

Founders interview: guidelines & marking scheme

(8 minutes, 4 per student)

In pairs, select one company founder and present them in the form of an interview. Interviewer and interviewee switch roles half way through the interview, so that speaking time is balanced. Sign up for a date to present your interview to the class.

A few names to consider : Helena Rubinstein, Estée Lauder, Madam CJ Walker, Eugène Schueller, Albert Ducray, Horst Rechelbacher, Jo Malone, Anita Roddick, Darya Hope, Alicia Yoon, Kim Hyojin, Hudan Kattan, Heela Yang, Sarah Lee and Christine Chang, Joseph Shamah and Scott Vincent Borba, Charlotte Tilbury, Zandra Cunningham

Please provide **one slide** featuring the name of your founder, date of birth-death, their brand(s) and the date when it was founded.

Walk us through the amazing life of your founder by asking them questions that lead them to open up and share their unique life path with us.

Remember you are going to post your video on Youtube, therefore both interviewee and interviewer should look at their viewers.

You are allowed notes on an A5 sheet of paper that you will leave on the desk. No phones, tablets or laptops are allowed.

See Marking Scheme on the next page →

| Health news | GROUP | NAME | | MARK /20 | |
|--|---|--|--|---|---|
| Communi- cation Skills 4 points | | 0 | 0,5 | 1 | |
| | Eye contact | No or limited eye-contact. | Occasionally uses eye contact, but looks mostly at teacher. | Looks at the audience and makes them feel included. | |
| | Posture and hand gestures | Static posture. No use of hands for emphasis. | Rather static, but occasionally moves hands for emphasis. | Dynamic. Moves hands for emphasis. | |
| | Elocution | Mumbles in a very low voice. | Voice is low-medium. | Voice is clear. | |
| | Speed | Speaks too fast or too slowly. | Reasonably good pace. Sometimes hesitant /too fast. | Good pace. | |
| Impact techniques 2 points | | 0 | 0,5 | 1 | 2 |
| | Signposting <input type="checkbox"/> Rhetorical Q° <input type="checkbox"/> Emphasis <input type="checkbox"/> | Does not use any impact techniques. | Uses one technique | Uses correctly two impact techniques. | Uses correctly three impact techniques. |
| Content 6 points | | 0 | 1 | 1,5 | 2 |
| | Life path | Poor overview of the founder. | Simple overview of the founder | Satisfactory overview of the founder. | Very good overview of the founder. |
| | Question asking | Questions are always incorrect | Questions are mostly incorrect. | Questions are mostly correct. | All questions are correct |
| | Organisation w/ linkwords <input type="checkbox"/> | | Poor. No use of linkwords. | Satisfactory. Use of basic linkwords to connect ideas. | Very clear. Advanced use of linkwords. |
| Language 8 points | | 0,5 / A2 | 1 / B1 | 1,5 / B2 | 2 / C1 |
| | Vocabulary | Poor vocabulary. | Limited vocabulary. | Good range of vocabulary. A few mistakes. | Very good range of vocabulary. Use of idioms. |
| | Grammar | Poor grammar impedes communication. | Intelligible in spite of grammar mistakes (tenses, plurals, personal pronouns etc) on simple structures. | Reasonably good grammar in spite of a few mistakes on basic structures. | Very good grammar with a lot of complex structures. Minor mistakes. |
| | Pronunciation Sounds & Word stress | Partly understandable. | Fails to pronounce and / or stress most words correctly | Good pronunciation and stress pattern overall. | Pronunciation is clear and correct. Hardly any mistakes. |
| | Intonation Rise and fall | Does not use rise and fall. No tone differences. | Occasionally uses rise and fall, but mostly rise. | Often uses rise and fall, but not always successfully. | Hardly any mistakes. Varies tone successfully. |
| Reading Penalty | | - 3 | -2 | -1 | |
| | | Reads from beginning to end | Reads a lot | Reads a little | |