

Fine Tuning

Successful Communication Strategies for Senior Managers

A two day, one-to-one refresher for senior managers with advanced level English skills

Many senior international managers, with advanced English communication skills, report the following issues:

- they are conscious of still making language 'mistakes'
- they are not sure which 'mistakes' might be important
- no one corrects their English
- it could be that these 'mistakes' are not language issues, but cultural issues
- sometimes the reaction of communication partners is not what they expect
- they need reassurance that their approach to relationship building in English is effective and efficient
- the success or failure of a deal often hinges on very fine details of communication and behaviour

Canterbury Language Training has over 18 years' experience in creating successful communication strategies for business and professional clients. Our trainers have considerable expertise in identifying potential risk areas quickly and providing simple solutions.

Fine Tuning addresses individual communication issues at a very personal level, in a completely neutral environment. It minimises time away from work while providing practical recommendations for immediate implementation. The aim is to achieve real change.





▮ I can recommend CLT without any reservations. ▮

Ruedy Barfuss –

Senior Partner Malik Management Zentrum St.Gallen

Procedure for agreeing a programme

- We send a short questionnaire in which the client outlines major concerns
- We arrange a short telephone interview (maximum 10 minutes) at a time convenient to the client
- An outline programme is agreed in advance. This is readily adapted when the client arrives, if other issues of communication are identified

A Sample Programme

This is what a programme could look like:

Objectives

1. To perfect an effective international communication style in English when attending or hosting senior management meetings/events/functions
 - Social interaction
 - Direct vs. indirect language (formal/informal register)
 - Effective questioning/polite enquiry
 - Clarifying and verifying
 - Conversation skills e.g. small talk
 - Typical linguistic errors
2. To increase cross cultural awareness (not country specific, unless otherwise specified) in order to maximise relationship building and minimise potential breakdowns
 - A variety of awareness raising exercises
 - Finding a safe route through the cross-cultural minefield
3. To review awareness of behaviour and etiquette in the following situations:
 - Formal and informal dinners in restaurants and private homes
 - Social occasions
 - Business Meetings
 - Negotiations



NB These objectives are only an example – the exact content will reflect the client's exact requirements

Practical details

- Date Any, but we recommend arriving Sunday evening and departing Tuesday evening
- Trainer A senior trainer is allocated to these assignments
- Schedule **Day one** – 7 hours’ individual training, 1.5 hours’ lunch
Dinner (business formal) with trainer at The ABode Hotel restaurant (2.5 hours)
- Day two** – 5 hours’ individual training, 1 hour lunch
- Total contact time: 17 hours**

TOTAL TRAINING PACKAGE FEES £ 1850.00

There is a supplement of 10% on these fees for weekend training.

Fees include

- Training course preparation
- 12 hours’ individual training and 5 hours’ further contact (17 contact hours in total)
- All training materials
- Full access to clients’ multi-media resource centre including use of Wi-Fi throughout the training centre
- 2 nights at The ABode Hotel (double room for single occupancy) with full English breakfast (WiFi throughout the hotel)
- Dinner (including pre dinner drinks) in the Michael Caines restaurant
- 2 lunches in restaurants with trainer
- Guaranteed private transfers from and to London Gatwick, Heathrow or City airports
- Registration charge
- Morning and afternoon coffee and tea
- Fax and secretarial services as required
- Certificate of training
- A confidential report at the end of the course

Canterbury

A beautiful, historic city (pop.45,000) situated 80 kms south east of London, only 30 minutes by car from the Eurostar service at Ashford International Station (Paris - 2 hours), and between 1 and 2 hours from the major London airports. For all points of arrival and departure the CLT guaranteed transfer service can be arranged.



The ABode Hotel

ABode Canterbury enjoys the finest location in Canterbury, right in the heart of the main pedestrianised High Street. The hotel is five minutes' walk from both Canterbury Language Training and the world famous Cathedral.



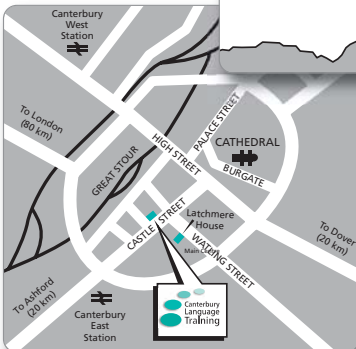
It is a stylish boutique hotel that has been beautifully designed and refurbished, maintaining many traditional features of an ancient and historic building while adding contemporary design and modern comforts, with understated British style.

All rooms are beautifully furnished with hand built beds, LCD, TV and DVD and comfort cooling. Abode is also home to Michael Caines's restaurants, serving innovative and award-winning modern British cuisine with the best regional produce.



The CLT training centre

CLT has two beautiful Georgian buildings located in the professional quarter of the town, within five minutes' walk of the Cathedral. Our aim is to provide a calm and elegant environment which facilitates the training experience – it is your centre while you are with us. There are 13 spacious training rooms, a well equipped client resources centre, a comfortable lounge and a charming walled garden.





Canterbury Language Training is a small centre (maximum 25 people at any time) which provides Professional English and Communication Skills training.

- Micro-groups (maximum 4 participants)
- One-to-One specialised training
- Combination training
- Special group training

It was founded in 1991 as part of the London School of English group.

Here's how to get more information:

Visit our website at:

www.clt.com

Call us on:

+44 1227 76 00 00

Send an e-mail to:

office@clt.com