



English with Confidence

English with Confidence is ...

Flexible

- You can start any Monday
- You can study for 1 week or more
- You can study in a small group
- You can study both in a group and individually

Effective

Since 1994, English with Confidence has attracted business people and professionals from a wide range of companies and countries. It includes within its client list such prestigious names as:

Professional

- All participants are at least 25 years old
The typical age range is 30-50
- A training centre dedicated only to professional English
- Qualified trainers with varied professional backgrounds

Intensive

- Small groups (maximum 4)
- Minimum 25 hours per week
- Unlimited opportunity for additional private study

Client List

TOYOTA ELECTRIC	UNILEVER
SIEMENS	DEUTSCHE BANK
THYSSEN KRUPP	WINTERSHALL
MITSUBISHI	PHILIPS
NIPPON STEEL	ERIKSSON
LINKLATERS	SKODA
SANTANDER	ERNST YOUNG
ROBERT BOSCH	NOVARTIS
KPMG	SAMSUNG
GRUNDIG	NOKIA
ZURICH	BARILLA
PORSCHE	RENAULT
ALLIANZ	BASF
DNP PARIBAS	VILLEROY & BOCH
GROSVENOR	MICHELIN
UNICREDIT	E.ON
NESTLE	SPP
HOECHST	PHARMA
PWC	HITACHI
SHELL	and many more . . .
MERCEDES-BENZ	





English with Confidence

“It is estimated that 20% of all business opportunities in this country are lost through one or other party not having sufficient English”

A leading Belgian trade magazine



Your Problem

Your company is breaking into important foreign markets. Your employer has developed a new English-language-only policy. Your change of job means more international travel. Suddenly, effective English skills are not a wish, they are a must ... but you have very little time.

Our Solution

An effective course of professional English which ... you can follow for as little as one week ... you can start on any Monday ... practises again and again the skills you need in English ... allows you to practise your skills with professional people from other countries and cultures ... is taught by qualified trainers who understand the professional world.

We call it ...

English with Confidence



English with Confidence

Key Skills

asking complicated questions

responding to humour

interrupting politely

taking questions

handling fast-moving

phone-calls

closing a meeting

negotiating a good price

disagreeing politely



English with Confidence

What kind of English will you really learn with us?

Think about your work. It probably involves a lot of complicated technical terms: perhaps the names of machine parts, or financial products, or industrial processes, or computer systems. But are these terms very difficult to reproduce in English? With a good technical dictionary, and a little help with pronunciation, the answer is probably 'no'.

But what about the **key skills** you need for everyday survival in the international world of work?

What about // asking complicated questions // moving from one subject to another // **interrupting politely** // disagreeing politely // refusing politely // asking everybody in a busy room to listen // apologizing for a mistake // expressing support for an opinion // taking questions // **responding to humour** // closing a meeting // linking different points in a presentation // asking people to repeat themselves // introducing strangers to one another // expressing an interest in someone else's opinion // **handling fast-moving phone calls** // challenging a statement // complaining about poor service // congratulating an employee // criticising a colleague // negotiating a good price ...

In fact **over 90%** of the needs of all our clients are not for very technical English, or for very specialist English, but **fluency in spoken English** of the kind that is common to most **professional positions**. This means training not just in using the 'right words' but also in pronunciation and intonation. These are all **dynamic** skills, and we have found that the most effective way to learn them is through the dynamic environment of the **Small Group**.

Check out our website -
www.caeprofessional.co.uk
for details of our trainers and
for the latest news on events
at the CAE Professional Centre



English with Confidence

Three cases – three solutions

Let's look at three clients who study together in one of our Small Groups. They all have a 'lower intermediate' level of English.

Andreas is a sales executive working for Mueller GmbH, a manufacturer of office equipment based in Germany. His boss has decided that foreign sales must be developed, and has organised for Andreas to represent Mueller on a stand at an international fair in Essen. Most visitors to the fair will speak no German. The fair is in six weeks.

Andreas has not studied much English since school. But in six weeks he will need to welcome people to the stand, find out what they need and hold their interest as he explains his company's products.

Alessandra runs a successful public relations firm in Milan. Her company has been hired by a large Italian oil company to improve its image in Italy and abroad. This will involve liaising with foreign subsidiaries all over the world and the language she will have to use is English.

Alessandra's principal worry is that the wrong use of expressions or idioms could lead to her being misunderstood and accuracy is vital for her.

A Sample Day

5 plus 1 Combination

08.00 Breakfast with host family

09.00 - 10.30 Group Training -
activating language, problem solving
- practising future forms

10.30 Coffee Break

11.00 - 12.00 Group Training - better
speaking, how to present information

12.00 - 13.00 Group Training - better
understanding, listening for specific
details using a DVD

13.00 Lunch

14.00 - 15.30 Group Training -
professional English skills, telephoning,
dealing with incoming calls

15.45 - 16.45 Individual Training -
further fluency practice and correction

17.00 Private study - preparing an
article for tomorrow's group

18.15 Dinner with host family

19.30 Private study - watching a DVD
with subtitles

20.30 Social Activities - pub evening
with fellow professionals



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Three very different cases?

Not really. Their backgrounds are different, but the tasks that Andreas, Alessandra and Pawel face are quite similar. They all need the ability to question, to answer, to agree, disagree, request, refuse a request ... and to understand other people doing the same ... in fast-moving situations. And their very different professional experiences will simply make their **Small Group** activities all the more interesting and lively.

But ... their requirements are **not exactly the same** ...

Andreas uses German sales literature to illustrate features of the equipment he is selling. His communications skills will benefit greatly from his 25 hours training within his group, but he also plans to book one hour per day of **individual (1:1)** training. His trainer will use this time to help Andreas to explore ways to exploit his sales literature in his oral presentations.

Alessandra finds certain English sounds quite difficult to produce. She will also need some special **individual (1:1)** training to help her overcome differences in the rhythm of Italian and English speech.

Pawel has difficulty asking questions in English – the grammatical structures are very different from Polish! His trainers will set some homework assignments that will help him improve his questioning skills. And Pawel will be able to take advantage of the unlimited self-access offered at the training centre to carry out these assignments – a solution which avoids the need to pay for extra 1:1 training.

Most of our clients find the 25-hour format **Small Group**, perhaps with 5 additional hours of 1:1 training **5 plus 1 Combination**, the most effective training solution.

However, some clients have very specific study requirements that are best met with a greater degree of 1:1 training. Where this is the case, we recommend a '50:50' option, comprising 12.5 hours of small group training with 12.5 hours of 1:1 training each week **50:50 Combination Course**.

Three options for you to choose from...

- **Small Group**
- **5 plus 1 Combination Course**
- **50:50 Combination Course**

... and for lawyers, there is also our **English for Lawyers 50:50 Combination Course**