

# Company Language Training

Company Language Training is unlike any other kind of language training. It has specialist needs and requires specialist organisations to answer those needs. Accent is a specialist organisation. We work with companies all over the world to provide training and consultancy in the UK or abroad. This leaflet gives a brief introduction to the type of training we offer in other countries.

## The Process

The start is usually when a company recognises the need for English language. This may be for an individual, a department or across the whole company. Following this, the next action depends upon the type of programme. For a longer, larger or more complex programme, Accent comes to the company and performs a diagnostic assessment and needs analysis on the participants. For shorter programmes of 1 day to 2 weeks, Accent sends a self-assessment questionnaire and needs analysis by post, fax or e-mail to all participants which they complete and return in the same way.

Accent then designs the course, either writing everything specifically for the company or creating the materials from a mixture of authentic, published and original sources. At this point, dates, timetables and budgets are confirmed. The training environment is set up and the programme is conducted.

Following the programme or, in the case of year-round programmes, during the programme, Accent provides the company with a report on the progress and attendance of the participants. Post-course assessment and/or feedback is carried out and the results communicated to the company.

Finally, Accent and the company review the programme and discuss continuation, repetition, extension or other possibilities.

## Overseas In-company Training

### Rationale

Sometimes it is not possible to send a manager or a group of employees to England. This might be for cost reasons, for time reasons or for logistical reasons (a group of 6 absent from the same department at the same time could be a problem).

The answer to this is to bring England - and English - to you. Accent has developed a series of programmes and formats which can bring our expertise into your company and provide intensive, flexible, specialist and cost-effective professional English Language Training where you want it and when you want it.

### Outline

Flexibility is one of the key features. From a 1 day seminar for a group of 6 participants through a 1 week simulation programme to a year-round company-wide project for individuals, small groups or larger groups, the choice is yours and Accent has the experience.

### Efficiency

By sending the trainers to the participants, you can save a lot of money if you have a group of managers to train. By sending a trainer to a few key men, you can save a lot of time away from work. And by using an experienced consultancy such as Accent, rather than a general language school, you can save a lot of organisation and administration. This means that the company does not need to spend time arranging accommodation, organising travel - or providing equipment. Accent travels fully-equipped.

### Effectiveness

Accent uses highly experienced, well-qualified trainers and from initial diagnosis to final report all aspects of the programmes of overseas in-company training are professionally managed and delivered.

## Sample Formats

### One-day Specialist Seminar

For a department or company which has a specific language need (e.g. Language of Meetings, Presentations, Negotiations) or a specialist area of language (e.g. Law, Civil Engineering, Telecommunications) a one-day specialist seminar could train up to 20 people.

### The Seminar Week

1 or 2 trainers fly to your company or training centre and lead up to 5 different 1-day seminars from Monday to Friday.

A sample programme could look like this:

<b>Monday</b>	English for Business Communications
<b>Tuesday</b>	Financial English
<b>Wednesday</b>	Negotiating in English
<b>Thursday</b>	Sales and Marketing in English
<b>Friday</b>	Meetings in English

Or it could be a specialist week for Engineering, Legal, Medical or Banking English.

Each of the seminars can cater for up to 12 participants, so in five days 60 managers could receive a specifically-focused seminar on their language needs without sending them to England.

### Simulations

Accent is well-known for its specialist extended simulations. These are individually designed and written for the client company and can cover almost any specific area - examples include: "A Case of Total Quality" for the introduction of quality systems in a manufacturing company, "Managing for Excellence" for restructuring and lean management processes and "On the Wrong Track" for the privatisation of a national railway service.

A simulation creates an English company as similar as possible to the real client company and the participants must work, meet, negotiate, telephone, present, solve problems, deal with crises, reach targets...all in English. It is virtual reality in English.

A simulation can last for two to four days and can cater for 12 to 24 people. The optimum efficiency is to run two 2<sup>1</sup>/<sub>2</sub> day simulations back to back in one week. In this way the maximum number of participants is trained in the minimum time for the minimum cost.

### A Little Corner of England

For those companies who have experienced difficulties in organising extensive programmes of in-company training (where participants receive one or two hours per week and absenteeism can be very high) Accent has developed this concept of intensive spaced training sessions.

In this format, a training calendar is agreed of one week every month, for example. The trainers will then come to the company for that week and teach 10 key men for half a day each or 5 key men for a full day each, for example. This concentrates the training into an intensive session on a regular basis, which not only produces excellent progress but also enables the participants to plan a training calendar, thus reducing absenteeism. One trainer can train up to 10 managers and between visits, the course participants receive a maintenance programme of self-study

This can provide up to 400 hours training per year for key men, without losing their presence at work and with minimal organisation and disruption.

### In-company Programmes

Accent has experience of handling year-round, in-company programmes for up to 200 participants. We have dealt with all levels in the company from Board level down and have established self-access centres and listening centres for maintenance and extension work.

### Costs

As these programmes are negotiated with the company and specifically designed according to the client's instructions, the complexity, degree of specialisation, number of participants and length of course can differ greatly.

These factors all affect the price and we quote for each programme individually.

For short courses a price guide is £600 (€720) per trainer per day or £2,500 (€3,000) per trainer per week (both plus travel and accommodation).

## Short Seminar Possibilities

The seminars below represent some of our more popular short seminars. Each of them can stand alone as a one-day seminar, can be combined with other seminars in a seminar-week or can be expanded into 2-day, 3-day or 1-week specialist seminars.

Seminar No.	Seminar Title	Level
BC1	<b>"Global Working"</b> English for Business Communication	Elementary to Intermediate
SZ1	<b>"Pleased to Meet You"</b> English for Socializing	Elementary to Intermediate
PT1	<b>"We are Proud to Present"</b> English for Presentations	Elementary to Advanced
NG1	<b>"A Win-Win Situation"</b> English for Negotiations	Lower Intermediate to Advanced
FE1	<b>"Counting the Cost"</b> Financial English	Lower Intermediate to Advanced
HR1	<b>"People Problems"</b> English for Human Resources	Lower Intermediate to Advanced
SM1	<b>"The Marketing Mix"</b> English for Sales and Marketing	Lower Intermediate to Advanced
EG1	<b>"A Spanner in the Works"</b> English for Engineering	Intermediate to Advanced
ME1	<b>"Where Does It Hurt?"</b> Medical English	Intermediate to Advanced
LE1	<b>"Taking the Law into Your Own Hands"</b> Legal English	Intermediate to Advanced
FO1	<b>"Hedging your Bets"</b> English for Futures and Options	Intermediate to Advanced
FX1	<b>"FOREX"</b> English for Foreign Exchange Dealing	Intermediate to Advanced
IC1	<b>"Is It Really Cricket?"</b> Intercultural Awareness	Intermediate to Advanced

## Corporate Programmes, In-company Training and Overseas Seminars



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### Accent International Consultancy

Bicton College, East Budleigh, Devon, EX9 7BY, UK

Tel: +44 1395 567789

Fax: +44 1395 568195

E-mail: [admin@accent-international.co.uk](mailto:admin@accent-international.co.uk)

Web: [www.accent-international.com](http://www.accent-international.com)

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