

An Introduction to The Language Key





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Your Training Partner

Providing Key Solutions to your Corporate Communication Needs

The Language Key is an established language and communication skills training provider located in Hong Kong.

Since 1994, The Language Key has been developing training solutions for corporate clients in Hong Kong and the region, including over 400 in the last three years.

The Language Key has a reputation for:

- Providing quality tailored programs that maximize a return on your investment;
- Designing and successfully delivering programs that you actually want;
- Continuing to innovate and offer you the best possible language and communication services available.





Why Select The Language Key?

Experienced

We have over 16 years experience specializing in training language and communication skills to major organizations in Asia.

We provide fully qualified, professional trainers who have business and corporate training experience.

Reputation

We aim to build long working relationship with our clients, e.g. Maersk (12yrs), Ernst & Young (8yrs), Bayer (6yrs), SCB (5yrs).

“Our reputation for trust, honesty, and integrity drives our business.”

Complete Tailoring of Materials

We truly tailor a course to your objectives, the participant’s level, department, and industry.

Honesty

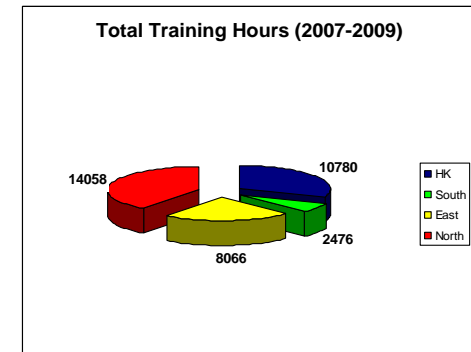
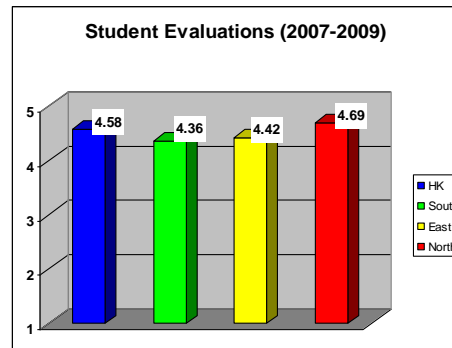
We listen and will use our extensive experience to provide you with the best value possible for your investment.



Our Track Record

We stand by our results – Prospective clients can check our quality directly with any client on our client list. **We hide nothing!!!** In the past three years, we have:

- Worked with over 400 local, government and international organizations;
- Designed and delivered over 1,000 tailored corporate training programs;
- Provided training for over 6,000 staff;
- Received a 90% approval rating based on trainer feedback;
- Have over 70% renewal business.





Our Commitment To Quality

The Language Key is committed to providing the highest quality service. To achieve measurable results for any program, we provide the following:

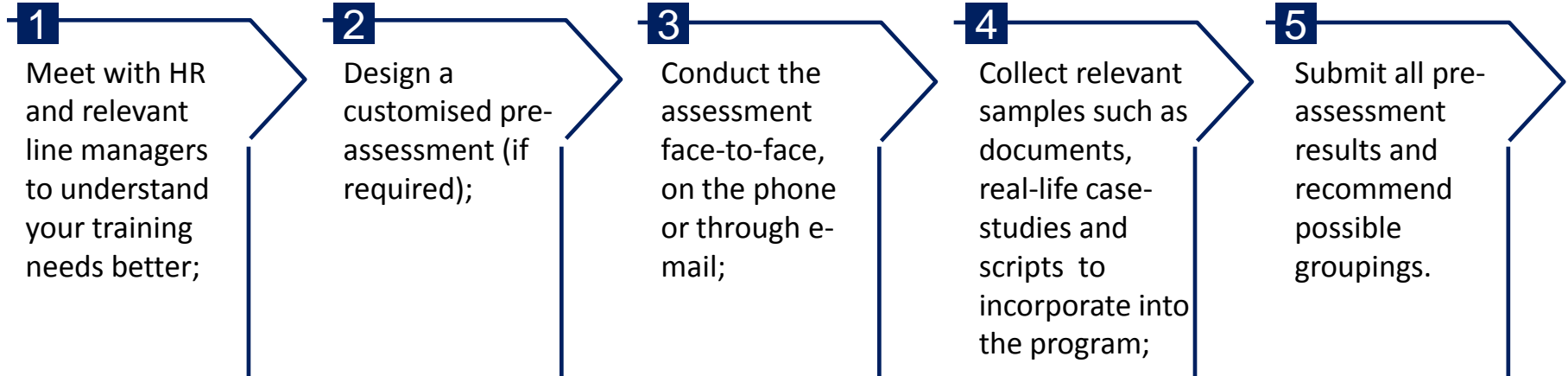
- You will be designated your own personal Customer Relationship Manager (CRM);
- The CRM stays in regular contact with your training coordinator to provide updates and check if they have any feedback;
- Regular evaluations can be conducted to address any participant concerns;
- A class observation is conducted by our Training Manager, who then completes an observation report and has a review meeting with the trainer;
- Participants complete an independent post-course evaluation on-line and after the program is completed;
- Your Training Coordinator also completes an independent Customer Service Questionnaire which we use for internal performance reviews.



Pre-testing and Needs Analysis

For language training assessments follow a **BULATS** style framework (www.bulats.org), which is an internationally recognized provided by University of Cambridge.

Before any program starts, our managers and assessors will:

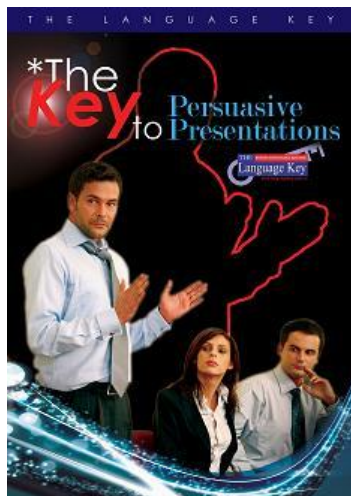




Materials Development

The Language Key offers generic, customized and fully tailored language and communication skills solutions.

Each session is designed to be as relevant to your staff as possible, and may include:



- Key language and structures for the topic;
- Listening skills practice activities and modelling of key expressions;
- Controlled pair and group practice activities;
- Discussion-based activities;
- Key culture tips;
- Key idioms/colloquial language;
- Role-plays and case-studies;
- Script or document analysis (work-related);
- Directions for further practice.



Post-Course Deliverables

The Language Key can provide the following at the end of each program:

- An independent trainer and course evaluation with consolidated results presented numerically and graphically;
- Individual trainee reports and performance grading;
- Individual post-course assessments to compare with a pre-course assessment;
- A overall course report covering course progress and recommendations for future training;
- Individual certificates of completion;
- A full master set of materials;



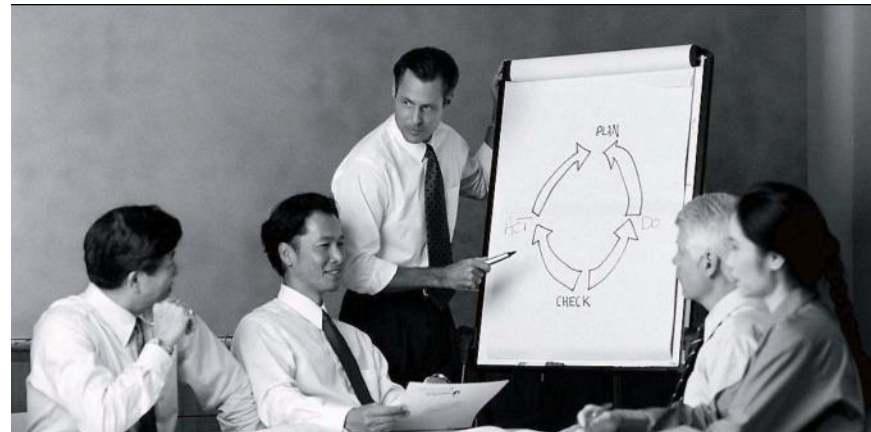


In-house Business English Training

The Language Key designs and delivers in-house skills-based English training programs that can be tailored to any job, department, company or industry.

We aim to meet the exact training objectives of your organization and the language needs of the trainees. Trainees are able to apply what they learn immediately to their work. Our service includes: (next page)

“Relevancy is the Key”





In-house Business English Training





1:1/Small Group English Language Training

Language Key's 1:1/small group training programs:

- Focus on key language skills needed to succeed in multinational and multicultural environments;
- Offer a flexible scheduling to accommodate a participant's availability, although scheduling guidelines are implemented;
- Provide regular reports and updates throughout the program;
- And are conducted by trainers with a solid background in business and corporate training.





English for Customer Service Staff

Combining language skills with your organization's customer-service expectations, The Language Key offers unique courses that are a combination of skills and knowledge for customer profiling and the language skills to ensure effective customer service.

The aims of any program are:

- to help your staff serve customers more effectively and efficiently through improved language skills relevant to their work;
- to let your staff know the important communication do's and don'ts;
- to build your staff's confidence when communicating with foreign customers;
- to help your company increase sales and build customer loyalty;
- to enable your staff to defuse anger or hostile situations more effectively;





On-line Writing Training

This flexible program is an ideal training solution for busy individuals or groups of participants who are unable to commit to more traditional classroom based courses.

Participants receive regular feedback and guidance on their writing allowing them to make long-term improvements to their proficiency and skills.

The distance element can also be blended with face-to-face feedback sessions or classroom tutorials to reinforce skills learnt and give a platform for questions and feedback. Overall, our Distance Coaching Programs:

- Give participants concrete and constructive feedback on their workplace writing
- Eliminate specific mistakes from individuals' writing
- Provide an environment for practice and continual review of participants' writing
- Make participants aware of their specific areas for improvement
- Develop participants' proofreading and self-analysis skills





English Clubs

The Language Key Clubs offer companies an alternative approach to in-house language training using a creative, dynamic and fun approach to learning using a participant-centered approach. At present, The Language Key offers three in-house clubs.

Public Speaking Club

This club is for those staff that would like to build confidence and sharpen their presentation or public speaking skills in a dynamic, relaxed and friendly atmosphere.

English Club

Designed to be an informal, fun and dynamic club that allows your staff to practice English in a relaxed and friendly environment; this club helps encourage speaking and confidence building.

English Clinic

English Clinics allow you to create an intensive English learning and support environment within your organization. The Language Key can provide trainers to be based in-house so that any member of staff can utilize their service for whatever language need they may.





'Key Skills' Workshops

The Language Key 'Key Skills' series offers a unique solution to your training by combining elements from both a language perspective and a skills dynamic.

The main goal is to give high-fliers, key staff and managers the necessary polishing to be able to communicate more effectively, professionally and accurately across a whole range of business situations. Programs include: (next page)





'Key Skills' Workshops

Oral Skills

- The Key to Persuasive Presentations
- The Key to Effective Negotiations for the Modern Executive
- The Key to Effective Teleconferences

Writing Skills

- The Key to Making E-mails Work for you
- The Key to Writing with Influence & impact
- The Key to Writing Remarkable Reports



Executive 1:1 Coaching

The Language Key provides highly personalized 1:1 coaching programs focusing on both language and communication skills requirements required to succeed in multinational environments.

Programs are tuned and tailored to a candidate's needs and communication ability, allowing significant improvements to be made in a relatively short timeframe. Scheduling is flexible and trainers have a solid background in business with extensive management and training experience.

Typical focus areas include:

- Chairing and communicating in meetings and conference calls;
- Presenting ideas with clarity, accuracy, persuasion and impact;
- Formal presentation skills;
- Negotiating skills;
- Managing people and conflict;
- Writing skills – reports, proposals, board papers, etc.
- Cultural understanding, networking and building relationships in business;





Intensive Retreats

The Language Key's intensive retreats, ranging from 1 week to 3 months, offer executives from all industries and backgrounds the chance to completely immerse themselves in an English speaking environment.

What do your executives get?

These one-of-a-kind retreats take their existing language skills and knowledge of doing business with foreigners, and help enhance these skills to then communicate more effectively. This is achieved through constant training and social interaction with a variety of experienced native English speakers.



Key elements to any program include:

Communication skills workshops

Team building activities

Social events and activities

Discussions and debates

Business and dining etiquette sessions

Cross-cultural communication



E-learning: Workplace English Training E-Platform

Workplace English Training E-Platform is a comprehensive online training platform for non-native speakers of English, designed to develop and improve business English competency.

Providing flexible yet continuous learning, the E-Platform is available by annual corporate subscription. With a corporate subscription, all staff within a given location can access the E-Platform anytime, anywhere. Key features include:

- 1000s of archived business English lessons and other business English resources
- My learning path module (staff create their own courses)
- My Courses module (staff select from a range of level-based courses)
- Job-specific learning paths
- Business English level check test
- Student helpline
- Regular podcast lessons, tips, and other articles anywhere. Key features include: advanced systems that are efficient, cost-effective and available anytime or anywhere.



Editing

As specialist in providing language services in Hong Kong The Language Key has launched our own editing service.

Documents will be examined and corrected by one of The Language Key's Professional Editors. Once submitted, the edited document is returned to the participant within a short period of time, and they will find that the overall clarity, accuracy, and readability will be improved to the level they need. It will have a polished and fluent style of written English, and will be free of any errors.

Further in-depth editing includes:

- Deleting redundancies; ● Fixing problem sentences;
- Clarifying the main ideas; ● Replacing inappropriate words;
- Reducing wordiness to make clear points;
- Adjusting the tone for politeness and cultural sensitivity;
- Rearranging sentences and paragraphs if necessary;
- The Editor uses a Track Changes feature that clearly shows every word that is removed or added.





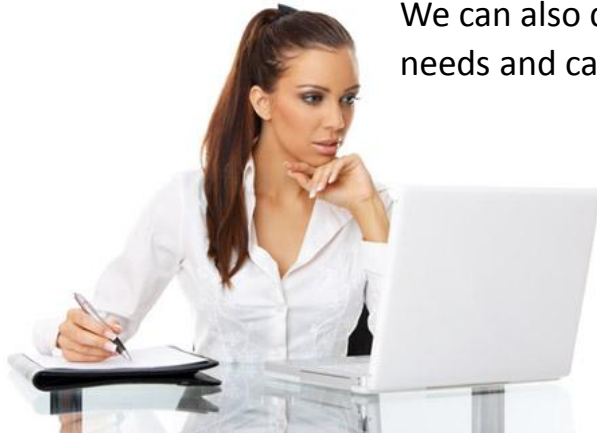
Internal Benchmarking

Increasingly we have found that our corporate clients need to benchmark staffs' English levels as part of their internal appraisal & promotion process.

As such, The Language Key provides formal tests that can be used to assess the suitability of certain candidates. Tests can be customized by Language Key or follow an international standard (e.g. BULATS or TOEIC).

We can also design online/offline test platforms that are customized to your specific needs and can be placed on their LMS.

These tests can be part of a wider internal language benchmarking matrix provided by The Language Key that defines particular skills and abilities with different job positions.





Graduate Assessments

As many companies increase their drive to recruit talented graduates, The Language Key has developed a comprehensive and highly effective Graduate Assessment Program.

This assessment can cover all facets of language and is based on international standards for English, allowing you to make direct comparisons with other candidates throughout China and the rest of The world.

We are able to support any needs you have, regardless of size.

Recent examples include:

- Testing over 8,000 applicants for PWC in Greater China;
- Providing a customized oral and written analysis for the final round of applicants for the Investment Banking division of CICC each year since 2006;
- Two years of oral testing for over 1300 annual Exxon Mobil applicants in Mainland China.





Sample Client List





Contact Details

Your dedicated project manager is **Terrence Reed**
The contact details are as follows:

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We look forward to serving you in the future.

Thank You!

