



Business English Workshops

das Seminarhaus GmbH



Business English Workshops

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Business English Workshops

Concept

The objective of our workshops is to train personnel in a results-oriented, experiential and motivating environment with a low time commitment, allowing them to undertake current and future work responsibilities in a foreign language more reliably and more competently.

Participants:

- focus on one main topic
- receive training material electronically in advance
- receive an individual follow-up audio file
- develop their foreign language skills in a targeted manner
- acquire knowledge in a concise form
- continue to use what they have learned within their training

We will also be happy to create specific company modules customised for your company (presenting the company or products, speaking about values, company or department tours or other subjects). Additionally, we offer event-driven topics such as:

- Being audited
- Understanding the company's management concepts or
- Talking about the company culture

We will be happy to devise and develop these together with you.

Participants receive training material electronically in advance, allowing them to familiarise themselves with the topic. This material comprises typical sentences, phrases and vocabulary for the relevant topic, which participants work through in the module together with the trainer. Participants can also note down additional sentences that they find personally useful. The concise material can be quickly consulted as and when necessary. Participants can introduce their own materials and module-related topics in advance, which can then be taken into account in the workshop depending on their scope and relevance.

Oral communication scenarios are also rehearsed in short role plays as well as in “real-play” exercises and simulations. Participants receive feedback on their oral and communication skills. Afterwards, participants receive an individual audio file with additional relevant elements raised during training.



Business English Workshops

Concept

We recommend a language level of at least a good A2* (equivalent to around four to five years of school English) and at least B1 for certain modules (Presentations, Conversations, Negotiations and Chairing a Meeting). Participants categorise themselves via a self-assessment using a simple matrix. This can be stored on the intranet or our website, for example.

* Classification according to Common European Framework of Reference. For further information, see <https://bit.ly/2T6Ck2g>

In our experience, the ideal number of participants is 6 for oral topics and no more than 8 for written topics to ensure that:

- each participant can receive individual language feedback,
- we can cover individual requirements within the topic,
- all participants have the opportunity to be actively involved,
- the training sessions are motivating and inspiring and
- above all, they are as efficient as possible.



Business English Workshops

Overview of suggested topics with content

1. Audio conferencing

Getting the call started, welcoming and introductions, apologizing for absence, stating objectives, presenting the agenda, managing the discussion, inviting contributions, managing understanding, listening effectively, reaching a decision, summarising, closing the conference call, intercultural aspects

2. Presenting facts and figures

Using and referring to visuals, charts, graphs and diagrams, describing trends, reporting figures, signposting, expressing cause and effect, comparing and contrasting, emphasizing, concluding, recommending further action

3. Emails

Greeting and starting an email, giving the reason for writing, giving good and bad news, offering help, handling appointments, reminding, apologizing, requesting and giving information, positive final statement and closing, formal and informal emails, intercultural aspects

4. Telephoning

Answering the phone, asking for someone, saying why someone is calling, spelling, offering help, leaving and taking messages, handling appointments, giving and getting information, handling complaints and other difficult calls, promising action, clarifying and checking understanding, finishing a call, politeness on the telephone

5. Discussions

Agreeing and disagreeing, disagreeing tentatively and expressing hesitation, giving opinions and asking for opinions, making suggestions and giving advice, accepting and declining suggestions, interrupting and dealing with interruptions, deciding on a course of action, the grammar of diplomacy, intercultural aspects



Business English Workshops

Overview of suggested topics with content

6. Project management

Kick-off meetings, project objectives, project roles and responsibilities, budgeting and resources, project schedule, useful project terminology, keeping people up-to-date, preventing and handling conflicts, strategies for international project management

7. Charing a meeting

Opening the meeting, introducing agenda and purpose of the meeting, managing the discussion, bringing people into the discussion, focusing the discussion, asking open and closed questions, taking decisions, summarizing and checking commitment, strategies for international meetings

8. Job interviews

Building relationship, showing interest, interview questions, personal background, reasons for applications, experience-skills-preferences, talking about the company, describing the job and the requirements, getting more details, asking polite questions, checking understanding, expressing hesitation and disagreement, interrupting politely, steering the conversation, summarizing, finishing the interview

9. Writing reports

Starting a report, structuring a report, linking words and phrases, sequencing, comparing, consequences, highlighting, cause and effect, advising and recommending, forecasting, attitude words and phrases, summarizing, using the passive tense

10. Negotiations

Preparing a negotiation, relationship building, exchanging information, bargaining, making proposals and counterproposals, accepting and rejecting proposals, reaching a compromise, summarizing, closing the deal, international negotiation strategies



Business English Workshops

Overview of suggested topics with content

11. Meetings

Chairing and facilitating meetings, stating objectives, dealing with agenda and minutes, keeping control, initiating decisions, checking understanding and agreement, summarizing, confirming and clarifying actions, closing the meeting

12. Presentations

Starting a presentation, introducing yourself, introducing the subject, stating objectives, giving the agenda, handling questions, introducing a new point, finishing a point, sign posting, digressing, summarizing, inviting questions, answering questions

13. Success at trade fairs

Social English and small talk, offering hospitality, rapport building, getting to know your partner, discovering needs, presenting yourself and your company, talking about USPs and your company's strengths, managing objections, offering alternatives, staying in touch and follow-up

14. Social English

Introducing yourself and others, meeting and greeting, saying good-bye, apologizing, thanking, polite phrases, offering something, bridging waiting time, looking after visitors, small talk and typical small talk subjects

15. Travel English

Making travel arrangements, at the airport and in the air, at the hotel, transportation (taxi, bus, train), finding your way round, eating out, being invited, networking, keeping in touch intercultural aspects



Business English Workshops

Sample seminar fact sheets

1. Audio conferencing

Telephone conferences and WebEx meetings play an essential role in the day-to-day business at Roche.

This workshop will focus on the language and communication skills needed for these special meeting situations, in which you may have to handle complex and demanding discussions without seeing the people you are talking to.

Situations you will learn to master

- Getting the call started
- Welcoming and introductions
- Apologizing for absence
- Stating objectives
- Presenting the agenda
- Managing the discussion
- Inviting contributions
- Managing understanding
- Listening effectively
- Reaching a decision
- Summarising
- Closing the conference call
- Intercultural aspects

Benefits

After the workshop you will be able to participate more actively in an audio- or WebEx telephone conferences with Roche employees from other international sites.

You will be able to discuss specific work-related topics more confidently, react more spontaneously and use language and communication strategies which will help you master the conference calls more easily.

Method

- The workshop focuses on active communication.
- Listening input is used to experience typical conference call situations.
- The necessary phrases and strategies are collected and adapted, taking participants' previous experience into account.
- Subsequently, simulations and real-plays are carried out integrating participants' job-specific situations.
- Useful listening strategies such as "active listening" are presented and practised.
- Participants receive individual language feedback from the trainer.
- After the workshop an audio file and a vocabulary list is provided.

Course Type

1 day from 9:00 am to 4:30 pm with a maximum of 6 participants

Minimum of B1* Level (e.g. at least 5 years of English at school plus experience at work)

*Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.



Business English Workshops

Sample seminar fact sheets

2. Presenting facts and figures

Presenting work-related or project-related information to colleagues, stakeholders or external project members has become an integral part of everyday work-life. Often documents such as project plans, charts and diagrams are used as visual aids for presentations on laptops and projectors. In other situations, spontaneous presentations on a flipchart can be more appropriate.

This workshop will focus on the language needed in such situations. It will provide the opportunity to try out realistic situations and get relevant feedback.

Skills you will acquire

Presenting work-related information in meetings, conference calls and at the workplace

- Using and referring to visuals
- Charts, graphs and diagrams
- Describing trends
- Reporting figures
- Signposting
- Expressing cause and effect
- Comparing and contrasting
- Emphasizing
- Concluding
- Recommending further action

Benefits

At the end of the workshop you will be more confident in sharing information in informal presentation situations at your workplace. You will be able to comment on visuals more effectively and thus present facts more clearly.

Method

- The workshop focuses on active communication.
- Participants develop and apply the necessary vocabulary, phrases and language structures for informal presentations. Situations and subjects from the participants' work are integrated into the simulations and role-plays.
- Participants can provide the trainer with examples from their daily work beforehand and bring either PowerPoint slides or subject ideas to the workshop for use in the simulations.
- Presentations can be recorded if requested by the participants.
- Participants receive individual feedback regarding their presentation language from the trainer and their peers.
- After the workshop an audio file and a vocabulary list is provided.

Course Type

1 day from 9:00 am to 4:30 pm with a maximum of 6 participants

Minimum of A2+* Level (e.g. at least 5 years of English at school)

* Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.



Business English Workshops

Sample seminar fact sheets

3. Emails

We all write emails in our daily work no matter in which department or at what level of organization we work. Even though there is very individual content in such correspondence, there are also many universally relevant phrases and language structures used.

This workshop will focus on standard situations for emails which everybody can be confronted with at work. Developing standard phrases and templates while adapting them to individual needs will be the main goal of the workshop.

Skills you will acquire

- Greeting and starting an email
- Giving the reason for writing
- Giving good and bad news
- Offering help
- Handling appointments
- Reminding
- Apologizing
- Requesting and giving information
- Positive final statement and closing
- Formal and informal emails
- Intercultural aspects

Benefits

After the workshop you will have enhanced your email writing skills. You will have been provided with a great variety of email phraseology and you will have developed standard lexical items, phrases and paragraphs for your own individual email situations. This will also reduce the time you need for writing your own emails.

Method

- Phrases, sentences and vocabulary for emails are collected, analysed and adapted to individual situations, then practised in exercises and complete email exchanges.
- Participants will receive individual feedback on their written performance and useful input for their future emails.
- Participants have the option to provide the trainer with examples of their own correspondence beforehand, which can then be integrated into the workshop.
- After the workshop an audio file and a vocabulary list will be provided.

Course Type

1 day from 9:00 am to 4:30 pm with a maximum of 8 participants

Minimum of A2+* Level (e.g. at least 4 to 5 years of English at school)

* Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.



Business English Workshops

Sample seminar fact sheets

4. Telephoning

Telephone calls in English are a routine part of our work life. They are often more efficient than email exchanges as communication partners can react spontaneously to suggestions, share ideas quickly and clarify misunderstandings as they arise. However, employees often find phone calls quite challenging and feel uncomfortable in these situations.

This workshop will focus on useful language and communication tools for different standard telephone situations. Participants can then apply these tools in real life conversations. Diplomacy and politeness aspects will be incorporated throughout.

Situations you will learn to master

- Answering the phone
- Asking for someone
- Asking why someone is calling
- Offering help
- Leaving and taking messages
- Handling appointments
- Giving and getting information
- Complaints and other difficult calls
- Promising action
- Clarifying and checking understanding
- Finishing a call
- Politeness on the telephone

Benefits

At the end of the workshop you will be able to handle telephone calls more confidently. You will have a repertoire of useful phrases and sentences to fall back on. Mastering those will give you the chance to concentrate on the content of the call and thus communicate more efficiently. You will have developed an increased awareness for the use of appropriate language and levels of politeness.

Method

- Active participation is an integral part of the workshop.
- Listening input is used to experience typical telephone conversations.
- The necessary phrases and strategies for telephone calls are collected, adapted and used in simulations and role-plays.
- Participants' job-specific situations are integrated into the simulations.
- Participants receive feedback from the trainer regarding their language structures and their communication strategies.
- After the workshop an audio file and a vocabulary list are provided.

Course Type

1 day from 9 am to 4:30 pm with a maximum of 6 participants

Minimum of A2+* Level (e.g. 5 years of English at school)

* Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.



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Sample seminar fact sheets

5. Discussions

Discussions in a foreign language in an international context require particular language and communication skills especially if we want to come across as professional and convincing and be successful.

This workshop will focus particularly on aspects such as diplomacy, indirect vs direct communication styles and strategies for saying yes or no. There will be plenty of opportunity to practice those in job-related discussions.

Situations you will learn to master

- Agreeing and disagreeing
- Disagreeing tentatively and expressing hesitation
- Giving opinions and asking for opinions
- Making suggestion and giving advice
- Accepting and declining suggestions
- Deciding on a course of action
- Interrupting and dealing with interruptions
- The grammar of diplomacy
- Intercultural aspects

Benefits

At the end of the workshop you will be more aware of your own discussion style and have the necessary tools to adapt it to different intercultural settings. Mastering those tools will give you the chance to concentrate on the content in meetings and thus be more convincing.

Method

- The workshop focuses on active participation.
- Participants develop and apply the necessary vocabulary, phrases and language structures for discussions. Job-specific situations of the participants are integrated into the simulations and role-plays
- The participants can provide the trainer with examples from their daily work before or during the workshop so that they can be used for the simulations.
- Discussions can be recorded if requested by the participants.
- Participants receive individual feedback regarding their discussion language from the trainer and their peers.
- After the workshop an audio file and a vocabulary list is provided.

Course Type

1 day from 9 am to 4:30 pm with a maximum of 6 participants

Minimum of B1* Level (e.g. at least 5 years of English at school plus experience at work)

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Business English Workshops

Sample program

1. Audio conferencing

9:00 Morning		
09:00 Overview, Concept	Overview of the day / Introducing concept and goals, clarifying expectations	Folders, hand-outs, cards
09:20 Getting to know each other	Getting to know each other personally and professionally Students briefly describe typical situations in their telephone conferences or WebEx meetings	Introduction round
09:40 Strategies and language tools for telephone conferences	Video input for skills such as <ul style="list-style-type: none"> ■ Typical traps in conference calls ■ Possible solutions and language strategies Brainstorming phrases and tools based on this input <ul style="list-style-type: none"> ■ Getting the call started ■ Welcome and introductions ■ Purpose and agenda ■ Managing the discussion ■ Making sure everyone is involved ■ Making sure everyone knows who's speaking and who's being addressed ■ Making decisions ■ Listening effectively ■ Summarizing and finishing the conference 	Videos Mind-maps Cards / Pin-board Hand-outs of material provided beforehand electronically
11:15 Simulation of a conference call (1)	Information sharing or decision making telephone conference 3 people participate (1 chairperson) 3 people observe one participant each (participants say what they would like to have feedback on) Scenarios can be based on students' suggestions or are provided by the trainer Students cannot see each other Feedback from trainer and participants	Video-recording if requested Students can also use their own mobile phones for recording Flip-chart Oops-Poster
12:15 Lunch Break		



Business English Workshops

Sample program

1. Audio conferencing

12:45 Afternoon		
12:45 Warm-up	Energizer: Getting back into the language	Card, photos etc.
13:05 Simulation of a conference call (2)	Information sharing or decision making telephone conference 3 people participate (1 chairperson) 3 people observe one participants each The roles between the participants and observers from the morning are swapped (Scenarios can be based on students' suggestions or provided by the trainer) Feedback from trainer and participants	Video-recording if requested Students can also use their own mobile phones for recording Flip-chart Oops-poster
14:05 Exercise for effective listening	Pair-work: Describing a photo / card / drawing / plan to a partner so that they can draw it Participants check if they are not sure whether they have understood correctly	Drawings, postcards or similar input
14:30 Simulation of a conference call (3)	Simulation "A Business update" Students inform each other about one project they are working on at the moment One person has the chair Feedback by the trainer and by other participants	Contributions recorded if requested by the participants
16:15 Winding up	Looking back at the day and checking <ul style="list-style-type: none"> ■ Expectations ■ Goals ■ Progress ■ Open questions 	Using cards and concept from the morning
16:30 End		



Business English Workshops

Sample program

4. Telephoning

9:00 Morning		
09:00 Overview, Concept	Overview of the day / Introducing concept and goals, clarifying expectations	Folders, hand-outs, cards
09:20 Getting to know each other	Getting to know each other personally and professionally Students briefly describe typical situations in their telephone conversations	Introduction round
9:40 Strategies and language tools for the telephone	Audio input <ul style="list-style-type: none"> ■ Typical situations on the telephone Listening and analysing language Brainstorming phrases and tools for <ul style="list-style-type: none"> ■ Standard phrases for handling a phone call ■ Making appointments ■ Giving and getting information ■ Diplomacy ■ Politeness on the telephone 	Listening clips Mind-maps Cards / Pin-board Hand-outs of material provided beforehand electronically
10:00 Application of tools / Role-plays	Role-plays for making appointments Arranging a meeting for an international project meeting including agenda, critical issues and decisions to be taken Using students' own schedules Feedback from the trainer	Role-play instructions provided by the trainer Students write role-plays for each other Poster
11:00 Reacting spontaneously	Practising fast answers to typical telephone phrases	Game
11:30 Application of tools and strategies	Role-plays for giving and getting information Students can integrate their own job-related situations into role-plays (real-plays) Feedback from the trainer	Role-play instructions provided by the trainer or written by the students Poster
12:15 Lunch Break		



Business English Workshops

Sample program

4. Telephoning

12:45 Afternoon		
12:45 Warm-up	Energizer: Getting back into the language	Card, photos etc.
13:05 Phrases and strategies for difficult phone calls, complaints etc.	Brainstorming phrases and tools for a) Handling difficult incoming calls / complaints <ul style="list-style-type: none"> ■ Listening and showing understanding ■ Accepting / declining responsibility ■ Apologizing ■ Explaining the situation ■ Promising action ■ Ending on a positive note b) Making complaints / making difficult calls / rejecting something <ul style="list-style-type: none"> ■ Expressing requests / complaints clearly ■ Avoiding aggressiveness 	Mind-maps / Posters Cards / Pin-board Hand-outs of material provided beforehand electronically
14:00 International telephone strategies	Trainer input and discussion Strategies such as building rapport, communicating clearly and expressing/explaining urgency	Hand-outs
14:30 Practising complaining and apologizing	Complaining and handling complaints and difficult situation in everyday life e.g. in a restaurant, in a shop	Situations provided by trainer
15:15 Difficult telephone situations	Role-plays for complaining, handling complaints, requesting action and expressing urgency Students can describe and practice telephone situations they find particularly challenging Feedback from the trainer	Scenarios provided by trainer and written by the students Poster
16:15 Winding up	Looking back at the day and checking <ul style="list-style-type: none"> ■ Expectations ■ Goals ■ Progress ■ Open questions 	Using cards and concept from the morning
16:30 End		