

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

# **Straightforward English speaking for professionals**

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

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

# learn quickly

## **Straightforward speaking is easy to learn**

This course introduces participants to *Straightforward English Speaking*. It will teach them how to promote direct, transactional communication with their interlocutors all over the world.

In only two days, participants will get the grasp of simple know-how that will contribute towards making your organisation run more smoothly.

### **Theory**

*Straightforward English speaking* 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 the different listening and speaking activities. The course can be fine-tuned to meet particular business or individual needs.

### **Practice**

In class, participants will have the experience of working on and improving their speaking and listening skills. Through paired or group exercises they will acquire simple, easy-to-use skills and build confidence in their ability to communicate effectively and enjoyably in English.

### **Follow-up**

Participants will come out of this workshop equipped with tools for communicating concisely and appropriately, with awareness of how they may continue to develop their English speaking 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 speaking saves time and money**

The intensive, performance-enhancing nature of this workshop enables participants to gain optimal know-how and practice in only two days. Increased confidence in their speaking skills means that all staff attending the workshop will be able to handle daily transactions in English, whether on the phone or face to face. Their improved performance will bring you faster and better business!

# build understanding

## **Straightforward speaking builds understanding**

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

Straightforward professional speaking 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 speaking creates movement**

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

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 with clients and colleagues, both professionally and socially. Awareness of different acts of speech during the course will enable them to move forwards with increased confidence, improving their skills through further experience.

# **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.

**Tel +41 (0)21 728 41 33**  
**Fax +41 (0)21 728 53 25**  
**Email [info@say-it-in-english.net](mailto:info@say-it-in-english.net)**