

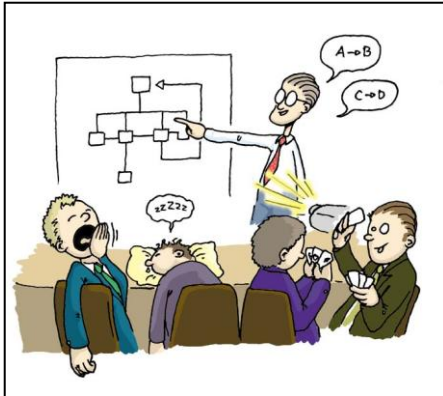
Your English Success

Seminars, Coaching, and Solutions
for English Speakers

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Your English Success
Communicate clearly. The world is listening.



Do people from different countries understand you?

Is the English you use effective?

Does your English produce results?

Program Topics	Benefits
<ul style="list-style-type: none">Learn to empathize with people who have different English levels	<ul style="list-style-type: none">You will recognize and understand language barriers and cultural differences that affect communication
<ul style="list-style-type: none">Discover your personal style of communication	<ul style="list-style-type: none">You will use your style effectively to be productive
<ul style="list-style-type: none">Develop the use of precise language in speaking and writing	<ul style="list-style-type: none">You will avoid losing time and costly misunderstandings with people
<ul style="list-style-type: none">Increase your awareness of the language you use	<ul style="list-style-type: none">You will get better results from efficient communication
<ul style="list-style-type: none">The importance of speaking articulately	<ul style="list-style-type: none">Learn to “deliver” important ideas and details more comprehensibly
<ul style="list-style-type: none">Eliminate complex language in speaking and writing	<ul style="list-style-type: none">Avoid complicated language to facilitate comprehension and clarity
<ul style="list-style-type: none">Learn how to be consistent in the language you use	<ul style="list-style-type: none">You will create more rewarding relationships

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The Difference

Typical native English is often ineffective and inappropriate for people from different countries. Expressions we use every day may be incomprehensible and create unnecessary frustration and 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."
- "Gimme a heads-up on the stuff."



The examples above are appropriate for native English speakers. If you use the same English with people from different countries, there is great risk of little or no understanding.

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

Your English Success provides a holistic approach to **enhance your ability to communicate effectively** in English in professional activities.

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?

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Your English Success Services Exclusively designed for English Speakers

Your English Success provides three custom-tailored and highly interactive services to enhance effective communication.

The Your English Success Program: The Personal Solution

You speak English to people who come from different countries. You manage or train non-native English speakers. From meetings and presentations to E-mail and telephone conversations, **the English you use is crucial to your success in communicating information.**

The Goal:

- Identify communication problems and cultural differences
- Learn and apply techniques to communicate effectively in English in professional activities
- Be consistent in using communication skills to create productive relationships



Two training options to choose from:

- One-day seminar: 6 hours in a small group setting that focuses on effective communication skills to strengthen productive relationships
- One-to-one coaching: Highly personalized sessions that target specific communication issues at a time and date to suit you

Who should attend

This program is designed for trained professionals, executives, and managers who communicate in English by enhancing four vital communication 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**
- **Understanding of cultural differences that affect communication**

Seminars and coaching are custom designed in a stimulating and interactive environment. Instructional materials consist of a program guide and skill-building workbook.

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The Difference: Less frustration. More success. More productivity.

Upon completion of a Your English Success seminar, you will be able to:

- Be more confident in the language you use
- Gain more trust from the people you work with
- Have more effective working relationships
- See more productive results from your interactions
- Recognize and avoid ineffective communication by using clear and precise English

The Sustainable English Program: The Corporate Solution

Many executives might communicate inappropriately, failing to enhance relationships within their international teams. Typical native English is often ineffective and inappropriate among culturally diverse and multilingual managers. The information that is communicated may be incomprehensible and create frustration and alienation, as well as compromise job performance.



An Example:

- English-speaking CIOs and other executives and managers are often sent on international assignments in countries in which English is not spoken as a native language
- With little time to acquire an operational proficiency in the local language, executives mainly use English as a means to communicate with their non-native English speaking colleagues
- A potentially cost-effective and time-saving holistic approach is to 1) enhance English-speaking executives' communication skills and cultural awareness to communicate effectively in English, and 2) increase non-native colleagues' communication skills to ensure comprehension

The Solution:

- Analysis of English speakers' communications
- A custom-designed individual program that focuses on effective communication skills
- Seminars using the Your English Success program
- Articles to promote empathy and awareness and give English speakers an opportunity to use immediate solutions for specific problems
- Workshops for non-native speakers to improve active participation in meetings and presentations

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The Benefits:

- Increased awareness of individual and group English communications
- Individual accountability and responsibility for effective English communications
- Enhanced individual and group English communication skills (written and spoken)
- General increase in individual and team productivity linked to enhanced English communication skills
- Increase in individual participation and team discussion during meetings and conference calls

Your English Success Docs: The Responsive Solution

An E-mail service for English speakers. It provides editing and proofreading English documents and converting the content into clear and captivating English for people from different countries.

Your English Success Docs edits the following content:

- Presentations
- Reports
- E-mail messages
- Memos
- Magazine and web articles
- Speeches and Lectures



Included in the editing are comments explaining why the edits are appropriate and a detailed summary with specific recommendations. The service is meant to be practical and instructive.

Rates (tax not included)

One-on-one coaching: 80 euros (\$120) per hour

Full-day customized workshop (6 hours): Please contact Terry Kaufman at tkaufman@youenglishsuccess.com or by phone at +33 6 61 77 07 84 for a free consultation and workshop rates

Your English Success Docs: 7.50 euros (\$11.25) per 1000 words / 18.50 euros (\$27.75) minimum per document

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Your English Success Stories

Your English Success is proud to serve clients in diverse professions. We take pride in bringing effective communication to their organizations and satisfying their personal and professional needs.

"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

"Terry's coaching provided me with greater awareness when I communicate with my global team. Applying skills such as repeating and rephrasing, punching words, pacing, and following up by E-mail should help me be more effective. I liked his immediate feedback, challenge via Q&A, and practical tools and techniques which were specific to the need."

- Tricia Myers, Director - Learning, Talent and Resourcing - HSBC Technology and Services, HSBC Group

"The Your English Success programme has given me invaluable tools and techniques which enable me to communicate more effectively with my non-native English speaking colleagues."

- Paul McBride, Head of IT Operations, HSBC Group

"In my view, the greatest benefit of the Your English Success program was to set a context on the new culture that I was settling in. The context-setting exercise helped me understand better the new culture I was about to emerge, the possible challenges I would have given my cultural background and more importantly, it helped adjust my own goals and expectations.

By adjusting my goals and expectations, I was able to avoid a great deal of frustration and integrate better in the new environment."

- Deyves Fonseca, IT Project Manager, HSBC Group

"I would not hesitate to recommend Your English Success to any editor or publisher who needs competent and professional proofreading services."

- Dan Balaban, Chief Editor, Card Technology magazine, Paris, France

"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

"Terry has given me helpful insight in teaching adults English as a second language."

- Jesus Gonzalez, ESL Teacher, Los Angeles

"It was important to learn how it feels for non-native speakers. Also, I learned a new appreciation for how to approach non-native speakers at different levels."

- Aimee Adatto Freeman, AF Communications, www.afcommunications.com