

## Business Critical Language Training

### An Introduction to e3comms vision of English Language Coaching for Business Professionals

#### Background

- The importance of English for international communication across industries is greater today than ever
- But...in times of major restructuring, job losses and downsizing operations companies are looking for ways to save money and training – including language training – is often first in line for cuts
- Language training must therefore prove cost-effective and contribute concretely to the success of business

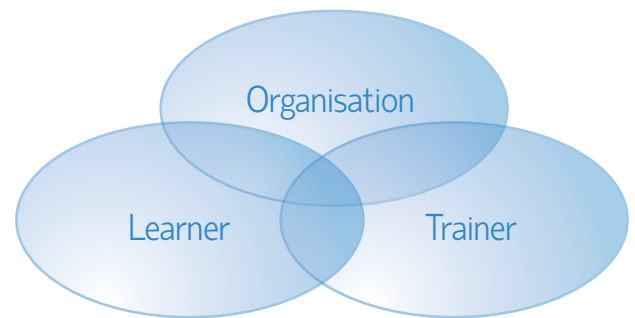
#### BCLT Business Critical Language Training Key features

- **Relevance:** «made to measure» programmes leveraging on up-to-date, industry-relevant information
- **Flexibility:** SMART learning objectives based on your resources, personal profile and commitment to the learning process
- **Adaptability:** blended programmes using a great variety of didactic materials and learning resources
- **Expertise:** consolidation, development and practice of relevant Business English language lexis and effective cross-cultural communication skills

#### A Triumvirate of Resources

- Learner
- Trainer
- Organisation (Management, Colleagues and Partners)

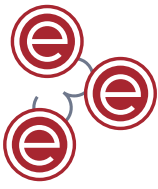
#### A Blending of Resources



Effective Business English Language Training occurs only when all knowledge repositories are successfully leveraged on and an engaging, fully customized Learning Language Programme in line with the Company's strategy is designed and finally delivered meeting and, possibly, exceeding Client's expectations.

#### A Learner-Centered Approach to English Language Tuition

- «...tell me, and I'll forget, show me and I may not remember, engage me and I'll understand...» (American-Indian proverb)
- Learners on the course will play centre stage
- Interactivity, use of up-to-date, industry-relevant, challenging didactic materials
- Regular feedback sessions and progress reviews to ensure customization of contents and keep up learners' interest and commitment



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## 7 Core Competencies for the Future

- Critical Thinking and Problem Solving: take responsibility for lifelong learning and professional development
- Collaboration and Teamwork: understand and respect differences, lead by influence, engage by asking the right questions
- Agility and Adaptability in rapid changing environments, across countries and cultures
- Initiative and Entrepreneurship
- Effective Oral and Written Communication Skills
- Access and Analyze Information as it increases exponentially
- Curiosity and Imagination: innovate, create the new, improve the existing

## English Language Education e3comms

