PROVEN RESPONSE FORMULAS

CELPIP Idea Generation Playbook

4 battle-tested frameworks plus a 30-second sprint protocol to brainstorm high-scoring ideas for every speaking task.

CLBMaster Exam Blueprints

Plug-and-play frameworks calibrated for CLB 9+ performance

Scan to practice in the exam simulator

Response Vault & Task Blueprints

Follow these sentence frames and structural flows during timed preparation.

The 30-Second Sprint Protocol

Use before EVERY speaking task

Formula: Dump Fragments -> Reach 3 Distinct Ideas -> Distinctness Check

STRATEGY TIP

Write fragments, not sentences ('co-worker', 'join club', 'parent network'). Sentences steal time you need for a third idea.

STRATEGY TIP

Aim for the 3-Idea Floor: three distinct angles. The first idea is the crowd answer; ideas two and three separate you from CLB 7.

STRATEGY TIP

Run the Distinctness Check before the timer hits zero. Two overlapping bullets? Kill one and force a new angle (people, budget, timing, emotions).

PENALTY TRAP

Blank mind? Never freeze. Blurt the first concrete thing in the prompt ('a new city... apartment neighbours') — momentum beats perfection.

CLB 9+ VOCABULARY: distinct angles | force a new angle | momentum

The W-H Sprint Method

Best for: Advice, Scenes, Difficult Situations, Opinions

Formula: Who -> What -> Why (10 seconds each)

STRATEGY TIP

WHO: List every person or group connected to the prompt (the friend, the landlord, the boss, the parents). Pick the two most affected as idea seeds.

STRATEGY TIP

WHAT: For each person, name one concrete action ('hire a career coach', 'join a morning running group'). Actions are what you can defend for 90 seconds.

STRATEGY TIP

WHY: Attach an outcome to each action ('...because structured contact beats random small talk'). The why turns an idea into a full paragraph.

PENALTY TRAP

Avoid adjectives-only answers ('he should be more confident'). Without a concrete action, you run out of speaking material by second 30.

CLB 9+ VOCABULARY: **structured contact** **idea seeds** **defend for 90 seconds**

The Past-Present-Future Method

Best for: Personal Experiences, Predictions, Unlikely Situations

Formula: Past Backstory -> Present Detail -> Future Outcome

STRATEGY TIP

PAST: Mine the prompt for backstory ('the teacher who influenced me', 'the moment the team won'). What happened before this scene? That is idea one.

STRATEGY TIP

PRESENT: Describe the current moment in concrete detail — the people, the setting, the emotion in the room. That is idea two.

STRATEGY TIP

FUTURE: Project forward — next, in a year, in five years. Consequences and outcomes are idea three, and the only usable ideas for Task 4 predictions.

PENALTY TRAP

For prediction prompts, never stay in the present tense — you must project. Pair visual evidence with future forms: 'Given that..., she is bound to...'.

CLB 9+ VOCABULARY: **mine the backstory** **project forward** **bound to**

The Micro-to-Macro Method

Best for: Opinions, Societal Predictions, World-Changed Scenarios

Formula: Micro Individual -> Macro System -> Bridge the Two

STRATEGY TIP

MICRO: Land on one concrete individual's experience ('a single mother commuting downtown'). Personal stakes are instantly believable and speakable.

STRATEGY TIP

MACRO: Zoom out to the community, city, or society ('the neighbourhood, then traffic and air quality, then public health budgets').

STRATEGY TIP

BRIDGE: Generate a third idea by connecting them ('if schools teach digital literacy early, the whole generation pays less for data plans').

PENALTY TRAP

Opinion prompts answered only with system-level talk feel rehearsed. Always ground at least one idea in a person's real experience.

CLB 9+ VOCABULARY: **personal stakes** **system view** **ground in experience**

The Two-Sided Coin Method

Best for: Comparing & Persuading, Difficult Situations

> **Formula: Side A Points -> Side B Points -> Pick Your Frames**

STRATEGY TIP

SIDE A: List everything that argues FOR one option (price, convenience, speed). Each point is a candidate idea with a ready-made example.

STRATEGY TIP

SIDE B: List everything that argues FOR the other option (durability, long-term savings, team morale). Side B supplies concession material — the mark of a CLB 9 speaker.

STRATEGY TIP

PICK YOUR FRAMES: One idea from Side A as your main argument, one from Side B as the concession, and one impact idea (consequence on the person or team) as your closer.

PENALTY TRAP

Never argue for both sides equally. Reference Side B only to dismantle it: 'While Option B is cheaper upfront, Option A delivers far greater long-term value.'

CLB 9+ VOCABULARY: **concession material** **dismantle** **long-term value**