

www say-it-in-english **net**

**Straightforward
English communication
for administrative staff**

***A two-day intensive writing
workshop for people who
use English professionally***

**A communication tool that will
save your organisation money**

learn quickly

Straightforward communication is easy to learn

This course introduces participants to *Straightforward English Communication*. It will teach them how to promote simple, transactional communication using email, telephone, and face-to-face, in your particular business environment.

In only two days, participants will get the grasp of simple know-how that will improve the speed and reliability of the information flow in your organization.

Theory

Straightforward English theory is communicative, skills-based and interactive. Handouts will enable participants to retain the essential language in-put and to understand the different stages of the workshop, while providing a framework for a variety of transactional practice activities. The course is aimed at those with a basic knowledge of English using the language in their day-to-day work.

Practice

In the workshop, participants will acquire simple, easy-to-use skills and build confidence in their ability to communicate effectively and enjoyably in English. The main focus is on email and telephone exchanges using direct and easy to apply language and techniques.

Follow-up

Participants will come out of this workshop equipped with tools for communicating concisely and appropriately, and with awareness of how they may continue to develop these skills.

Outcome

We give participants the opportunity to stay in touch after the workshop by way of an after-course support service where they will receive answers to their questions.

save money

Straightforward communication saves time and money

The intensive, focussed nature of this workshop enables participants to gain optimal know-how and practice in only two days. Increased confidence in their ability to understand and respond to simple messages means that all staff attending the workshop will be better equipped to handle daily transactions in English. Their improved performance will bring you faster and better business!

build understanding

Straightforward communication builds understanding

Does communication in your organisation build a positive atmosphere where people know exactly what others want from them?

Straightforward professional communication is not only a question of saving time and money; it is also about avoiding misunderstandings, embarrassment and confusion. While it is not easy to measure the effects of the irritation, frustration and even anger that unclear, imprecise and inappropriate communication produces, this unquestionably makes a negative impact on the balance sheet...

create movement

Straightforward communication creates movement

Does the English communication in your organisation get things done efficiently, effectively, and with a minimum loss of time?

Administrative staff who are able to respond promptly and effectively in English will have a greater chance of making a positive impact and creating mutually beneficial working relationships, both with clients and colleagues. Simulated information exchanges during the course will enhance their ability to communicate simply and effectively and will give them the confidence they need to continue to develop these skills in their day-to-day work.

your trainers

Straightforward communication pros

Heather Turin is both an English language trainer and teacher trainer who has been involved in providing language services to international organizations and companies in all areas of the economy over the past 10 years. She has created a number of customized courses for international administrators, banks, the pharmaceutical industry and insurance companies, among others. A manager herself, she is fully aware of the time constraints of busy professionals and aims to design courses that enhance performance fast.

Claudia Pfeiffer is a bilingual English/French language trainer and former business executive in advertising. She has taught in such sectors of the economy as banking, telecommunication, food and the pharmaceutical industry. From the years spent in management, Claudia has a wide understanding of companies' needs and the restrictions in time in today's markets. From her experience in language training and in living and working for many years in the US, Japan and France, she also has an acute awareness of the communication difficulties people face in an international environment and can help them to move towards immediate efficiency in communication.

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