The Language Key
Brochure

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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 200 in the last four 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 23 years experience specializing in training language and communication skills to major organisations in Hong Kong and the region.

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

**Complete Tailoring of Materials**
We truly tailor a course to your objectives, the participant’s level, department, and industry.

**Reputation**
We aim to build long working relationship with our clients, e.g. Hong Kong Jockey Club (10yrs), DHL (9yrs), Sun Hung Kai Properties (13yrs), SCB (8yrs).

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

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

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**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 five years, we have:

- Worked with over 200 local, government and international organisations;
- Designed and delivered over 500 tailored corporate training programmes;
- Provided training for over 4,000 staff;
- Received a 90% approval rating based on trainer feedback;
- Have over 70% renewal business.
The Language Key is committed to providing the highest quality service. To achieve measurable results for any programme, we provide the following:

- You will be designated your own personal Customer Relationship Manager (CRM);
- The CRM follows up on the 1st session to ensure all course logistics are in order;
- The CRM stays in regular contact with your training coordinator to provide updates and check if they have any feedback;
- Our on-line tracking system allows for complete transparency regarding attendance, course progress, reports and evaluations;
- 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 post-course evaluation 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

Our language training assessments follow a **BULATS** style framework ([www.bulats.org](http://www.bulats.org)), which is an internationally qualification recognised provided by the University of Cambridge.

Before any programme starts, our managers and assessors will:

1. Meet with HR and relevant line managers to understand your training needs better;
2. Design a customised pre-assessment (if required);
3. Conduct the assessment face-to-face, on the phone or through e-mail;
4. Collect relevant samples such as documents, real-life case-studies and scripts to incorporate into the programme;
5. Submit all pre-assessment results and recommend possible groupings.
The Language Key offers generic, customised 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 modeling 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;
The Language Key designs and delivers in-house skills-based English training programmes that can be tailored to any job, department, company or industry.

We aim to meet the exact training objectives of your organisation 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

- Conducting a post-course review meeting with HR.
- Benchmarking target staff;
- Assessing your organization and staff’s training needs and objectives;
- Designing tailored course materials to meet those objectives;
- Conducting in-house sessions using an interactive, dynamic and participant-centered approach using the PPP methodology—Presentation, Practice, Production;
- Monitoring progress of trainees on the course and communicating regularly with HR;

“A ONE-STOP tailored solution to your company’s English training needs”
Under our Non-Executive Workshops series, Language Key offers a number of practical workshops targeting middle managers and below. These writing and speaking workshops are designed to equip your employees with skills and techniques of immediate practical use.

Training is normally delivered over one or two days, with up to 28 participants per workshop. All our workshops can be partially customised to reflect the needs of your specific business or industry type. Programmes include: (next page)
Non-executive Workshops

Speaking Skills

- Presenting Ideas and Meeting Skills
- Presenting Ideas with Clarity and Accuracy
- Presenting and Reporting with Confidence
- Communicating in English for Frontline Service Staff
- Cultural Awareness and Socialising with Foreigners
- Communicating Effectively in English Through the Phone
- English Pronunciation Skills
- Developing Fluency, Pronunciation and Intonation for Business Situations
- Common Errors in Hong Kong Spoken English

Writing Skills

- Writing Replies to Complaints and Enquiries
- Effective Minute Writing
- Grammar for Business Writing
- Writing Clear and Accurate Emails
- Technical Writing for Engineers/IT Staff
- Effective Report Writing
- Email Updates and Reporting Skills
- Dynamic Email Negotiations
- Common Errors in Hong Kong Writing
On-line Writing Training

This flexible programme 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
Combining language skills with your organisation’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 programme 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; and
- to enable your staff to defuse anger or hostile situations more effectively.
Informal Language Training

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.

**Lunch and Learn**
This program provides participants with a more interactive and relaxed learning environment where bringing lunch, or holding sessions in the lunch hour, is encouraged. Lunch and Learn sessions promote discussion and focus on participants’ confidence as well as key language skills.

**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 organisation. 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.
Language Key’s small group (2-4 persons) training programmes:

- Focus on key language skills needed to succeed in multinational and multicultural environments;
- Offer a flexible scheduling to accommodate a group’s availability, although scheduling guidelines are implemented;
- Provide regular reports and updates throughout the programme; and
- Conducted by trainers with a solid background in business and corporate training.
The Language Key’s Executive Workshops 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 more senior managers the necessary polishing to be able to communicate more effectively, professionally and accurately across a whole range of business situations. Programmes include: (next page)
Executive Workshops

**Speaking Skills**
- Chairing, Participating in Meetings and Leading Communication
- Persuasive Presentation Skills
- Effective Negotiations for the Modern Executive
- Leading Effective Tele-conferences

**Writing Skills**
- Making E-mails Work for You
- Writing with Influence & Impact
- Writing Remarkable Reports
- Writing Perfect Proposals and Remarkable Reports
The Language Key provides highly personalised 1:1 coaching programmes focusing on both language and communication skills required to succeed in multinationals.

Programmes 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.
The Language Key provides the following value-added extras for all participants on our in-house training courses and workshops:

1-month (free) subscription to Workplace English Training E-Platform (WETE). Participants have access to 100s of online business English lessons and 1000s of downloadable business English training resources.

Unique Online Learning Paths for all courses and workshops. Based on the content covered in each course or workshop, we would create a unique “Online Learning Path” from our content archive in Workplace English Training E-Platform.
"BULATS (Business Language Testing Service): the best internationally recognised benchmark test of employee's business English competency."

The Language Key Ltd is one of the few registered BULATS agents in Hong Kong. We can provide this testing and benchmarking service for your company in-house or at our own premises. We also conduct BULATS preparation courses for individuals or groups of staff.

We now have an online booking system on our website. Your staff can now book their BULATS tests and preparation sessions online.
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.
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.

Given our extensive office network and large qualified force of professional foreign trainers, we are able to support any needs you have, regardless of size. Recent examples include:

- Testing applicants for PWC;
- Providing a customized oral and written analysis for the final round of applicants for the Investment Banking division of CICC;
- Oral testing for Exxon Mobil applicants.
Writing, Translating and Audio Services

- **Customized Script Writing**
  We can write customised scripts for all kinds of business and training uses.

- **Script Translations**
  Our staff can translate your Mandarin and Cantonese scripts into natural English.

- **Script Adaptions**
  Our staff can adapt translated scripts so they sound more natural in English.

- **Voice Talent**
  We can source professional voice talent from different countries.

- **Audio Production**
  We use a professional recording studio to produce high-quality recordings from the scripts.
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.

- Business English level check test
- 100s of level-based business writing and speaking lessons
- My learning path (users choose what they need to learn)
- My courses (users select from a range of courses)
- Student helpline
- Database of 2,600 downloadable training resources
- Word of the Day, Tip of the Week, Podcast speaking lessons
- Newsletter to inform users of new content
Language Key’s mobile learning options include:

**E-Book Training Guides**
Language Key has published 12 e-Book training guides on a range of business writing and speaking topics including: email writing, report writing, model business documents, presentations, meetings, and telephoning. These are available in a number of file formats suitable for use on mobile devices.

**Mobile Apps**
The Language Key is currently developing mobile learning apps. Business English Helpline app is already available to members of Workplace English Training E-Platform and students on our courses.

All our mobile learning solutions are available free of charge for participants on any of our business English training programs.
Corporate Mandarin Training

The Language Key offers in-company Corporate Mandarin language and communication training. We can help your staff apply their Chinese skills in real business situations and coach them to be excellent business communicators.

We have experience in creating tailor-made Corporate Mandarin courses for the following industries:

- Mandarin for Hospitality
- Mandarin for Catering
- Mandarin for Logistics
- Mandarin for Insurance
- Mandarin for Banking and Finance

We also offer 1:1 and small group training. These flexible programs can be held at our office or a location of choice.
The Language Key provides 1:1 training in the following languages:

- Cantonese (the program is specifically aimed at expatriates working in Hong Kong)
- Korean
- German
- French
- Spanish
- Japanese

Enjoy flexibility in scheduling and pace of learning with our 1:1 courses. These courses are designed for working professionals or individuals who wish to learn a language at their own pace and at hours convenient for them. These classes may also be arranged for closed groups of 2 to 4 students.
The Language Key Ltd offers Soft Skills Training to assist your staff with interpersonal skills and communication

We provide fully qualified, professional, trainers who are experts in their field and have numerous years of soft-skills training experience for companies around the world.

Most programmes are designed to be delivered in one day, generating maximum impact in the shortest time. They are delivered in workshop format with coaching, peer feedback, role-play and mock scenarios.

The following programmes are currently offered:

- Strategic Planning and Management
- Corporate Negotiation Skills
- Business Administration
- Leadership In The New Economy
- Senior Management Skills
- Essential Management Skills
- Advanced Teambuilding Skills
- Motivational Leadership and Building Successful Teams
- Influencing Skills, Assertiveness and Negotiations
- Effective Communication and Inspirational Presentations
Our Training Director is Tom Crawford.
Please contact him to talk about your requirements.

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We look forward to serving you in the future.

Thank You!