



Episode 1: Three tips for attracting talent as a startup

This is the worksheet for Episode 1 of the Smart Startup English Podcast.

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Warm-up questions

What's the most important thing that makes you decide to apply for a job? Is it the salary? The location? How well-known the company is? What would make you say **yes** to one job and **no** to another?

Vocabulary 1

Match the words on the left (a-g) with the correct definition on the right (1-7).

- | | |
|-----------------------|--|
| a. an afterthought | 1. a database of good candidates |
| b. a perk | 2. attracting skilled professionals |
| c. overlooked | 3. an idea you have when it's too late |
| d. risk-averse | 4. neglected, excluded |
| e. talent acquisition | 5. to brag |
| f. to boast | 6. opposed to taking risks |
| g. a talent pool | 7. another benefit that you get from your job, in addition to a salary |

Vocabulary 2

Complete the sentences (1-9) with the correct form of the words from the list below. You have to use one of the words **twice**.

play competitive afterthought pool acquisition averse perk engagement

1. Our startup is growing quickly and we have a lot of positions open right now. That's why we're focusing on talent _____. We want to bring smart people on board.
2. There's a lot of competition for this job, but if you _____ up your advantages in your application, you'll definitely get an interview.
3. From the point of view of a Senior Developer, choosing a smaller startup over a large company means taking a risk, and a lot of people are risk-_____.
4. They offered me a really _____ salary, so I'm inclined to accept their job offer.
5. Our Lead Designer decided to join another company. I suppose they've offered him a _____ that we couldn't offer. He can now work remotely from his own home office four days a week.
6. Our competitors launched a new product, but we're not very worried about it. Their product is good, but the marketing campaign was an _____, so I don't think it will be very effective.
7. I think participating in a university recruitment fair was an excellent idea. We managed to collect a lot of good resumes, and we've built a solid talent _____.
8. This online platform manages to keep their prices _____, so their sales figures have been very good this quarter.
9. As a recruiter, you have to pay attention to candidate _____. You have to keep the interaction with the candidate professional and respectful.

Vocabulary 3

Choose the correct answer to fill in the blank space:

1. Often startups can't afford to offer high salaries, but they could offer other _____.
A. money
B. perks
C. competitive

2. If you want to build exceptional products, you need great people on your team. But how do you get these great people _____ board?
A. at
B. in
C. on

3. A big mistake that a lot of startups make is not having a strategy for talent _____.
A. attracting
B. getting
C. acquisition

4. Highly skilled professionals are looking for a large company that can offer them resources such as in-house expertise and a fast way of climbing the career _____.
A. steps
B. stairs
C. ladder

5. From the point of view of a specialist, choosing a smaller startup over a large company means _____ a risk.

- A. making
- B. taking
- C. having

6. A salary is not a perk, but we could consider perks things _____ a company car, a gym membership and free lunches.

- A. like
- B. such as
- C. like as

7. In order to create a talent pool of good candidates, you should accept resumes on a _____ basis, not just when a position opens up in your company.

- A. rolling
- B. incoming
- C. coming

Speaking prompt

Imagine you have to recruit people to join your small startup. How would you convince really desirable candidates to join your team?

Special offer! You can record yourself answering this question (maximum 5 minutes), send us the recording via email, and receive feedback from our team of Business English trainers. For more information, email us at info@smartstartupenglish.com

Writing prompt

Alexandra Evans is a highly skilled programmer who would make an excellent addition to your team as a Senior Developer. You recently found out that Alexandra is also in talks with two other companies - a large consumer goods brand and another medium-sized tech startup - for positions that fit her qualifications. Write an email to Alexandra, explaining why she should join your startup.

Do you want to get feedback on your email (maximum 300 words) directly from a Business English trainer? Email us at info@smartstartupenglish.com to learn more about how feedback packages work.

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Answer key

Vocabulary 1

a - 3
b - 7
c - 4
d - 6
e - 2
f - 5
g - 1

Vocabulary 2

1 - acquisition
2 - play
3 - averse
4 - competitive
5 - perk
6 - afterthought
7 - pool
8 - competitive
9 - engagement

Vocabulary 3

1 - b
2 - c
3 - c
4 - c
5 - b
6 - b
7 - a