



Cairo Institute



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Professional English Language for Executive Management

INTRODUCTION

- Mastering business English enables non-English speakers to work at a senior level with people in their own and other organisations, both within their culture and internationally. This training course offers advanced literacy skills and an environment to practice them in a variety of business situations. Delegates will extend their skills so they can understand and explain complex information proficiently in English including:
- Negotiating and persuading effectively at senior management level and internationally with native English speakers and those from other cultures
- Understanding and creating complex business correspondence in English
- Talking about complex issues and dealing confidently with difficult questions in English

PROGRAMME OBJECTIVES

During this programme participants will develop advanced competencies that map onto the CEFR level C2. By the end of the programme, they will be able to:

- Accurately explain complex concepts and convey information clearly and with authority in business English
- Think accurately about and draw logical conclusions from written material, graphs and tables
- Speak confidently in English both formally and informally to internal and external audiences
- Follow and give presentations that deal with complex information
- Read and understand complex ideas expressed in complex language
- Write and understand complex reports and other specialist business documents
- Engage audiences so they listen, understand, believe and act on what they hear

WHO SHOULD ATTEND?

- This training course will greatly benefit people who want to master English so they can communicate fluently, as if they were native English speakers and work in senior professional or academic environments.



TRAINING METHODOLOGY

- This interactive programme combines presentations that share both theory and industry best practices with practical sessions in accordance with adult learning and blended learner-centred principles.
- Participants will be engaged from the outset and have opportunities to put into practice the skills they develop and enhance during the course. We make the most of small and whole group exercises, demonstrations, reflective questions and answers, videos, case studies, peer exchange, brainstorming, learning games, role plays, story-telling, group dynamics and discussions.
- We will spend time working one-on-one and in small groups to resolve the challenges participants face. They will leave with new ideas and skills they can implement as soon as they are back in their workplaces.
- Participants are encouraged to reflect on and discuss their own professional issues and experiences. Overall 70% of training will be experiential and 30% will be theoretical.

PROGRAMME SUMMARY

- This Professional English Language for Executive Management programme allows delegates to master listening, speaking, reading and writing as if they were native English speakers. By the end of the programme they are able to argue effectively and advise on complex issues in English, understand and express complex ideas, create specialist documentation and speak in public so audiences understand, believe and act on what they say.

PROGRAM OUTLINE

: Advanced Literacy Skills

Golden Rules for Successful Writing

- Follow these 12 rules and you will find people read what you have written without the glazed expression that greets so much business writing.
- Grabbing the reader's attention and holding it while you get your message across
- Engaging their interest with great content
- Giving people reasons to believe what you write
- Avoiding jargon and clichés people misunderstand

Zombie Words and Living Language

- Practical tips to help you avoid overused business words, replacing them with language that creates rich variety for your audiences.
- The 120 most over-used business words
- Slang and streetwise talk
- Repetition and rhythm in written and spoken English
- Similar words that are often confused



Advanced Vocabulary

- Practical activities to expand vocabulary
- Word associations
- Comparison games
- Lexical threads
- Phrasal verb stories

Advanced Reasoning Skills

Developing Verbal Reasoning

- Extracting the correct meaning from complex written business information and explaining the implications.
- Understanding and thinking logically
- Accurately drawing logical conclusions from written information
- Clearly and simply conveying information to colleagues, managers, suppliers and customers

Improving Numerical Reasoning

- Using numerical data as a tool to solve problems and make reasoned decisions.
- Interpreting, analysing and drawing logical conclusions from data in graphs and tables
- Clearly presenting and conveying business information in charts and tables to key audiences

Applying Logical Reasoning

- Understanding rules and information from graphs, diagrams and flowcharts and applying them in written documents
- Interpreting, analysing and drawing logical conclusions from data in graphs and tables
- Clearly presenting and conveying business information in charts and tables to key audiences

Developing Abstract Reasoning

- Thinking strategically, grasping the big picture and quickly solving problems
- Identifying patterns, relationships and trends in information
- Integrating this information and using it to solve problems in a logical manner

: Listening to Audiences

Understanding Different Types of Audiences

- Business audiences have varying experiences and expectations; understanding these differences helps us tailor our writing to their needs
- Identifying and analysing the audience for your report, letter, email, or presentation
- Understanding the needs, interests and background of target audiences
- Different models for categorising audiences
- Adapting writing to meet the needs of the target audiences



- Exercise using an Audience Planner to define the key characteristics of your target audience

Feedback Mechanisms

- Creating feedback channels to understand what people think and feel
- Print: questionnaires
- Face2face: focus groups, observation, visits, networking, open forums, Q&A sessions
- Online: forums, surveys, helplines

Getting to the Heart of an Issue

- Using the V Method to drill down into root causes and identify the best solution
- Identifying the root cause of a problem
- Understanding why the issue re-occurs and hasn't been solved yet
- Identifying potential solutions and selecting the best
- Scenario-testing the solution to see how it will work in reality

Unlocking Creativity and Ideas

- Techniques for enabling teams to collaborate creatively and solve the challenges they face
- Common obstacles to creative thinking
- Ensuring everyone participates and feels part of the process
- Ideas generation and creativity tools
- Facilitating the process from initial brief to evaluation of ideas

Developing Proficiency in Business Writing

Improving Technical Reports

- Tips for ensuring audiences read, understand and act on technical and complex reports
- Writing for people who don't have technical backgrounds
- Presenting complex processes, systems and other technical subjects in a clear, concise and coherent way
- Alternative structures that help readers find their way around technical reports
- Examples of different types of technical report structures to stimulate discussion about what is appropriate for Oman Oil Company
- Including an 'About the Author' that demonstrates professionalism and builds credibility in the report

High Impact Proposals, Bids & Tenders

- Best practices for creating documents that present a persuasive case and secure new business
- Responding to the client's brief
- Engaging all readers from executives to technical experts
- Explaining benefits, features and value
- Making the document relevant and avoiding boilerplate text
- Editing content from multiple contributors



Winning Business Cases

- Practical tips for writing persuasive and easy-to-understand business cases
- Identifying root causes of the issue you want to resolve
- Setting out clearly causes and solutions
- Explaining how the business will benefit so decision makers pay attention
- Writing from the decision makers' perspectives
- Confidently explaining the outcomes you want

Crafting Business Plans

- How to construct a practical business plan that your team members can effectively implement
- Deciding the business plan format
- Concept, feasibility and outline of the specifics
- Structuring activities so they are easy to implement
- Monitoring, review and corrective actions

: Advanced Spoken English in the Workplace Giving Speeches that Grab Attention

- Understand how to motivate and persuade audiences when developing and delivering both informal talks and more formal speeches.
- Building content
- Getting the words right
- Humour and other attention-grabbing tips
- Revealing personality
- Ending on a high note
- Ensuring audiences remember your key points

Facilitating Discussion & Debate

- Techniques to help you facilitate positive outcomes from discussions and decision making.
- Best and worst facilitation practices
- Providing structure and guiding discussions
- Dealing with conflict, disrupters and emotional responses
- The CREATE model for focusing on solutions

Inspiring, Influencing & Persuading Through Storytelling

- How to narrate experiences with enough detail and feeling so your audiences are engaged
- 6 types of story and how to tell them
- Essentials of a great story – knowing ourselves, standing for something, connecting with others
- Finding stories to tell – honouring achievements, explaining purpose, sharing good practices, imaging possible futures, acknowledging mistakes, and more
- Essentials – characters, action, structure, texture, language and emotion
- Time in narratives – learning from the past, standing in the present, imagining the future.



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