THE Language Key
Business English Training

Business English and Executive Communication Skills Workshops

THE Business English Training
Language Key

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EXECUTIVE WORKSHOPS

Spoken English

(Language/Communication Skills Workshops for Executives)

Chairing, Participating in Meetings and Leading Communication

Level

Higher Intermediate to Advanced

Summary

This workshop focuses on the language and techniques for participants to confidently chair and actively participate in two of the most challenging business environments – meetings and telephone conferences.

In meeting and tele-conferences, there are some important skills and language points that help control, direct and lead discussions to effectively utilize time, and money. Getting those involved with a meeting and tele-conference is often a tough task and can really diminish the value of such discussions, so this workshop aims to develop the leadership language in the participants to handle these situations with ease.

From planning & kicking off a meeting or teleconference, to closing down and question handling techniques, participants will develop the necessary language skills to interact and lead these essential communication scenarios.

Workshop Objectives

The program is designed to ensure that participants can:-

- Chair and lead meetings or tele-conferences, making sure everyone is involved;
- Communicate ideas in a logical, structured and coherent way;
- Express ideas in a persuasive and convincing manner with appropriate reasoning and argument;
- Participate more actively in meetings, round-the-table discussions and telephone conferences through the use of key language structures; and
- Handle questions and challenging situations.

Workshop Content

- Keys ingredients for successful meetings and telephone conferences
- Planning and setting an agenda – determining the outcomes
- Cultural awareness issues
- Kicking off a meeting and conference call – introduction and setting out the agenda
- Chairing a meeting – Signposting and handling multi-party discussions - making sure people are involved
- Language structures for participating in meetings
- Reporting on progress – sequencer markers, explaining consequences, reasoning, etc.
- Considerations for an effective conference call
- Handling communication/technical problems on a conference-call – mic problems, posing questions, listening problems, other technical issues
- Use of softeners in speech – toning down your message – being diplomatic
- Sounding persuasive and convincing - emphasizing your message
- Clarifying and questioning techniques – open, closed, probing, reflective and leading question structures
- Dealing with questions – straightforward and difficult questions
- Summarizing and reiterating key points
- Closing down and developing action points

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 12 participants is recommended for this program.

Persuasive Presentation Skills

Level

Advanced

Summary

This workshop blends the skills of presentation with the use of the English language in a unique way that equips participants with proven techniques to help them present confidently, clearly, persuasively and with greater impact.

Designed for executives who need to conduct presentations both to external and internal audiences, this workshop can be further customized, if required, to incorporate specific scenarios executives in your company or industry come across when presenting.

Workshop Objectives

The program is designed to ensure that participants can:-

- Plan, structure and organize ideas more effectively within a presentation – mind-mapping;
- Learn to open and close a presentation using 'impact' strategies;
- Use various techniques and language structures to signpost/structure a presentation for maximum results;
- Use language creatively to build rapport, clearly inform or persuade the audience;
- Create more dynamic and effective slides or visuals;
- Understand and practice voice control techniques to add emphasis and hold a listener's attention;
- Handle a range of different questions with effective ease; and
- Deliver different styles of presentations for different audiences professionally and confidently through practice activities with critique.

Workshop Content

- Key ingredients of successful presentations;
- The importance of audience analysis – planning the presentation;
- Structuring the presentation – mind-mapping and brainstorming;
- Building a presentation from the ground up;
- Starting off – techniques for opening a presentation – developing a powerful introduction;
- Gaining the attention and interest of the audience;
- Ways of making a transition from one part of the presentation to the next – Signposting techniques;
- How to engage visually with the audience? – use of visuals;
- Preparing and using visual aids - Describing graphs, charts and figures clearly and accurately;
- Building persuasive arguments and examples;
- Developing language structures to support arguments;
- Voice techniques:
- Emphasizing your message;
- Pausing and chunking;
- Tripling and rhetorical questioning.
- Delivering an argument;
- Using appropriate body language throughout the presentation;
- Developing a conclusion to get a response;
- Closing down a presentation - signalling the end, summarising, concluding, recommending, closing & inviting questions;
- Dealing with questions – straightforward and difficult questions;
- Final individual presentations; and
- Video with peer and trainer feedback

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 12 participants is recommended for this program.

Effective Negotiations for the Modern Executive

Level

Advanced

Summary

Negotiation skills are in high demand today. As a lifelong competency, negotiation skills are applicable across a range of business and personal situations.

Negotiating success is a function of strategy; evaluated by what you got versus what you gave, what you were able to create, and the long-term effect of the agreement. Designed for any manager, this workshop focuses on the language and techniques for participants to confidently negotiate to achieve the desired result - a win-win situation.

This workshop can be further customized, if required, to incorporate specific scenarios executives in your industry come across when negotiating.

Workshop Objectives

The program is designed to ensure that participants can:-

- Learn about the key principles of negotiation;
- Develop an effective plan and strategy for any negotiation;
- Develop a common negotiating language with the other parties;
- State their position clearly and with conviction;
- Learn to become more persuasive;
- Use techniques to pull information from other parties;

- Identify non-verbal reactions within a negotiation;
- Understand how to negotiate with different cultures; and
- Reach an satisfactory conclusion to a negotiation that is win-win for both parties.

Workshop Content

- The art of negotiation;
- Cultural considerations and tactics for negotiations;
- The negotiation process – A practical approach to negotiating;
- Setting your goals, criteria and rationale;
- Assessing the needs, fears, wants and concerns of both parties;
- Opening a negotiation – establishing rapport - introductions and kicking off;
- Outlining your position;
- Bargaining, trading and the use of conditionals;
- Techniques for clarifying and questioning;
- Explaining terms, agreeing and rejecting with reasoning;
- Exploring possibilities - Suggesting, sounding out and asking for a reaction;
- Interruption strategies;
- Being diplomatic – creating room for manouevre;
- Avoiding unnecessary concessions and using concessions to your advantage;
- Pressuring and stating ultimatums;
- Reading and projecting non-verbal communication;
- Confirming, summarising and looking ahead; and
- Negotiating tactics – tips and tricks

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 12 participants is recommended for this program.

Leading Effective Tele-conferences

Level

Advanced

Summary

This workshop focuses on the language and techniques for participants to confidently chair and actively participate in one of the most challenging business environments – telephone conferences.

Designed for any manager, this unique program utilizes these structures and skills so that you can get your message across and handle yourself in multi-party and/or multi-cultural discussions.

This workshop can be further customized, if required, to incorporate specific scenarios executives in your company or industry come across when involved in tele-conferences.

Workshop Objectives

The program is designed to ensure that participants can:-

- Chairing and lead tele-conferences, making sure everyone is involved;
- Communicate ideas in a logical, structured and coherent way;
- Report about status, progress or developments effectively;
- Describe visuals, charts, statistics succinctly and accurately;
- Express ideas in a persuasive and convincing manner with appropriate reasoning and argument;
- Learn voice control techniques such as emphasizing and softening a message;
- Participate more actively in tele-conferences through the use of key language structures;

- Handle questions and challenging situations; and
- Manage a tele-conference that achieves its goals.

Workshop Content

- Keys ingredients for successful tele- conferences;
- Planning and setting an agenda – determining the outcomes;
- Cultural awareness issues (tailored to client);
- Kicking off a conference call – introduction and setting out the agenda;
- Chairing a meeting – Signposting and handling multi-party discussions - making sure people are involved;
- Language structures for participating in tele-conferences
  - Expressing opinions (strong, neutral & weak);
  - Agreeing and disagreeing techniques;
  - Making suggestions and recommendations;
  - Replying to suggestions and recommendations;
  - Proposing alternatives;
  - Comparing;
  - Interrupting and handling interruptions.
- Reporting on progress – sequencer markers, explaining consequences, reasoning etc;
- Use of softeners in speech – toning down your message – being diplomatic;
- Developing an argument – techniques for presenting the bigger picture and anticipating other people's arguments and rejections;
- Sounding persuasive and convincing - emphasizing your message;
- Clarifying and questioning techniques – open, closed, probing, reflective and leading question structures;
- Dealing with questions – straightforward and difficult questions;
- Summarizing and reiterating key points;
- Closing down and developing action points;
- Group role-plays and case-studies; and
- Peer and trainer critique and feedback.

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 12 participants is recommended for this program.

EXECUTIVE WORKSHOPS

Written English

(Language/Communication Skills Workshops for Executives)

Making E-mails Work for You

Level

Advanced

Summary

Time is money and creating effective e-mails to a consistently high standard is sometimes a challenge.

By planning, by understanding your audience, by using the most appropriate language structures, by selecting an appropriate level of formality and choice of vocabulary will allow you to communicate with ease and clarity, avoiding the many pitfalls people experience when communicating through e-mail.

This program allows participants to polish their e-mail writing skills so that any e-mail meets its aim first time around.This workshop can be further customized, if required, to incorporate specific samples executives in your industry need to write.

Workshop Objectives

The program is designed to ensure that participants can:-

- Apply key principles for writing effective work-specific e-mails;
- Understand the key purpose(s) and/or action(s) of e-mails received to avoid any misunderstanding;
- Plan, structure and organise e-mails logically and coherently to maximise their effect and meet the reader's response;
- Build and incorporate a range of language structures for effective communication of ideas;
- Understand and apply an appropriate and consistent writing style for your audience;

- Understand and apply different tones in writing depending on the message and the relationship with the reader;
- Avoid redundancy and jargon and develop a more modern writing style;
- Avoid complex vocabulary and inappropriate expressions to maintain clarity to the reader; and
- Remove common errors when constructing emails.

Workshop Content

- Overview of the 5 C's in business writing;
- Identifying the message/action of e-mails received;
- Planning and organising your e-mails (new or replies) – logically structuring – what does your reader need to know?;
- An overview of language structures vs. functionality;
- Opening and closing statements;
- Considering your audience, writing style and formality – informal vs. neutral vs. formal styles;
- You vs. Us approach to business writing;
- Modal verbs – their importance in business writing;
- Tone in e-mails – considering the direction of communication;
- Tone for external correspondence;
- Clarity - Avoiding redundancy and old-fashioned jargon – the modern approach;
- Case-study analysis and writing practice – functions to be bank-specific such as informing, confirming, requesting, replies to enquiries, reporting a problem, good news etc. (functions to be determined and customised)
- Common error correction and feedback.
- Editing and proofreading techniques;
- Writing e-mails checklist – BEST practices.

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 12 participants is recommended for this program.

Writing with Influence & Impact

Level

Advanced

Summary

Time is of the essence and producing business documents, whether they are e-mails, letters, proposals or reports, to a consistently high standard is a challenge.

By planning, by understanding your audience, by adding techniques for emphasis, by being persuasive and by improving readability, participants will be able to incorporate these concepts into their own writing for maximum effect.

This workshop allows managers to polish their writing skills so that any document meets its aim first time around.

This workshop can be further customized, if required, to incorporate specific samples executives in your industry need to write.

Workshop Objectives

The program is designed to ensure that participants can:-

- Apply the techniques of modern business writing;
- Plan, organize and prepare the foundations of their writing;
- Have a greater understanding of the complexities of selecting the most appropriate style and tone for any document;
- Build a better rapport with colleagues and customers through the use of tone and choice of vocabulary;
- Learn to write with impact and emphasis using a variety of structural and language techniques;
- Produce powerful and persuasive writing to achieve their aim and purpose;
- Learn key techniques to write with clarity and conciseness using 'modern, plain' English approaches;

- Learn key unity techniques to structure ideas within a paragraph to achieve better 'readability'; and
- Develop key writing checklists that can then be used for guidance for mentoring subordinates.

Methodology

Learning methods include:

- Lecture
- Case-study analysis with feedback
- Discussion and brainstorming activities
- Short writing practice exercises
- Case study group writing activities
- Short presentations
- Error correction and feedback segments

Workshop Content

- Techniques for planning and organising your documents;
- The characteristics of business writing – clear, concise, lively and direct;
- Developing a versatility in writing with different styles and level of formality – neutral vs. formal;
- Analysis of documents highlighting different directions of communication, and formality;
- Considering the audience and the importance of tone;
- How to maximise goodwill and minimize damage;
- Choosing the most appropriate vocabulary to convey your message;
- How to organize information to make the message have impact – writing with emphasis;
- Writing persuasively;
- Clear & concise writing - Avoiding redundancy and wordiness – the key to modern business writing;
- Improving readability – clarity, unity and coherence in paragraphs;
- Establishing and enforcing good writing standards in the organisation of your documents;
- Writing techniques and writing strategies for different business scenarios; and
- How to edit and proofread your work.

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 12 participants is recommended for this program.

Writing Remarkable Reports

Level

Advanced

Summary

The ability to write and prepare long, complex reports is a requirement for most managers.

However, many reports are tedious and boring to read, and do not achieve their purpose. It is imperative that reports are clear and incisive, with logical arguments that build persuasively to recommendations that have an excellent chance of being accepted. The writer's credibility and reputation will be enhanced by the use of proper referencing, superior presentation and an appropriate structure for the report -- be it a short report, a progress report, a financial report or any other type of report.

This workshop will help managers plan and present a clear and effective report that captures the interest of the audience and helps achieve their objectives. The workshop can be further customized, if required, to incorporate specific samples executives in your industry need to write.

Workshop Objectives

The program is designed to ensure that participants can:-

- Identify report objectives and plan and structure a report;
- Develop a clear and effective introduction, body and conclusion;
- Write longer, more complex reports that readers will find clear and incisive;
- Write logically and persuasively so that your recommendations are accepted more often;
- Present your reports in a style that establishes your credibility and enhances your reputation; and

- Develop key writing checklists that can then be used for guidance for mentoring subordinates.

Workshop Content

- Setting the aim and objectives for the report - importance of writer's purpose, reader's needs, main questions to be asked;
- Plan, structure and organize material/ideas;
- Create headings using strong verbs and specific nouns;
- How to keep information focused rather than general;
- When to use active verbs rather than passive verbs;
- The optimum structure and sentence length;
- How to avoid wordiness and redundancy;
- The use of clear and concise language;
- The way to avoid jargon and buzz words;
- Techniques for coherent writing and unity;
- How to develop your introduction;
- How to write the body of the report;
- How to present your conclusions and produce an executive summary;
- How to use examples and illustrations to maximize impact;
- The use of diagrams, flowcharts and graphs;
- The importance of presentation and layout; and
- How to edit and proofread your work.

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 12 participants is recommended for this program.

Writing Perfect Proposals and Remarkable Reports

Level

Higher Intermediate - Advanced

Summary

The ability to write and prepare long, complex reports & proposals is a requirement for most managers. However, many of these are tedious and boring to read, and do not achieve their purpose. It is imperative that they are clear and incisive, with logical arguments that build persuasively to recommendations that have an excellent chance of being accepted.

The writer's credibility and reputation will be enhanced by the use of proper referencing, superior presentation and an appropriate structure for the report or proposal -- be it a short report, a sales proposal, a financial report or any other type of report or proposal. This workshop will help managers plan and present a clear and effective report or proposal that captures the interest of the audience and helps achieve their objectives.

Workshop Objectives

The program is designed to ensure that participants can:-

- Identify report and proposal objectives and plan and structure a report/proposal;
- Develop a clear and effective introduction, body and conclusion;
- Write longer, more complex reports or proposals that readers will find clear and incisive;
- Write logically and persuasively so that your recommendations are accepted more often;

- Present your reports/proposals in a style that establishes your credibility and enhances your reputation; and
- Develop key writing checklists that can then be used for guidance for mentoring subordinates.

Workshop Content

- Understanding your audience – setting
- Planning and organizing reports – strategies such as mind-mapping and brainstorming
- Identifying parts of a report
- Deciding on the language use for each section &
- Analysis of tense usage and other grammatical considerations
- Ways of writing an introduction/background and objectives/scope
- Deciding on your writing style – formal vs neutral
- Introducing your middle sections of your reports – the findings
- Interpreting charts, statistics and figures – putting figures into words
- Developing conclusions/Interpreting your findings
- Tone in report writing – sounding decisive or tentative about your findings/research
- Modal verbs in report writing – their importance
- Developing recommendations
- Tone - sounding persuasive (use of vocabulary)
- Adding emphasis in your reports
- Coherent writing – readability and unity in writing – use of focus sentences, techniques for unity such as pronouns, repetition, linking words etc.
- Developing more complex sentence structures
- Construction of the abstract/executive summary (if necessary)
- Common errors in your organization's report writing
- Editing your work - proofreading techniques

Proposed Workshop Duration

Two days (14 hours)
A maximum of 12 participants is recommended for this program.

NON-EXECUTIVE WORKSHOPS

Spoken English

(Business English Workshops for Non-Executives)

Presenting Ideas and Meeting Skills

Level

Intermediate – higher-intermediate

Summary

This workshop covers two important areas of business communication: meetings and presentations.

The presentations component of the workshop is designed for business professionals from all industries who present or are preparing to present in English. The focus will be on the specific English language requirements for the different parts of a presentation, and will include tips on how to avoid common mistakes made during presentations.

The meetings component of the workshop equips participants with the language competence and the key communication skills to take part in or run meetings in English.

Workshop Objectives

The program is designed to ensure that participants can:-

- Improve their English language skills for greater success in meetings and presentations;
- Apply the key skills necessary to effectively give a presentation and participate in a meeting in English;
- Speak with greater confidence in front of colleagues and clients; and
- Avoid common language-related problems associated with presentations and meetings.

Workshop Content

- Presenting your ideas – the thought process & considering your audience
- Stating your aims clearly
- Logically structuring your ideas - useful words and phrases for linking ideas – discourse markers in speech
- Holding the listener's attention
- Talking concisely – highlighting key points and expanding on them
- Summarising and paraphrasing techniques
- Sounding persuasive and convincing one - emphasizing and minimizing your message – tone in speech/pausing
- Expressing opinions – varying the tone & agreeing and disagreeing
- Sounding persuasive and convincing part two – useful language – developing both sides of an argument logically and persuasively
- Useful language for meetings – suggesting, recommending, agreeing, disagreeing etc.
- Clarifying and questioning techniques used in meetings
- Further language – interrupting, counter interruptions, emphasizing, finishing what you want to say, closing down, action points etc.
- Case study format – work-related examples – meetings and video conferencing

Proposed Workshop Duration

Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Presenting Ideas with Clarity and Accuracy

Level

Intermediate – higher intermediate

Summary

Presenting is an important part of business communication. Whether you are giving a formal business presentation to an important potential client, presenting a new product to an existing customer or presenting your ideas informally to your work colleagues during a meeting, being able to present clearly and accurately will help you to persuade, convince and win over your audience.

Given all businesses use presentations in various forms, high-quality presentation skills can help you to achieve the desired business result. This workshop is designed to help realise this aim.

Workshop Objectives

The program is designed to ensure that participants can:-

- Prepare, plan and organise information from the listeners' point of view;
- Design and structure information to create an effective professional presentation;
- Use appropriate language to express a range of language functions for presenting effectively;
- Speak persuasively in meetings to get their message across effectively; and
- Present ideas with more confidence using verbal and non-verbal techniques.

Workshop Content

- Presenting your ideas – considering your audience and stating the purpose
- Reporting skills – projects, updates, activities
- Tenses for reporting
- Logically structuring your ideas – use of discourse markers in speech
- Expressing opinions, agreeing and disagreeing – tone
- Adding reasoning and supporting your opinion
- Explaining processes and procedures
- Sequencing your information
- Your voice – the communication process – drills – part one
- Introduction to being persuasive – use of 60-second pitch
- Techniques to sound convincing – language structures
- Emphasizing and minimizing your message – tone in speech
- Your voice – the communication process – drills – part two

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Presenting and Reporting with Confidence

Level

Intermediate – higher-intermediate

Summary

This workshop is designed to develop participants' presentation skills – not just formal presentations but presenting information verbally in English professionally. There are key phrases and sentence structures to help participants transition their speech effectively, present information clearly, and adapt skills to speak more confidently in English.

Often staff in large companies need to report information to top level managers, who may be English speakers. The workshop provides key information, skills and exercises to enhance English speaking skills for situations including; meetings, presentations, reporting, describing data and numbers with words.

Workshop Objectives

The program is designed to ensure that participants can:-

- Present information in English clearly through signposting and functional presentation language for meetings, short presentations, and updates;
- Understand and control their speech/voice while presenting information clearly; and
- Describe trends and data through accurate language use.

Workshop Content

- Techniques for opening a presentation
- Ways of making a transition from one part of the presentation to the next - Signposting
- Useful words and phrases for linking ideas – use of lead in sentences
- Survival techniques
- Referring to visual aids and describing trends
- Describing products and services; procedures and changes
- Using your voice – stressing and emphasising
- Presenting an argument – structure and language awareness
- Useful discourse markers in speech and their functions e.g. contrasting, summarizing, talking generally
- Language for closing down a presentation signaling the end, summarising, concluding, recommending, closing & inviting questions
- Techniques and language structures for dealing with questions -querying a point, asking for additional information, referring to an earlier point, making a criticism.

Proposed Workshop Duration

One day (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Communicating in English for Frontline Service Staff

Level

Intermediate

Summary

This practical, interactive workshop can be held over two days, but can be extended to 3 and 4 days to cover the essential topics more comprehensively.

The workshop targets frontline service staff who are required to either communicate face-to-face or through the telephone with customers and provide quality customer care.

Workshop Objectives

The program is designed to ensure that participants can:-

- Learn key language structures that are specific to your organisation for correct and polite customer care;
- Improve accuracy in language use and pronunciation including tone and intonation; and
- Build confidence in using English when communicating in English with customers.

Workshop Content

The list below represents the full Workshop Content for 4 days of training. The two and three-day versions of this workshop can be adapted according to your needs.

- Discussion – the importance of customer care
- Greeting customers and offering help/support
- Questioning techniques – understanding the customer's needs
- Making small talk – making customers feel welcome – face-to-face or telephone
- Reviewing company specific general enquiries – E.g. opening hours, services and facilities etc.
- Handling enquiries and requests effectively
- Replying positively and negatively – tone in speech
- Questioning and clarifying techniques
- Explaining products and services available to the customer
- Describing features, advantages and benefits of products/services
- Making comparisons
- Discourse markers in speech – sequencing
- Making suggestions and proposing alternatives
- Handling more company specific enquiries – policies etc.
- Stating company procedures and regulations
- Dealing with complaints and problems – company specific analysis
- Review of language structures for:
  - Listening & acknowledging
  - Clarifying your understanding
  - Responding
  - Apologising and reassuring
- Passing the complaint to your boss
- Telephone skills – opening and closing a call on the right note
- The importance of your voice when on the phone
- Handling further enquiries through the phone
- Avoiding awkward silences
- Sharing information over the phone

Note

This workshop is highly flexible and can be tailored to the language needs of your organisation. The focus can be both on customer service through the telephone and/or face-to-face, and the outline can be altered to reflect this.

Proposed Workshop Duration

Two days (14 hours) Three days (21 hours) Four days (28 hours)
A maximum of 15 participants is recommended for this program.

Cultural Awareness and Socialising with Foreigners

Level

Intermediate – higher intermediate

Summary

Cultural awareness is important for a wide range of staff members who have contact with foreign colleagues, clients and customers in many different contexts.

Culture awareness has become an essential business tool in every industry. Living and working in a globalized world means being aware of the cultural diversity at the workplace. Understanding culture does not only enhance communication and productivity but also unity in the workplace.

This workshop focuses on language and communication skills to help participants communicate more confidently in social situations with foreign colleagues, clients and customers.

Participants will learn about effective language use for starting and developing conversations in social situations with foreign colleagues, clients or customers. They will learn which topics are appropriate for conversation and which topics are inappropriate. They will also learn more about the cultural differences between various nationalities.

Workshop Objectives

The program is designed to ensure that participants can:-

- Acquire valuable information in order to have a better understanding of their foreign colleagues, clients and customers;
- Break down multicultural barriers and help foreign colleagues, clients and customers feel more comfortable;
- Socialise with foreigners in a range of social situations;
- Select appropriate topics of conversation with foreigners; and
- Respond in an appropriate manner when talking with foreigners.

Workshop Content

- Cultural differences when doing business – analysis of certain nationalities and problems encountered
- The importance of first impressions
- Greetings in business and social situations – effective networking techniques
- The importance of effective small talk - developing ice-breakers – office visitors and networking
- Talking topics part one – developing a conversation (taboo topics – cultural sensitivity)
- Responding and showing interest – various options to continue a conversation
- Avoiding communication breakdown
- Talking topics part two - topical issues in the news – expressing opinions/views
- Tone in speech – agreeing and disagreeing with reasoning techniques
- Discourse markers in speech - linking ideas effectively – fluency in speech
- Closing down a conversation
- Case-study scenarios and role-play practice exercises:
  - networking events,
  - social occasions,
  - greeting new and old acquaintances,
  - developing a conversation on a social level etc
- Points to consider with your speech
- Quiz on Socialising
- English for entertaining:
  - in a bar

- dinner in restaurant
- business lunch

- Dinning etiquette – make a good impression
- Mini Talk – Cultural differences

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Communicating Effectively in English Through the Phone

Level

Intermediate

Summary

This workshop provides practical training for staff to polish their telephoning skills required in the workplace.

Participants will be given a lot of opportunities to use English in role-play situations to handle phone calls in a range of different situations.

With the trainer's input and peer feedback, participants will learn essential real-life language and communication skills for maintaining good client relations in business telephone contacts.

The more demanding speaking and listening skills for phone communication with native English speakers will also be covered.

Workshop Objectives

The program is designed to ensure that participants can:-

- Create an impression over the telephone that will enhance the organisational culture and strategic intent through effective telephone skills;

- Manage the telephone process;
- Give and receive telephone feedback in a professional way using appropriate functional language;
- Handle complaints effectively using an appropriate manner;
- Use voice and listening skills to create the right impression; and
- Close a call effectively.

Workshop Content

- Opening a telephone conversation – rules and procedures
- Language for screening calls – stating the purpose of your call.
- Language for taking and leaving messages effectively
- Clarifying techniques on the phone – analysis and practice activities
- Tone in speech – the use of your voice
- Closing a call on the right note
- Language for making appointments – suggesting, agreeing, disagreeing and fixing a time
- Use of the future tense – will v going to
- Social talk over the phone
- An introduction to handling enquiries – analysis of typical work-related enquiries and possible answers
- Common telephone language errors in Hong Kong
- Making and handling requests over the phone – positive and negative responses (trying to avoid negativity)
- Questioning on the telephone – direct v indirect questions
- Avoiding awkward silences and responding appropriately over the phone
- Questioning techniques – open, closed and probing questions
- Handling complaints over the phone.
  - understanding the situation,
  - apologising
  - assuring
  - explaining the situation; and
  - offering follow-up action

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

English Pronunciation Skills

Level

Elementary – higher-intermediate

Summary

Learning to pronounce English correctly can be challenging. The ability to identify and change your speech habits is also difficult.

This workshop is designed for Chinese speakers of English who seek to improve their pronunciation skills in a professional setting.

Through group and individual activities, participants will learn to identify and correct their specific pronunciation problems, including stress and intonation.

Workshop Objectives

The program is designed to ensure that participants can:-

- Identify and practice the sounds most frequently mispronounced by Chinese speakers of English
- Control their rate of speech
- Use native speakers' vowel length, word stress, and rhythm patterns

- Expand their jaw movement to enunciate clearly
- Gain self-confidence
- Learn techniques for continued self-improvement

Workshop Content

- Using vocal articulators (tongue, lips, teeth, mouth, soft palate and breath stream) to clearly pronounce English consonant sounds
- Identifying and practicing the main English vowel sounds using tongue and lip movements
- Using word stress and sentence stress to modify an accent
- Using speech melody (intonation) for meaning and expressive nuance
- Linking words together for more fluent and native English

Proposed Workshop Duration

One Day (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Developing Fluency, Pronunciation and Intonation for Business Situations

Level

Higher-intermediate

Summary

This workshop is an activity-based development tool for those who wish to enhance and refine their English speaking skills one step further to mastering English fluency.

There are practice tools provided in this workshop that can allow participants to learn about English pronunciation, native-speakers intonation, and develop their vocabulary to a more native level. This workshop provides the foundation required for participants to take away and practice for native-like speech.

Workshop Objectives

The program is designed to ensure that participants can:-

- Pronounce and articulate the English language more clearly and precisely;
- Understand and use practice techniques for on-going pronunciation practice; and
- Use stress and intonation in speech to alter meaning and improve tone.

Workshop Content

- A brief overview of English Phonetics and how they can help identify sounds in the English language;
- Tongue twisters and fluency tools to develop English speaking;
- A look at idioms and their explanations;
- How to apply idioms to speech, and what is the benefit/purpose?
- Altering meanings with sentence stress and intonation;
- Using your voice – developing speaking with impact;
- Discussion practice and key functional phrases for speaking for longer periods of time;
- Avoiding 'brain pauses' and verbal ticks;
- Business discussion topics to implement language explored; and
- Feedback and Q&A session.

Proposed Workshop Duration

Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Common Errors in Hong Kong Spoken English

Level

All levels (according to your target group's requirements)

Summary

Everyone makes mistakes in their speech at one time or another. These mistakes are hugely varied in nature and can range from missing articles and incorrect prepositions to missing parts of speech.

However, in Hong Kong, there seem to be a number of particularly common mistakes. This workshop will focus on some of the most common mistakes Hong Kong speakers make.

Workshop Objectives

The objectives of this workshop are:

- To introduce some common mistakes speakers make
- To demonstrate how these mistakes can be avoided
- To give you a chance to speak and practice using correct sentence structures and identify further mistakes in your speech
- To provide a platform for you to raise any questions you may have regarding your own common errors or questions with English grammar.

Workshop Content

- Understanding Hong Kong Common Errors and why they may occur
- 'Chinglish' Common Errors quiz
- Using Nouns as Verbs
- Missing Prepositions
- Pronunciation (ed sounds t/ed/d)
- Tongue twisters and speech correction
- Common error correction activities
- Translation errors activity
- Connectives and linking word use for speech discourse
- Discussion activities looking at idioms and parts of speech
- Colloquialisms in English and what they mean
- Common Errors Grammar Auction

Proposed Workshop Duration

One day (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

NON-EXECUTIVE WORKSHOPS

Written English

(Business English Workshops for Non-Executives)

Writing Replies to Complaints and Enquiries

Level

Intermediate

Summary

For any company in the service industry, it is important to respond to enquiries in a clear and concise manner. It is also necessary to respond to complaints positively and diplomatically whether the complaints are justified or not. A poorly written reply to a complaint will not only cause customer loss but damage, through word of mouth, to the reputation of the company.

This workshop is for staff who need to write replies to customer enquiries and complaints either by letter or e-mail and would like to have a clearer understanding of key principles to make their writing more professional and effective.

Workshop Objectives

The program is designed to ensure that participants can:-

- Organise and structure letters/emails of enquiry and replies to complaint
- Use relevant standard language in letters/emails of enquiry and replies to complaint
- Vary the tone of the message to suit the situation
- Write in a business-like style
- Learn to recognise and avoid common grammatical errors

Workshop Content

- Key principles of professional business writing
- Analysis of your organisation's replies to enquiries and requests
- Structuring your ideas – paragraphing and the logical sequence of replies to enquiries
- Relevant language structures for replies to enquiries
- Review – jargon, wordiness and redundancy
- Selecting an appropriate writing style – the neutral style
- Useful techniques – the YOU approach
- Explaining services to customers
- Writing analysis and practice – real-life samples & case-studies
- Analysis of your organisation's replies to complaints
- Structuring replies to complaints - the logical sequence
- Relevant language structures for replies to complaints
- The importance of tone – putting yourself in the position of the reader
- Justified v Unjustified complaints
- What to avoid when writing replies to complaints
- Common errors - correction and feedback

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Effective Minute Writing

Level

Intermediate

Summary

To ensure that meetings are productive and worth the expense involved, three ingredients are necessary: an assurance of closure, a strong chair or leader, and accurate minutes. After all, if people can't remember or agree on what actually occurred at a meeting, how can the group effectively accomplish its objectives?

This workshop will enable participants to understand their role as a minute taker and the best techniques for producing minutes that include all the essential information needed.

Workshop Objectives

The program is designed to ensure that participants can:-

- Recognize the importance of taking minutes.
- Develop key minute-taking skills, including listening skills and organization.
- Write minutes that are suitable for formal meetings, semi-formal meetings, and action minutes.
- Learn relevant vocabulary including reporting phrases and associated grammar

Workshop Content

- Organization and format of minutes present time v past time
- Vocabulary for minute writing
- Grammatical considerations for minute writing - Use of 'reporting verbs' and Use of tenses
- Answers to common questions on the wording of minutes – tense, person, use of names etc.
- Active listening techniques/Listening to and reporting statements part one
- Techniques for coping with common problems at a meeting (not understanding, minuting argument, recognising actions etc.)
- Note-taking practice exercises – running dictations
- Tips for presenting minutes for a professional impression
- Techniques for structuring your notes into a logical summary
- The difference between action, summary and verbatim and the uses of each style
- Group and individual minute writing tasks with listening exercises
- Proofreading techniques

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Grammar for Business Writing

Level

Pre-intermediate

Summary

This course focuses on the common grammatical problems faced by Hong Kong learners of English. The course covers the most common grammatical errors made in Hong Kong and provides rules, guidance and practice on these topics. Participants will be taught how to recognize the most common errors and avoid making them in the future.

All topics are supported by generic samples as well as an opportunity at the end of the workshop to review of your company's sample correspondence.

Workshop Objectives

The program is designed to ensure that participants can:-

- Recognise and avoid the most common grammatical errors;
- Understand the grammatical rules to correct these mistakes; and
- Edit their writing effectively.

Workshop Content

- Overview of common mistakes in Hong Kong
- Common mistakes with singular and plural nouns, subject/verb agreement and articles
- Common mistakes with parts of speech – missing objects, adjectives vs nouns etc.
- Tenses – an overview
- Common errors with past tenses – past simple vs present perfect vs past perfect
- Common errors with connectives and conjunctions
- Verb + Verb combinations – when to use Gerunds or Infinitives
- Nouns/Adjectives + Prepositions
- The use of relative clauses in business writing
- Typical errors with the use of the passive voice
- Proofreading and editing techniques

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Writing Clear and Accurate Emails

Level

Intermediate

Summary

This workshop is designed to teach participants how to write clear, well-organised emails using appropriate language. The workshop covers the basic principles of business writing and participants are shown how to apply these principles to emails.

Participants will learn to use standard written expressions for a range of common functions to help their writing sound more business-like, and they will learn how to vary the tone and style of their correspondence to suit the situation and audience. They will also learn to recognize and avoid making the most common errors when writing emails. Exercises based on your company's documents will be incorporated into each workshop.

Workshop Objectives

The program is designed to ensure that participants can:-

- Organise and structure emails logically
- Use functional language for a range of common written language functions

- Write clearly and concisely in plain, modern English
- Vary the tone and style of correspondence to suit the situation and audience
- Recognise and avoid making the most common errors

Workshop Content

- Review of the key principles of writing effective e-mails
- Analysis of typical company e-mails – reviewing the purpose of writing
- Opening and closing e-mails – stating the purpose and finishing politely
- Language use for e-mails – language based on functionality
- Organising your ideas effectively – paragraphing and signposting
- Your audience – external or internal
- Considering your writing style – level of formality – differences between informal, neutral and formal styles
- Achieving a neutral style for most e-mails
- Achieving a formal style for upward communication/serious topics
- Writing practice tasks - e-mails
- Error correction, feedback & Common errors review

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Technical Writing for Engineers/IT Staff

Level

Higher-intermediate

Summary

This workshop provides practical skills to ensure that technical documents are written and presented with clarity, accuracy and impact.

The workshop offers current best practice and strategies in technical writing skills by applying the main principles of good written communication. Participants' own writing samples are collected before the workshop and are worked on by participants during the workshop. These practical writing tasks significantly increase the relevance of the learning experience.

The workshop is for those who want to improve their technical writing skills. Whether it is writing reports, specifications, tenders, or emails, you need to ensure that your writing can win an outcome for your organisation in a competitive situation, be clearly understood and trigger effective and efficient results, rather than perhaps be confusing or ambiguous.

Workshop Objectives

The program is designed to ensure that participants can:-

- Understand how to tailor written text to suit different audiences
- Implement strategies to prioritise and categorise information (i.e. the structure of a document)
- Implement writing techniques to keep the reader 'on track' (even throughout complex documents)
- Write with more clarity, power and impact
- Achieve a more consistent, clear and uncluttered look to technical documents
- Apply better assurance/checking of technical documents
- Implement effective proof reading strategies

Workshop Content

- Review of the principles of business writing
- Analysis of your company's common external correspondence
- Layout and language use of your company's external correspondence
- Developing an appropriate tone and writing style for external correspondence
- Clear & concise writing
- Writing in plain English
- Technical vs Layman English
- Writing effective sales and marking correspondence
- Choosing appropriate vocabulary
- Identifying the parts of a typical report from your company - an overview
- Organising your ideas/considering the audience
- Writing the introductions to your reports – points to consider
- Introducing your findings / investigation
- Coherency in report writing & paragraph unity
- Developing conclusions / Interpreting your findings
- Modal verbs in report writing
- Developing recommendations

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Effective Report Writing

Level

Intermediate - higher-intermediate

Summary

This workshop is aimed at supervisory or manager grade staff who are required to write reports in English and require a clearer understanding of the key language principles for writing reports to make their reports more professional.

A badly written report risks remaining unread and its objectives not being reached. Effective report writing is one of the best ways of influencing and persuading the right people and leaves a permanent record of your research and thought processes.

This workshop will enable participants to write easy-to-read, effective documents that will achieve their desired results and create maximum impact on their audience. Upon completion of the workshop participants will produce more professional and effective reports that reflect positively on you and your organisation.

Workshop Objectives

The program is designed to ensure that participants can:-

- Structure and organise clearly written, effective reports;
- Develop a report writing style to suit your audience and purpose;
- Use appropriate language for each section of the report; and
- Apply proofreading and editing strategies to their reports.

Workshop Content

- Layout & structure of standard reports;
- Comparing different reports & Identifying the parts of a report;
- Deciding on the language use for each section & analysis of tense usage and other grammatical considerations;
- Ways of writing an introduction/background and objectives/scope;
- Deciding on your writing style – formal vs neutral;
- Introducing your middle sections of your reports – the findings/Interpreting charts, statistics and figures;
- Developing conclusions/Interpreting your findings;
- Tone in report writing – sounding decisive or tentative about your findings/research;
- Justifying your conclusions – sounding persuasive;
- Coherent writing – readability and unity in writing;
- Developing more complex sentence structures;
- Modal verbs in report writing – their importance;
- Developing recommendations;
- Construction of the abstract/executive summary (if necessary);
- Group report writing tasks; and
- Proofreading techniques

Proposed Workshop Duration

One (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Email Updates and Reporting Skills

Level

Intermediate – Higher Intermediate

Summary

Quite often a superior/manager may ask for an ad-hoc update on a current project or sales task. Unlike a formal report, these emails should be written with great care and accuracy to avoid confusion or misinterpretation from the audience.

This workshop helps participants develop clear and concise writing skills through using techniques to summarise large amounts of data into short, but informative text. It will also provide practice for sequencing phrases and linking devices to ensure the information being presented is in a logical order.

Workshop Objectives

The program is designed to ensure that participants can:-

- Present information in writing clearly and concisely by using techniques for summarising;
- Utilise and understand important linking devices to ensure information is logically presented; and
- Accurately write information that achieves it goal first time around.

Workshop Content

- An overview of reporting in an informal but structured fashion;
- Planning and organisation of such emails containing updates and reports;
- Key phrases and terms to describe change and growth (accounts and stock);
- Discussion techniques for giving opinions and reporting facts in writing;
- Summarising large amounts of data into clear and concise text;
- Sequencing words and phrases to provide a logical flow in writing;
- Linking devices to maintain structure and coherence;
- Business discussion topics to implement language explored;
- Feedback and Q&A session.

Proposed Workshop Duration

One day (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Dynamic Email Negotiations

Level

Higher Intermediate

Summary

This workshop is designed to equip participants with English negotiations skills in writing. Activities focusing on persuasive language structures and how to use various tones and strengths in writing to achieve their target are explored in this one-day workshop.

Participants will be presented with a range of language structures to strengthen their influence through writing. Aimed at more advanced writers who are required to negotiate through email and present themselves in a strong and influential manner.

Workshop Objectives

The program is designed to ensure that participants can:-

- Utilise language techniques to write persuasively and with influence;
- Understand tone in writing and how to use it to your advantage; and
- Identify and understand common errors when writing specific documents.

Workshop Content

- A review of emails that negotiate;
- Structure and layout of these functional emails;
- Discussing and agreeing terms and conditions;
- Using questioning in email to gather information from other parties;
- Language structures for negotiating using conditionals;
- Counter-offers and rejecting through writing;
- Key language structures for writing with influence;
- Common errors when writing negotiations;
- Tips to ensure your message is accurate and clear;
- Feedback and Q&A session.

Proposed Workshop Duration

One day (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

Common Errors in Hong Kong Writing

Level

All levels (according to your target group's requirements)

Summary

This workshop focuses on the troubles that commonly occur in Hong Kong writers of English. There are explanations and reasons why these errors are made, as well as techniques to self-correct your own writing.

The workshop is suitable for all levels of staff, as many aspects of English writing and grammatical uses are covered throughout. Even advanced English writers will benefit from understanding the complexities of English writing better – and practicing these techniques.

Workshop Objectives

The program is designed to ensure that participants can:-

- Write a variety of English sentences structures relating to various times/tenses
- Use prepositions, articles, and plural forms accurately
- Write clearly and concisely through a variety of techniques to reduce sentence length
- Use a range of connectives to link ideas effectively
- Eliminate common 'chinglish' errors
- Develop vocabulary and ways to remember new words.

Workshop Content

- Understanding your audience – setting
- Planning and organizing reports – strategies such as mind-mapping and brainstorming
- Identifying parts of a report
- Deciding on the language use for each section &
- Analysis of tense usage and other grammatical considerations
- Ways of writing an introduction/background and objectives/scope
- Deciding on your writing style – formal vs neutral
- Introducing your middle sections of your reports – the findings
- Interpreting charts, statistics and figures – putting figures into words
- Developing conclusions/Interpreting your findings
- Tone in report writing – sounding decisive or tentative about your findings/research
- Modal verbs in report writing – their importance
- Developing recommendations
- Tone - sounding persuasive (use of vocabulary)
- Adding emphasis in your reports
- Coherent writing – readability and unity in writing – use of focus sentences, techniques for unity such as pronouns, repetition, linking words etc.
- Developing more complex sentence structures
- Construction of the abstract/executive summary (if necessary)
- Common errors in your organization's report writing
- Editing your work - proofreading techniques

Proposed Workshop Duration

One day (7 hours) or Two days (14 hours)
A maximum of 15 participants is recommended for this program.

The Language Key Workshops – Key Information

Workshop Title	Type	Level	Duration	Cost
EXECUTIVE WORKSHOPS				
Chairing, Participating in Meetings and Leading Communication	Spoken	Higher Intermediate – Advanced	1 or 2 days	Premium*
Persuasive Presentation Skills	Spoken	Advanced	1 or 2 days	Premium*
Effective Negotiations for the Modern Executive	Spoken	Advanced	1 or 2 days	Premium*
Leading Effective Tele-conferences	Spoken	Advanced	1 or 2 days	Premium*
Making E-mails Work for You	Written	Advanced	1 or 2 days	Premium*
Writing with Influence & Impact	Written	Advanced	1 or 2 days	Premium*
Writing Remarkable Reports	Written	Advanced	1 or 2 days	Premium*
Writing Perfect Proposals and Remarkable Reports	Written	Higher Intermediate – Advanced	2 days	Premium*
NON-EXECUTIVE WORKSHOPS				
Presenting Ideas and Meeting Skills	Spoken	Intermediate – Higher	2 days	Standard

		Intermediate		
Presenting Ideas with Clarity and Accuracy	Spoken	Intermediate – Higher Intermediate	1 or 2 days	Standard
Presenting and Reporting with Confidence	Spoken	Intermediate – Higher Intermediate	1 or 2 days	Standard
Communicating in English for Frontline Service Staff	Spoken	Intermediate	2, 3 or 4 days	Standard
Cultural Awareness and Socialising with Foreigners	Spoken	Intermediate	1 or 2 days	Standard
Communicating Effectively in English through the Phone	Spoken	Intermediate	1 or 2 days	Standard
English Pronunciation Skills	Spoken	Elementary – Higher Intermediate	1 or 2 days	Standard
Developing Fluency, Pronunciation and Intonation for Business Situations	Spoken	Higher Intermediate	2 days	Standard
Common Errors in Hong Kong Spoken English	Spoken	All levels as required	1 or 2 days	Standard
Writing Replies to Complaints and Enquiries	Written	Intermediate	1 or 2 days	Standard
Effective Minute Writing	Written	Intermediate	1 or 2 days	Standard
Grammar for Business Writing	Written	Pre-intermediate	1 or 2 days	Standard
Writing Clear and Accurate Emails	Written	Intermediate	1 or 2 days	Standard
Technical Writing for Engineers/IT Staff	Written	Higher Intermediate	1 or 2 days	Standard
Effective Report Writing	Written	Intermediate – Higher	1 or 2 days	Standard

		Intermediate		
Email Updates and Reporting Skills	Written	Intermediate – Higher Intermediate	1 or 2 days	Standard
Dynamic Email Negotiations	Written	Higher Intermediate	1 or 2 days	Standard
Common Errors in Hong Kong Writing	Written	All levels as required	1 or 2 days	Standard

* Please note that the daily rate we charge is approximately 25% higher for Executive Workshops. These workshops are a blend of language and technical/communication skills, where the main focus is often on the skills element of the program. Executive Workshops are aimed at senior management and executive grade employees. We use our most senior and experienced trainers for these workshops.

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