinkedIn "About" section
- On your website or blog
- When you introduce yourself to a new client or team



You will have to modify your elevator pitch to suit a particular purpose or occasion. For example, when you introduce yourself to a colleague, your pitch is going to be shorter and less sales-y than when you are introducing yourself at a networking conference. However, it is useful to have a written main draft of your elevator pitch that you can easily edit based on your needs.

Steps of a good elevator pitch:

1. Who you are and what you do.

“My name’s Stephan Popadic and I’m a full-stack web designer. I help startups create growth-driven products and brands”

2. Identify a problem you can solve and explain how you solve it.

“In today’s busy world, your customers are constantly bombarded with different marketing messages, which makes it significantly more difficult for customers to focus and make the right choice. In order to stand out, your signal should be clear and precise.

I design memorable customer experiences that allow startups to communicate their message and value to their target audience by using cutting-edge web tools and my knowledge of business strategy.”

3. Wrap up with a call to action.

“If you need an awesome custom-made website, you can book a free consultation on my website. I would love to hear from you!”

EXERCISE 1B

Now, write your own elevator pitch following the steps above. Use the example above and the useful phrases you’ve learned from before. After you’re done writing your pitch, practice delivering it in front of a mirror.

- *I work in...(QA/Robotics/e-commerce)*
- *I work as a ...(QA engineer) ...at/-for...(company name)*
- *I help...(HR consultants get more clients)*
- *I take care of / I handle...(all testing processing)*
- *My job is to...*
- *I do...(full-stack development)*
- *I make sure that...*
- *I oversee / I’m in charge of...(Cloud Integration processes)*
- *Right now I am ...(developing / creating)*

Would you like to get your elevator pitch checked by one of the English For IT instructors? Feel free to book your individual session now at English For IT.

BOOK LESSON >>

GLOSSARY OF TECHNICAL TERMS

UX (user experience) — the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.

UI — the series of screens, pages, and visual elements — like buttons and icons — that enable a person to interact with a product or service.

HTML — Hypertext Markup Language — is a standardized text-based markup language that determines the structure of web pages.

CSS — Cascading Style Sheets is a style sheet language used for describing the presentation of a document written in a markup language such as HTML.

JavaScript — an interpreted or just-in-time compiled programming language that serves as one of the core technologies of the web.

Machine learning — the use and development of computer systems that are able to learn and adapt without following explicit instructions, by using algorithms and statistical models to analyse and draw inferences from patterns in data.

CI (Continuous Integration) — is a coding philosophy and set of practices that drive development teams to implement small changes and check in code to version control repositories frequently.

CD (Continuous Delivery) — Continuous delivery is automation that allows automated testing and delivery of application code to different environments. A typical CD pipeline may include build, test and deploy stages and may target multiple environments (test, staging, production ... etc).

Distributed ledger — a consensus of replicated, shared, and synchronized digital data geographically spread across multiple sites, countries, or institutions.

If you want a little extra practice:

Reading

Read the article on how to choose a tech career paying attention to the new words.

[READ ARTICLE >>](#)

Fun stuff

Do you think of yourself as a thinker, collaborator or problem solver? Take the quiz to determine your tech personality. Did you get the kind of result you expected? Do you agree with it?

[TAKE QUIZ >>](#)