

Essential English

Team language training for effective business

Good English is more than just an add-on; it's an essential tool that can bring competitive advantage to your business. But how do you measure up when meeting clients, making sales, giving a presentation, or promoting your company?

We can't do your job for you, but we *can* help you communicate more effectively. With key refinements to your marketing, sales, emails, and presentations, you will soon find big improvements in **operations, reputation and performance**.

What's on the menu?



Essential English Team Training is designed especially for your company, and delivered in your own office or workspace by Cambridge graduate Alex Went.

That's me: my experience includes thirty years in education, higher education, writing and business. And I can't wait to show you what's on offer.

Each presentation is followed by a workshop based on your team's specific goals and requirements. Sessions last from two to four hours and include tutoring, Q&A, notes and practical exercises.

What they're saying:

“ ‘Alex's remarkable ability to engage with an audience and his depth of knowledge and skills are admirable. I came away from each of his presentations entertained and enlightened.’ *Jana Žalská, Prague Resident Director, IFSA Butler (USA)*

“ ‘*Storewars* is an intensive business simulation platform designed specifically for FMCG and Retail executives, covering all aspects of the industry. With Alex's help we went on to develop a fully-edited suite of presentations. We would definitely recommend his services.’ *Greg Thain, CEO*

1-hour individual training sessions: 600 Kč per person per hour

2-hour team training session – up to 10 participants: 6,000 Kč flat rate per group

Half-day workshop for any number of participants: 10,000 Kč flat rate per group



Emails & letter-writing

(2 hours – all teams)

- Getting the register and tone right
- Titles, greetings and etiquette
- Dates, numerals, currencies, addresses
- Paragraphing and sentences
- Signing off – signature blocks



Power presentations

(2 hours – sales, CXO)

- Telling your story – engaging an audience
- Slides – balance of text, space and image
- When and how to use notes
- Interactivity, humour and body language
- Bad habits – ‘Any questions?’



English for Marketing

(2 hours – marketing)

- Memorable, clear messaging
- Visual and audible puns
- Too much text! Layout and space
- Word choice, metaphors and idioms
- Titles and capitalization



Perfect Punctuation

(2 hours – all teams)

- Paragraphing and sentences
- Brackets, dashes and hyphens
- Comma splice and 'Oxford' comma
- Colon and semicolon
- Apostrophe and quotation marks



Going Global

(2 hours – marketing)

- 20 common errors in English
- Translation – to Google or not to Google?
- English idiom – localized URLs, keywords
- Forms and navigation in other languages
- Dates, numerals, currencies, addresses
- Blogs and social media



Spelling and Grammar

(2 hours – all teams)

- Common spelling mistakes
- Definite and indefinite article
- Possessives and apostrophes
- '-ise' or '-ize'?
- US v UK English
- Abbreviations, consistency



Spoken English

(2 hours – sales teams)

- Etiquette
- Positivity and feedback
- Slow down! The importance of pace
- Stress and intonation, musicality
- International English – ‘check’ or ‘bill’?

Call 720 220 785 or email me at

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to set up a preliminary meeting, or to book
a session at your office or workplace

www.englishwanted.com