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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Culinary Arts |
| **Lesson/Unit Title** | How May I Help You? Communication and Telephone Strategies |
| **TEKS Student Expectations** | **130.254. (c) Knowledge and Skills.**  (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:  (A) model effective oral and written communication; and  (F) Employ initiative, adaptability, and problem-solving techniques in practical applications.  (3) The student integrates listening, writing, and speaking skills using verbal and nonverbal communication to enhance operations, guest satisfaction, and professional development. The student is expected to:  (A) create formal or informal presentations; and  (B) properly answer business phones. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Analyze communication skills * Identify strategies for answering business telephones * Demonstrate proper skills and techniques for using a telephone * Demonstrate techniques for taking messages |
| **Rationale** | Communication is one of the most important skills in work and in life. These skills will enable you to work with customers, co-workers, and employers. These skills will also allow you to communicate proficiently over the business telephone dealing with various people and situations. Let’s get started! |
| **Duration of Lesson** | Three 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Business telephones:** A system where multiple telephones are used by businesses in an interconnected fashion that allows for features such as call handling and transferring, conference calling, call metering and accounting, private and shared voice message boxes and more  **Communication:** The process of sending and receiving information by talk, gestures or writing for some type of response or action  **Nonverbal communication:** The process of communication through sending and receiving wordless (mostly visual) cues between people that includes gestures, facial expressions, and body language  **Telephone:** An apparatus, system, or process for transmission of sound or speech to a distant point, especially by an electric device  **Verbal communication:** The sharing of information between individuals by using speech |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines for Internet access) * Light projector (Elmo) * Presenter remote   **Materials:**   * Cardstock * Notepaper for messages * Pictures of various business telephones (if actual phones unavailable)   **Supplies:**   * For communication activity:   + Objects (small, various)   + Paper bags (small) * Telephones (various styles) * Copies of handouts   **PowerPoint:**   * How May I Help You? Communication and Telephone Strategies   **Technology:**   * Free iPad Apps:   + Walkie-Talkie Turns your iPhone or iPad into a walkie-talkie<https://itunes.apple.com/us/app/walkie-talkie/id406885682?mt=8> * TED Talks:   Julian Treasure: How to speak so that people want to listen Have you ever felt like you’re talking, but nobody is listening? Here’s Julian Treasure to help. In this useful talk, the sound expert demonstrates the how-to’s of powerful speaking from some handy vocal exercises to tips on how to speak with empathy. A talk that might help the world sound more beautiful. <http://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen/transcript?language=en>  **Graphic Organizers:**   * KWL – Communication and Telephone Strategies * The Communication Process * The Communication Process (Key)   **Handouts:**   * Communication Activity – Misunderstanding * Note Taking – How May I Help You? Communication and Telephone Strategies * Phone Courtesy Scenarios * Rubric for Phone Courtesy Role-Play * Top Ten Telephone Practices |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Display as many items from the Materials/Specialized Equipment Needed tab as you have available in the front of the classroom so that students see them as they enter.   Begin the lesson by asking students the following questions:   * Before telephones existed, how did people communicate? * How did people in the past communicate over a distance? * Is what you say more or less important than how you say it? * How else do people communicate today? * How has communication changed in the last five to ten years? * How do restaurants communicate today?   Distribute the graphic organizer KWL – Communication and Telephone Strategies and have students complete the first two sections.   * K – What do I KNOW about communication and telephone strategies? * W – What do I WANT to know about communication and telephone strategies?   The last section will be completed during lesson closure. |
| **Direct Instruction \*** | Review lesson objectives, terms, and definitions.  Distribute the graphic organizer The Communication Process and the handout How May I Help You? Communication and Telephone StrategiesNotes. Students will be expected to take notes during the slide presentation.  Introduce the PowerPoint How May I Help You? Communication and Telephone Strategies and begin a discussion with your students.  View the YouTube video:   * 4 Tips for Better Phone Communication When it comes to communicating over the telephone, are you putting your best foot forward or are you just phoning it in?  Learn how to radiate personality over the phone with the four simple strategies.<http://youtu.be/Kv3q2vcGq74>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * highlight materials for emphasis * provide students with vocabulary list with definitions prior to lesson |
| **Guided Practice \*** | Follow the directions on the handout Misunderstanding from The Food Project Communication Activities.   * The Food Project Communication Activities Communication is a key ingredient in any team environment.<http://thefoodproject.org/communication-activities>   Provide paper bags filled with small items from your classroom.  Examples:   * Battery * Cookie cutter * Eraser * Spoon * Paper clip * Timer   This activity will illustrate the importance of good communication.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage participation * peer tutor |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Before class: Print the Phone Courtesy Scenarios on cardstock. Cut and separate and place the cards in a basket. Blank cards are available to add more scenarios.  Display the handout Top Ten Telephone Practices on a light projector and discuss each step with the class. Demonstrate, using a phone, if possible.  The following questions may be asked:   * Do you agree with the practices or should any be replaced? * Should the list be expanded to include additional practices and skills? * Are any of these practices unique to the restaurant industry? * Would any of these practices not apply to phone courtesy?   Allow each student to draw a card from the basket and take turns role-playing the scenario. Allow them time to practice the phone scenario and take notes.  Guide the students as they act out the phone or two-way radio calls.   * Free iPad Apps:   + Walkie-Talkie Turns your iPhone or iPad into a walkie-talkie<https://itunes.apple.com/us/app/walkie-talkie/id406885682?mt=8>   Note: cell phones may be used but be sure to check with the school district guidelines.  Distribute Rubric for Phone Courtesy Role-Play so that students may understand what is expected.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * extended time for assignment * work with a peer tutor |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Have students complete the last section on their KWL – Communication and Telephone Strategies.   * L – What did I LEARN about communication and telephone strategies?   Ask the students to describe a future form of communication they believe will be useful in the restaurant business in 10 years. This is an opportunity for the students to use their imaginations. |
| **Summative/End of Lesson Assessment \*** | Students will present phone courtesy scenarios.  Students will be assessed with appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * praise participation * opportunity to respond orally |
| **References/Resources/**  **Teacher Preparation** | **Images:**   * Microsoft Office Clip Art: Used with permission from Microsoft.   **Textbooks:**   * *Culinary essentials.* (2010) Woodland Hills, CA: Glencoe/McGraw Hill. * *Foundations of restaurant management & culinary arts.* (2011). Boston: Prentice Hall. * Littrell, J. J., Clasen, A. H. & Pearson, P. (2004). *From school to work.* Tinley Park, IL: Goodheart-Willcox. * Reynolds, J. S. (2010). *Hospitality services: Food & lodging.* Tinley Park, IL: Goodheart-Willcox.   **Website:**   * The Food Project Communication Activities Communication is a key ingredient in any team environment.<http://thefoodproject.org/communication-activities>   **YouTube:**   * 4 Tips for Better Phone Communication when it comes to communicating over the telephone, are you putting your best foot forward or are you just phoning it in?  Learn how to radiate personality over the phone with the four simple strategies.<http://youtu.be/Kv3q2vcGq74> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Use “word wall” for vocabulary words * Work with a peer tutor * Peer to read materials * Highlighted materials for emphasis * Shortened simplified instructions |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Encourage students to read the following articles pertaining to this lesson:   * Proper Business Phone Etiquette Whether you’re calling clients, responding to customers, or trying to get a job, telephone communication is an important part of modern business.<http://www.ehow.com/info_7743665_proper-business-phone-etiquette.html> * Restaurant Host Training A restaurant host is the first person the customer interacts with upon entering the restaurant, and a positive first impression leaves a customer feeling satisfied with his experience.<http://www.ehow.com/about_6644252_restaurant-host-training.html> * Tips on Phone Etiquette Being aware of appropriate telephone etiquette can be beneficial for many different life situations, from working a job as a customer service agent or a receptionist, to placing a simple order through the phone.<http://www.ehow.com/info_8049334_tips-phone-etiquette.html>   **Reading Strategy** Encourage students to connect reading and their life experiences or prior knowledge. |
| **Quotes** | It is better to have too much courtesy than too little, provided you are not equally courteous to all, for that would-be injustice. **-Baltasar Gracian**  In 1970, there was a single telephone company in the United States called AT&T, and its technology was called circuit switching, and that was all any telecom engineer worried about. **-Vint Cerf**  Growing up in the days when you still had to punch buttons to make a telephone call, I could recall the numbers of all my close friends and family. Today, I’m not sure if I know more than four phone numbers by heart. And that’s probably more than most. **-Joshua Foer** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal entries:**   * I believe the best way to communicate without being misunderstood is to … * Answering business telephones correctly is important because … * Being able to communicate with customers in the restaurant is vital because …   **Writing strategy:**   * Raft   + Role: customer   + Audience: restaurant hostess   + Format: phone call   + Topic: reservation for 12   + The customer is calling to reserve tables for 12 to celebrate his mother’s birthday. |
| **Communication**  **90 Second Speech Topics** | * Three ways to communicate effectively are … * A sample greeting when answering a restaurant telephone is … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | **TED Talks:**  TED is a nonprofit organization devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less).  The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.  Julian Treasure: How to speak so that people want to listen Have you ever felt like you’re talking, but nobody is listening? Here’s Julian Treasure to help. In this useful talk, the sound expert demonstrates the how-to’s of powerful speaking — from some handy vocal exercises to tips on how to speak with empathy. A talk that might help the world sound more beautiful. <http://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen/transcript?language=en> |
| **Family/Community Connection** | Invite a restaurant manager to speak to the class about how important communication and telephone skills are to the restaurant business. |
| **CTSO connection(s)** | **Family, Career, Community Leaders of America (FCCLA)**  [http://www.texasfccla.org](http://www.texasfccla.org/)   * Star Events:   + Hospitality, Tourism, and Recreation is an individual or team event that recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries and ability to translate their knowledge into a hypothetical or real business.   Lesson is preparation for Hospitality LEO test. |
| **Service Learning Projects** | True service learning is developed with student voice about concerns and needs. As the students are learning and researching this topic, ask them to think about ways they can maximize their learning to benefit others. For more information, visit: [www.ysa.org](http://www.ysa.org/)   * Brainstorm with your students for a service project pertaining to this lesson. Ask students how they will use what they have learned about communication and telephone skills.   + Example: Students could organize a phone bank in their community to fundraise for a particular cause. This will allow them to practice phone courtesy. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)