



# **DE TAAL VERSTAAN**

## **ZAKELIJK ENGELS**

**[trainingen – workshops – coaching]**



'Business English' moet voor iedere professional vanzelf en sprekend zijn. Vinden wij. Daarom richten we ons op het vinden van je eigen weg in het Engels. In de unieke nuances die van taal communicatie maken. Zodat je internationaal kan groeien en meedoen als een pro. Now we're talking!

## ZAKELIJK ENGELS

Op basis van de uitdagingen binnen de organisatie reiken wij de tools aan om met meer zelfvertrouwen zakelijk in het Engels te kunnen communiceren. Met een individuele aanpak gericht op persoonlijke behoeften en gebaseerd op het dagelijkse werk. Op een leuke en interactieve manier. En dat allemaal in de vertrouwde omgeving van jullie eigen werkplek.

## WAT GAAN WE DOEN IN DE TRAINING?

De trainingen zijn altijd op maat gemaakt. We kijken naar de behoeftes en wensen van de deelnemers en de (internationale) uitdagingen die bij het bedrijf spelen. De inhoud is gebaseerd op theorie en wordt aangevuld met andere tools, zoals TED talks, video's, artikelen en blogs. Er wordt geschreven, gepresenteerd en er zijn vaak levendige discussies. En je hoeft geen rijtjes uit je hoofd te leren, maar er is wél huiswerk.

## JE LEERT

1. met zelfvertrouwen op een professioneel niveau communiceren
2. de basis van de taal naar een hoger niveau tillen (o.a. grammatica, zinsopbouw)
3. schrijf-, conversatie- en presentatievaardigheden
4. culturele verschillen en tact & diplomacy
5. je woordenschat vergroten
6. beter te luisteren en goed verstaan te worden



## EMAIL ENGLISH

Deze training heeft als basis het boek 'Email English' van Paul Emmerson.

De inhoud van de training is gekoppeld aan de hoofdstukken en oefeningen uit het boek.

Onderwerpen die aan bod komen zijn onder andere:

- Formal or informal?
- Key phrases
- Opening and closing
- Advice and suggestions
- Checking and understanding
- Verb forms and sentence building
- Common mistakes, punctuation and spelling
- Being polite and diplomatic
- Action and negotiating
- Social media

Tijdens de training worden de deelnemers, naast het luisteren naar de uitleg van de trainer, gestimuleerd na te denken over het onderwerp dat die week aan bod komt en om te participeren in discussies met collega's over het betreffende onderwerp.

In de week die daarop volgt wordt van de deelnemers verwacht dat ze huiswerk maken over het besproken onderwerp - een geschreven opdracht. Deze opdracht delen ze met de trainer en ze krijgen hier feedback op.

In de training van die volgende week wordt de feedback klassikaal besproken en kunnen de deelnemers elkaar emails lezen en hier met elkaar en de trainer over in gesprek gaan.

In de training zal naast de genoemde onderwerpen ook regelmatig gesproken worden over de culturele verschillen waar men tegen aanloopt en wordt er standaard gewerkt aan zelfvertrouwen in het gebruik van de Engelse taal.

De woordenschat zal vergroot worden en grammatica komt aan bod waar nodig.

In het boek dat bij de training wordt gebruikt, staan achterin veel standaardzinnen die men kan gebruiken in de dagelijkse praktijk. Hier zal tijdens de trainingen dan ook nadrukkelijk aandacht aan worden besteed. De boeken zullen in het bezit blijven van de deelnemers zodat zij deze ook als naslagwerk kunnen gebruiken.

De duur en frequentie van de training is afhankelijk van de wensen/behoeftes en het niveau van de deelnemers.



## TELEPHONE ENGLISH

Deze training heeft als basis het boek 'Telephone English' van John Hughes.

De inhoud van de training is gekoppeld aan de hoofdstukken en oefeningen uit het boek.

Onderwerpen die aan bod komen zijn onder andere:

- Answering the phone
- Making, taking and ending calls
- Reasons for calling and confirming arrangements
- Asking for repetition and clarifying
- Sounding friendly and polite
- Telephone manner
- Small talk
- Formal and informal
- Common mistakes and solving problems
- Complaining and handling complaints

Tijdens de training worden de deelnemers, naast het luisteren naar de uitleg van de trainer, gestimuleerd na te denken over het onderwerp dat die week aan bod komt en om te participeren in discussies met collega's over het betreffende onderwerp. In deze training zal veel gewerkt worden met rollenspellen.

In de week die daarop volgt krijgen de deelnemers huiswerk met betrekking tot het besproken onderwerp. Deze opdracht delen ze met de trainer en ze krijgen hier feedback op.

In de training van die volgende week wordt de feedback klassikaal besproken en kunnen de deelnemers hier met elkaar en de trainer over in gesprek gaan. In de training zal naast de genoemde onderwerpen ook regelmatig gesproken worden over de culturele verschillen waar men tegen aanloopt, uitspraak en intonatie en wordt er standaard gewerkt aan zelfvertrouwen in het gebruik van de Engelse taal.

De woordenschat zal vergroot worden en grammatica komt aan bod waar nodig.

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## BUSINESS COMMUNICATION ONE-DAY REFRESHER COURSE FOR MANAGEMENT

A short, intensive, fun, informative and practical training that boosts your Business English language and overall (business) communication. This engaging one-day refresher course is specifically tailored to management and business leadership. Directly applied to work, this one-day training focuses on improving business English communication skills and communication processes with clients, staff and all other business stakeholders.

**Time:** 9:00 – 17:00

**Group:** 8 max.

**Level:** upper-intermediate/advanced business English

**Participants:** business leadership and (management) teams

**Location:** in-company

### Refresher course:

- Business English tips and tricks: common mistakes
- Professional business English vocabulary
- Expressions for meetings and role-plays
- Presentation training and opportunity to practice your own presentation
- Cross cultural and intergenerational aspects of communicating in a dynamic and International environment
- Effective writing (emails, and other business materials)
- Training will be fully customized to the needs of the participants
- Company vision and leadership model are considered and incorporated into the specific design of the training.

**Costs:** € 2,995.- excl. VAT

This rate includes an elaborate intake (with every participant) and all materials provided to the participants. Excluding travel costs. Based on in-company setup with meeting room, company to provide flip chart/whiteboard (and if necessary, audiovisual equipment) and lunch/catering. Free parking at location required. A cancellation policy applies of 72 hours.



## About the trainer

Amie de Jeu is American and has lived in the Netherlands for 27 years. Her Dutch is fluent. She has 27 years of experience conducting business English training and personal and professional coaching. Her style is engaging, practical, business oriented and focusses on identifying the essence. Her special areas of expertise and interest are leadership, interpersonal skills and communication issues.

## The refresher day (example)

9:00 – 9:30	Game (fun way to start the day and identify points for improvement)
9:30 – 10:30	Tips and Tricks for business English, conveying the intended message and avoiding misunderstandings: 'Dutchisms' – e.g. common mistakes, brief grammar review
10:30 – 10:40	Break
10:40 – 11:10	Professional business vocabulary
11:10 – 12:00	Meetings: discussion topics / role-plays (including handy expressions) for participating and chairing meetings
12:00 – 12:30	Lunch
12:30 – 12:50	Brief Presentation Training: getting to the essence, tips and tricks, handy expressions
12:50 – 13:50	Presentations: opportunity to practice presentations (or role-plays)
13:45 – 14:45	Effective Emails and written language
14:45 – 15:00	Break
15:00 – 15:30	Cross Cultural aspects of communication (incl. differences between British and American English and intergenerational communication)
15:30 – 16:00	Game (to perk up a bit at the end of the day and to activate professional vocabulary)
16:00 – 16:45	Communication Transformation: discussion of communication processes and reflection on insights and skills gained during the training day that can be applied to own business situation
16:45 – 17:00	Wrap up



## Follow-up possibilities

The one-day refresher course can easily be extended by semi-annual or quarterly refresher training. Language and communication skills included in the initial course can be reviewed and expanded upon. Other business communication topics can also be included in the initial and/or follow-up training sessions, such as: transforming communication processes and channels; achieving higher efficiency & productivity; building connections; conveying trust and true empowerment; active listening; positive communication; encouraging client and stakeholder orientation; creating a culture of inclusion, accountability, engagement, respect, and mutual understanding.



## BUSINESS COMMUNICATION PROFESSIONAL DEVELOPMENT FOR HIGH POTENTIALS

High Potentials or 'Talents' are in demand by many organizations and given their potential to excel, they are often fast-tracked to responsible (international) positions. In these roles, it is critically important to be able to communicate effectively in accurate and professional business English in order to succeed and provide real value to the company. To this end, The Workz is offering a specially designed program that is specifically dedicated to enhance business English and professional communication skills for High Potentials and help them prepare for management functions in international environments.

<b>Program:</b>	Four-day training
<b>Schedule:</b>	Each day scheduled with a minimum interval of 1 week (maximum is 3 months) to allow for homework and practical application. The program can thus be organized as a one-month package (1 x per week) or as a one-year program (1 x each quarter). Option: an intensive program in 1 week for trainees needing to travel from branch or affiliate offices.
<b>Time:</b>	10:00 – 16:00
<b>Participants:</b>	Max. 6 per group (min. 2)
<b>Level:</b>	Intermediate - advanced
<b>Location:</b>	In-company

**Day one:** Achieving English Language Excellence: Business English refresher: grammar, common mistakes, professional vocabulary, nuances in expression, speaking English with confidence

**Day two:** Representing the Company: Presentations, introductions, understanding and communicating the company's vision, writing skills, telephoning, text messages and other communication channels

**Day three:** Building Connections: Meetings, tele-conferences, cross cultural and intergenerational awareness, interpersonal skills, client and stakeholder orientation, positive communication, effective internal and external communication

**Day four:** Leadership & Management Communication: Leadership approaches and adjusting to new roles, understanding and communicating the company's leadership and management model(s), active listening, self-reflection and identifying your own (communication) patterns, getting to the essence; Review, requests and wrap up



### **Costs:** € 7,495.-

This rate includes an elaborate intake (with every participant) and all materials provided to the participants. Also included: editing and feedback for (individual or 'standard' departmental) emails and presentation slides. Excluding travel costs. Based on in-company setup with meeting room, company to provide a flip chart/whiteboard (and if necessary, audiovisual equipment) and lunch/catering. Free parking at location required. A cancellation policy applies of 72 hours.

### **About the trainer**

Amie de Jeu is American and has lived in the Netherlands for 27 years. Her Dutch is fluent. She has 27 years of experience conducting business English training and personal and professional coaching. Her style is engaging, practical, business oriented and focusses on identifying the essence. Her special areas of expertise and interest are leadership, interpersonal skills and communication issues.

### **Additional options (recommended)**

As the leading consultant for business English coaching, The Workz can also provide tailored follow-up individual personal/professional coaching sessions for each participant (4 x 1.5 hours). These sessions will focus specifically on the individual High Potential to enhance their performance and communication.

Topics can vary from internal and external communication, approach and attitude towards job, to individual processes and pitfalls. In addition to these sessions, The Workz can also provide extensive reviewing and editing of all business English emails, documents and presentations.

### **About The Workz**

The Workz' ambition is to support business professionals to develop their international communication skills. We stimulate growth, provide opportunities and help leadership move forward in the increasingly global business environment. The Workz does this by providing tailored business English that people worldwide really get. Tailored to express the identity of the person, the brand and organization in clear and concise language.



# ENGLISH PRESENTATION TRAINING

## Introduction

Would you like to give your presentations more impact and flow? Are you looking for ways to present your ideas more comfortably in the English language? This presentation skills course is aimed at non-native speakers of English working in the fields of media/advertising and communication who want to improve their ability to present clearly and effectively in English.

## Rationale

This training supports you to develop the presentation and language skills to convincingly express your ideas. In-class presentations and continuous feedback from both the trainer and fellow participants will allow you to further build on existing skills. This presentation skills training course deals with topics such as: building rapport with your audience, creating an effective structure, demonstrating authentic body language, and using impact techniques such as story telling.

## Results

The learning objectives of this course are:

- Further sharpen presentation techniques to enhance existing skills
- Gain more confidence in presenting
- Improve English language skills for giving presentations

## Competencies

Presenting, oral communication, English language skills

## Duration

This training consists of 4 sessions of 4 hours each.

## Program

This training supports you to develop the presentation and language skills to convincingly express your ideas. In-class presentations and continuous feedback from both the trainer and fellow participants will allow you to further build on existing skills. You will learn to open and close your presentation in an effective manner, create a smooth structure, demonstrate authentic body language, build rapport with your audience, and use impact techniques such as storytelling.

## Audience

Non-native speakers of English working in the fields of media/advertising and communication

## Materials

Book Dynamic Presentations by Mark Powell + online resources and apps

## Level of English

B1 and B2 level (Common European Framework)



## WORKSHOP INTERCULTURAL COMMUNICATION

Are you noticing that the flow of your project is not going exactly how you envisioned it? Your questions that you needed answered yesterday are taking too long to be answered? Why doesn't your colleague understand the urgency of this project?

"Could it be that we don't understand each other because of our language differences?"

"Could it be cultural differences?

"Laziness on their part?"

"Or is it something else?"

Bottom line is that you are not able to achieve productive, effective and successful completion of your professional work.

What can you do to improve this?

Participate in this Workshop Intercultural Communication. It will provide you with:

- insight into your Intercultural situation
- interactive activities to help you better understand the interaction between your culture and other cultures working with you
- ready-to-use tools for effective communication for improved and more supple teamwork

Through this workshop, you can begin to positively change your communication skills to achieve desired results.

Why this workshop?

The workshops are unique because they are

- tailored made to your specific business circumstances
- formed to consider individual talents
- adapted to have participants do creative thinking on how to improve their work activities



## COACHING

Met een Engels/Nederlandse achtergrond en wortels in het communicatie vak helpen we je jouw eigen weg te vinden in de Engelse taal. Welke woorden passen bij wie je bent, welke vorm maakt de juiste emoties los, wat maakt de juiste toon, waarmee maak je jezelf internationaal verstaanbaar?

- Betrokken en persoonlijk,
- in een vertrouwelijke omgeving,
- praktijkgericht,
- bouwt aan zelfvertrouwen,
- perfectioneert samen uitspraak en taalgebruik,
- maakt je bekend met de Engelse nuances die bij je identiteit passen.

Mogelijke onderwerpen: speeches, congrespresentaties, bedrijfsvisie uitdragen, woordvoering, moderator, schrijven, Tact & Diplomacy, cultuurverschillen in communicatie, blog, social media, woordenschat, stijl, vorm, en andere.

Graag bespreken we samen hoe vaak en hoeveel sessies je nodig hebt.

