

## **Making an Impact: Teaching Business English to Professionals**

– 30 August - 3 September 2016

Venue:

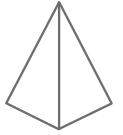
Best Western Hotel, Ulm, Germany

**Registration deadline: 30 April 2016**

**Minimum number of participants required: 8**

**Deadline for Erasmus+ applications: 2 February 2016**

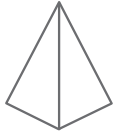




## **Demand has never been so great for teachers of English for Communication Purposes.**

### **This is due to several factors:**

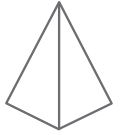
- Companies set their own quality standards in line with all other internal processes, and while processes have become a matter-of-fact in many organisations, language teachers need to advance their knowledge of how businesses work and corporate communication skills to embrace this reality.
- Business teachers not only need to consider corporate requirements but also need to relate job profiles to skills and training requirements.
- Bridging the gap between the current CEF level and target CEF level need to be clearly set using effective needs analysis techniques and setting course objectives for corporate customers.
- Courses design plays a critical role and should be based on the tasks to be performed at the place of work and typical job requirements.
- Teachers need to deliver lessons making sure the learning environment is motivating by directly applying the needs of the participants. Job competencies are improved and can be evaluated through scenarios and simulations.
- Feedback to HR needs to be delivered in a professional manner, after all, HR decides on whether to continue courses and expect a high return on their investment in language training.



## Course Description

This course is designed to give you the fundamentals you will require to deliver Business English training successfully to your business clients and make an impact. It is based on the **Communication Language Trainer Certificate – Corporate: CLTC-C** that was specifically developed by Human Resource Managers working in multi-national companies, namely: Bosch, Henkel and 3M in cooperation with Skylight GmbH and York Associates back in 2004 and has been an invaluable training course for over 10 years with teachers.

It prepares teachers for the kind of training companies and business people expect, exploring in particular the combination of training business communication skills together with language skills and English for Specific Purposes. You will not only receive a packet full of training material, ideas and activities that you can immediately use in training, but also you will learn how to professionally communicate about language training to HR managers that will help you in building up your future business.



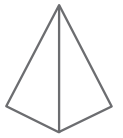
## Your trainer



### **Gabriella Hirthe, Bachelor of Arts in Business Administration**

Trinity Diploma TESOL, CLTC-C (Communications Language Trainer Certificate-Corporate), DPI (Developing People Internationally from York Associates) and LCCI CertTEB, is currently a free-lance business and ESP English trainer specializing in effective communication mainly at companies but also at the DHBW in Mannheim, Germany. As a Pilgrims' teacher trainer, she shares her ideas and hands-on approach with other teachers every summer in Canterbury, England.

She has extensive in-company experience as a technical and banking English trainer and has trained for major corporations such as Audi AG, Bosch Henkel and LBBW. She also has managing experience in the ELT publishing business, was DOS of a private language school in Stuttgart, Germany and is the author of Wirtschaftswortschatz by PONS. She originally started her career in the banking industry as a relationship analyst in leveraged buy-outs for a major US bank in Chicago, Illinois.



## Course Outline

### Programme of 5 training modules

#### Day 1

**Methods that work in business:** Participants will learn the core methods and approaches to Business English training so that they can make an informed choice of which method or approach to use to facilitate learning for business people and their corporate environment.

#### Day 2

**Business skills and language skills:** Teachers will grasp the common business skills their learners' need at work and find out how language skills are handled. You will learn how to identify and understand communication skills for different business contexts and how behavior can play a role.

#### Day 3

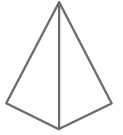
**Needs Analysis and Course Design:** One of the core skills of a professional Business English trainer is being able to deliver a well-designed course that will match the clients' workplace needs and expectations. Teachers will learn how to conduct a thorough needs analysis and how to define clear training goals based not only the needs analysis, but also company business processes. You will be able to set up training courses that have the right balance of topics, skills and tasks that your business learners require.

#### Day 4

**Materials selection and design:** In Business English training, the range of printed and online resources is vast. Teachers will learn how to select and adapt content - whether available in printed form or online - according to established principles and methods of task design. They will also learn to create stimulating tasks appropriate to their learners' language level and business context.

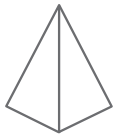
#### Day 5

**Techniques of delivery:** A positive learning outcome of a training session is unthinkable without setting clear weekly learning objectives. In this module, you will know how to use appropriate, balanced and varied training techniques such as the Scenario Technique in order to deliver and facilitate goal-oriented training practice.



## Course Overview

Time	Monday	Tuesday	Wednesday	Thursday	Friday
Morning Session	Introduction <b>1. Methods that work</b>	<b>2. Business skills vs language skills</b>	<b>3. Needs Analysis and the training cycle</b>	<b>4. Materials selection and design</b>	<b>5. Techniques of delivery</b> The Scenario
Late morning session	Task-based approach	Training communication skills for professionals	CEF and customizing CAN-DO statements	Case studies, team-building techniques	The Scenario Technique
After lunch session	Communicative approach	How the training cycle plays a role	Business processes and design	Gamestorming, Business models	Evaluation and the Scenario
Afternoon session	Competence-based approach	Presentations	Designing your own course	Create your own material	Wrap-up and feedback



## EU Funding

Participants outside of Germany can apply for funding at their respective national agency - contact details are available here:

[http://ec.europa.eu/education/lifelong-learning-programme/national\\_en.htm](http://ec.europa.eu/education/lifelong-learning-programme/national_en.htm)

Since January 2014, a new funding programme has been in place: Erasmus+ This brought together all the EU and international schemes for education, training, youth and sport. It has increased efficiency, made it easier to apply for grants, as well as reducing duplication and fragmentation. Erasmus+ replaced seven existing programmes with one: it brought together the existing Lifelong Learning Programme (Erasmus, Leonardo da Vinci, Comenius and Grundtvig), Youth in Action, and five international cooperation programmes (Erasmus Mundus, Tempus, Alfa, Edulink and the programme for cooperation with industrialised countries).

More information: [http://ec.europa.eu/education/erasmus-for-all/index\\_en.htm](http://ec.europa.eu/education/erasmus-for-all/index_en.htm)

Deadline for Erasmus+ applications: 2nd February 2016

## Important note

We reserve the right to change the course content in order to update and/or refine the advertised content.

## Alternative funding possibilities

For participants based in the German state of Nordrhein-Westfalen, there is the possibility of applying for funding to cover 50% of the course fee through the so-called Bildungsscheck programme.

More information is available at: <https://www.esf-nrw.de>

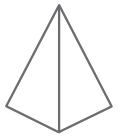
## Contact person

Evelyn Kallos  
Mail: [evelyn.kallos@bezreg-arnsberg.nrw.de](mailto:evelyn.kallos@bezreg-arnsberg.nrw.de)  
Tel: 02931 - 825009

## Bildungsurlaub

In most German states, there is a so-called Bildungsurlaub programme which offers some financial support depending on your circumstances.

For more information, use the following link: <http://bit.ly/1xrBB56>



**Registration**

**paul@thepyramidgroup.biz or Fax +49 731 3 97 69 77**

Yes, I would like to participate in the Introduction to  
Making an impact: Teaching Business English Communication to Professionals course:

- 30 August - 3 September 2016
- I am interested in receiving updates on seminars and  
courses organised by The Pyramid Group (please tick the box).

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Name, First Name

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Company, Institution

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Street

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Postcode, Town, Country

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Tel.

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Fax

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E-Mail

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Website

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Date, Signature

**Minimum number of participants required: 8**  
**Deadline for registration: 30 April 2016**

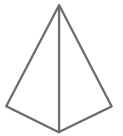
**Enquiries and information**

**Tel. +49 731 397 69 76**

**Fax +49 731 397 69 77**

**info@thepyramidgroup.biz**





## Registration process

Fill in the form and send it to:

The Pyramid Group  
Seminar Registrations  
Schweinmarkt 6  
89073 Ulm / Germany

Fax +49 731 3 97 69 77  
paul@thepyrmidgroup.biz

## Date and Venue

30 August - 3 September 2016  
Best Western Hotel, Ulm, Germany

## Course Fee

The € 975.00 course fee must be paid in advance to the following account:  
Postbank Ulm, Paul East, IBAN DE92600100700516480705, BIC: PBNKDEF

The fee incl. documentation, daily 3-course lunch + coffee breaks.  
VAT Reg No (USt-IdNr.): DE 147 040 301

## Travel Directions

Airports: The closest airports are Stuttgart and Munich  
Train: [Click here to go to the Deutsche Bahn website](#)  
Venue: [Click here to go to a map of Ulm](#)

## Accommodation

We recommend participants book their accommodation at the Best Western Hotel in Ulm.  
This avoids the need to travel to and from the course venue each day.

For other hotels in Ulm/ Neu-Ulm, please book online via the Ulm/Neu-Ulm tourist office  
at [www.tourismus.ulm.de](http://www.tourismus.ulm.de) or contact Susanne Baumann at [baumann@tourismus.ulm.de](mailto:baumann@tourismus.ulm.de)  
Tel. +49 731 161 2821

## Course terms and conditions

The course fee must be paid within one week after registration has taken place unless otherwise agreed. Cancellation fee: 100 euros up to 30 days before the start of the course. If a cancellation notice is received less than 30 days but more than 15 days prior to the training date, the cancellation charge is 50% of the training fee. If a cancellation notice is received by the Training Registrar less than 15 days prior to the training date, the cancellation charge is 100% of the training fee. The Pyramid Group reserves the right to cancel the course at least five business days in advance of the course commencing. All course fees will be fully reimbursed. Court of Jurisdiction is Ulm. The Pyramid Group's General Terms and Conditions apply throughout.

## PSA

Pete Sharma Associates

## Online Training

e.g. WebEx, Adobe Connect

## EU Projects

official partner to TU Dresden

## ESP Online Training Portal

## Vocabulary Trainer

## Second Life

## English for Specific Purposes (ESP)

Legal  
HR  
Technical  
Medical  
Oil & Gas  
Textiles  
Insurance  
Construction  
Logistics  
Maritime  
Law Enforcement & Security  
Mining  
...

## Examinations

TOLES (Legal), MarTEL (Maritime), ILEC (Legal),  
TELC (European Language Certificates),  
sTANDEM (Medical), Cambridge ESOL  
(Specialist English)

## French Academy

## In-Company Training

Worldwide

## Technical Word of the Week

Newsletter

Member of **iMove**  
(BIBB)

## Translations & Interpreting

in 58 languages

## eBooks World

eBooks & Print-on-Demand (POD)



## Pyramid International partners, e.g.

Brazil	Italy	Indonesia
Argentina	Singapore	Algeria
Botswana	Gulf States	Saudi Arabia
Romania	China	Tajikistan
United Kingdom	Baltic States	Ukraine
Russia	Korea	Morocco
Switzerland	Zambia	Kosovo
Vietnam	France	Bulgaria
Austria	Spain	Iran
Turkey	Ethiopia	Poland
Kuwait	India	Uruguay
Libya	Georgia	Norway
Germany	Armenia	Sweden
New Zealand	Serbia	