

Your English Success

Seminars, Coaching, and Solutions
for English Speakers

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Introduction: The Sustainable English Workshop Exclusively designed for English Speakers

Communicating effectively in English and understanding cultural differences that affect communication are indispensable skills in today's global environment. **The English you use is crucial in communicating information and enhancing international business relationships.**

However, many executives, managers, and trained professionals might communicate inappropriately. Typical native English is often ineffective and inappropriate in culturally diverse and multi-language settings. The information that is communicated may be incomprehensible and create frustration and alienation, as well as compromise job performance.

For example,

- "Let me know."
- "Look forward to meeting you."
- "What is your take on this?"
- "We ought to drive up production."
- "We must address through prioritizing."
- "Variance increased by 40%."
- "We're going to have to put the meeting off."
- "Your two downs aren't getting the job done."



The time that people from different countries might spend on understanding English is surprising. It is a significant loss of productivity that you may not be aware of in common business situations:

- Meetings
- Presentations
- Conference calls
- E-mail
- Reports
- Seminars

When you communicate clearly with people, they will perceive you as friendly, respectful, and efficient. If you do not communicate clearly, you risk frustrating and alienating people, as well as compromising their productivity.
How do you want people to perceive you?

The Sustainable English workshop provides a holistic approach to **enhance your ability to communicate effectively** in English in professional activities.

Sustainable English is the productive use of English to cultivate business relationships and facilitate clarity. A fundamental element of Sustainable English is the establishment of a communication-friendly environment: It consists of clear English, collaboration, and focus on mutual understanding.

"An environment is friendly when everyone understands the stakes, objectives, and viewpoints of others." – Mr. Boyer, Executive IT Security Manager, HSBC Group

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Objectives

This workshop sensitizes executives, managers, and trained professionals to use English effectively with people from different countries.

During the workshop, participants will:

- Discuss current research and English language trends and how they affect multinational and international corporations
- Learn specific techniques to communicate effectively in culturally diverse and multi-language situations
- Become aware of cultural differences that impact communication: Notion of time, decision making, deadlines, tolerating change, losing face and saving face, feedback, and working relationships
- Learn to create a communication-friendly environment to facilitate clarity



Program

This 6-hour workshop is designed to be interactive and insightful:

- Participants will be exposed to different issues that prevent successful communication and asked to think of possible solutions
- "Use it now!" techniques will be provided to allow participants to immediately apply effective English communication in three vital areas:
 - Writing and formulating clear and precise sentences (ideas, concepts, definitions, messages, opinions, suggestions, etc.)
 - Speaking clearly, articulately, and at a comprehensible speed
 - Creating and cultivating a communication-friendly environment
- Skill-building exercises and role-plays will be given to enhance technique

The goal is to add effective tools to participants' "communication toolbox" to facilitate understanding and maximize productivity.

Customized workshop rates: Please contact Terry Kaufman at tkaufman@yourenglishtsuccess.com or by phone at +33 6 61 77 07 84 for a free consultation and workshop rates

"Working in Paris after being transferred from Vancouver, Terry's program has given me the awareness and skills I need to more effectively communicate with my non-native English speaking colleagues." - Carl Lashua, CIO, Continental Europe, HSBC Group

"I think what you are doing is what we academics should be doing too--we are too busy talking to each other.... So I really admire what you are doing."
- Dr. Ryuko Kubota, PhD, School of Education, Department of Asian Studies, University of North Carolina at Chapel Hill