



**PRAGYA**  
Living Wisdom Centre

# International Business English

Extended Coaching Series for Professionals  
Communication, Influencing Skills and Business English

## Context

This is an extended learning program in International Business English and Business Communication for professionals in Daimler with the core objective of enhancing their functioning and productivity at work and in life through mindful communication.

## Participant Profile

- Participants with technical expertise who need to develop their communication and Business English skills in all realms - meetings, conferencing, emails and presentations
- Professionals who have had their school/college education in the vernacular medium and who are not native English speakers, who now need to use the English Language at work
- Professionals who wish to sharpen their working knowledge of Business English and Business Communication so that they are able to contribute actively to the global business economy/development of technology across geographies.
- Professionals who wish to shift from the usage of the archaic Bureaucratic English to International Business English

## Pragya's Approach

Research in language development clearly states that for any adult to make a shift in language to the next level of fluency would need a minimum of three months of learning intervention, especially when the language being learnt is not his/her native tongue. Hence we recommend an extended learning programme.

Also at Pragya, with years of working with adults and children in language development, we recognize that communication is integral to self-expression and vitally contributes to self-esteem.

Thus the intent of an extended programme as we envisage at Pragya is to -

1. Make learning modular through well spaced-out sessions for optimum assimilation
2. Provide adequate time for practice and for application at work and in life. We recognize that this experience motivates the adult learner thus enhancing self confidence
3. Allow time for -
  - queries and clarifications to support deeper individualized learning
  - revision to reinforce skills and concepts that gradually add to the bandwidth of acquired competencies in communication
4. And through this facilitate a positive shift in one's language and communication fluency thus contributing to the overall growth of a person

This is a highly practical and interactive course. Participants will be working on a variety of vocal and practical exercises throughout the entire course of the programme: theatre games, accent and voice exercises, listening and comprehension activities; interactive discussions, role

plays as well as written assignments including reports, minutes and emails for varied audiences and situations, presentations, stories, mindfulness exercises, BrainTap technology etc. in a highly supportive learning environment.

There will also be written/reading/listening assignments in the form of -

- **Pre work** prior to the launch of the programme or in-between modules to set context and/or to introduce the significance of a concept and/or skill being introduced in the upcoming module
- **Follow-up assignments** to widen scope of understanding, to reinforce learning, and to promote required practice for skill development

## Objectives

The course provides methods for developing English Language and Business Communication for today's workplace. Thus, at the end of our programme each participant will be able to learn and apply language and communication skills at work to -

1. Use mindfulness practices to actively listen; listen to understand
2. Express clearly and convincingly; bring forth desired results
3. Be crisp, yet complete
4. Appear confident in conversations - virtual and face-to-face
5. Use apt tone for varied situations and audiences; show positive intent while giving bad news
6. Expand vocabulary; understand the usage of specific vocabulary vs. generic vocabulary; positive vocabulary
7. Influence colleagues, customers and other stakeholders
8. Practise communication protocol and etiquette at work - meetings, teleconferencing, emailing, presentations, reviews and feedback sessions, small talk
9. Understand and use International Business English in the spoken and the written word in both, social and professional scenarios
10. Interact and collaborate with team members and other significant adults

## Programme Content

Here is a broad structure of the full-fledged course. It will be customized based on the learning needs of each coachee as well as the time available for coaching.

### 1. Principles of Communication

- a. What is communication
- b. When and why does communication fail
- c. Understanding my communication style; how to tweak my style to suit the audience's style
- d. Mindful communication - taking responsibility for communication
- e. Team Communication - meetings, presentations, emailing and teleconferencing
- f. Pillars of communication
- g. Interacting meaningfully - using influencing and persuasive skills

### 2. International Business English

We will cover concepts and skills using the 4 basic language competencies.

- a. **Listening** - Listening comprehension - listening to understand vs. listening to respond; listening to multiple instructions; inferring and interpreting; active listening; empathy; vocabulary development
- b. **Reading** - comprehending written messages; comprehending written documents and reports; responding to written requests; relevant terminology through vocabulary development

- c. **10 Cs of Writing** e.g. context setting, closing the loop; being crisp, clear and correct
- d. **7 Ss of Business English** -
  - i. Functional grammar - elements of grammar in speech, while listening and while writing e.g. be simple, be sensitive, be structured; be specific; recognize how incorrect grammar can distort intended meaning; use grammar at work - emails, conversations, reports; structure and composition of sentences and paragraphs
  - ii. Business Vocabulary - generic vs. specific vocabulary
- e. Writing emails, agenda and minutes for teleconferencing and meetings; email audit
- f. **Speaking Skills**
  - i. Speaking/Presenting - on topics, general and work related
  - ii. Elevator introduction; elevator pitch
  - iii. Using body language and voice
  - iv. Idea structuring to present powerfully; to make messages compelling; to make content memorable; talking to drive results

### 3. Business Etiquette and Culture sensitivity (in India)

- a. Etiquette at work - in face to face meetings and presentations, while teleconferencing and in emailing
- b. India in the cultural milieu; Indianisms
- c. Cultural orientation in social scenarios

### 4. Assertiveness

- a. Speaking up
- b. Behaviour styles
- c. Assertiveness practices e.g. being sensitive; showing positive intent while giving bad news; saying No; making requests; giving and receiving feedback

## Program Structure

The structure of the program follows the pedagogical design for the learning of language skills - listening, speaking, reading and writing.

Participants have to complete a pretest on day one of the program. This will help in assessing their competencies in Business communication and Business English. At the end of the program, participants will write the same test. This will help participants to gauge how much they have gained from this learning experience; also plan their further learning.

Pre assessment will be conducted on:

1. Listening comprehension
2. Business communication including business vocabulary
3. Presentation skills
4. Reading comprehension

The course is designed in a modular fashion and can be conducted as -

- Individual coaching sessions of 1-2 hours
- Small group coaching sessions of 3-4 hours (half day)
- Full day workshops
- Workshop cum coaching sessions

## Programme Details for Individual Coaching

<b>Programme Duration</b>	Pre assessment - 1 session of 3 hours each per participant Individual coaching session - 2 hours each
<b>Recommended Group Size</b>	Minimum 2 coachees a day Maximum 3 coachees a day
<b>Class room seating</b>	Huddle room for individual coaching sessions
<b>Audio visual equipment needed</b>	Projector, Speakers to be connected to the laptop for film viewing
<b>Contact</b>	Kapila Ramakrishnan • Email id - <a href="mailto:kapilaramakrishnan@gmail.com">kapilaramakrishnan@gmail.com</a>  • HandFone - +91 78999 17213 • Websites - – <a href="http://www.thehealingcircle.in">www.thehealingcircle.in</a> – <a href="http://www.thecreativeschool.in">www.thecreativeschool.in</a>