



ALL TRAINING OFFERINGS

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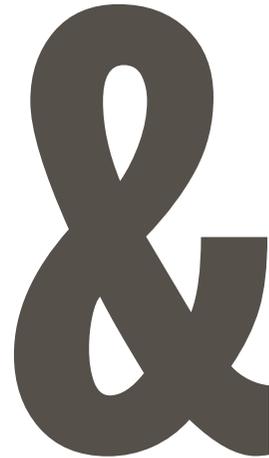


WHAT WE DO

WE EXPAND YOUR GLOBAL REACH

EB Training is part of a small company that thinks big: creating value for our clients as they grow internationally. We train people to communicate in English and to be the best leaders, presenters and salespeople on an international level that they can be. EB Translation provides expert translation services for convincing and authentic cross-cultural communication. Together, we offer growing businesses the support and services they need to maximise their company's global reach.

LANGUAGE



COMMUNICATION SKILLS SEMINARS

Language

Don't let language stand in the way of your company's success. Communicate confidently and effectively with your employees and stakeholders in English.

Culture

Culture shapes who we are and defines our business relationships. A comprehensive knowledge of international corporate cultures, workflows and lifestyles is paramount to global business success.

Skills

Communication is more than just speaking a language. Communicating authentically in English means your employees can present, debate, negotiate and persuade as effectively as they do in their native language.

THE POWER OF TRAINING

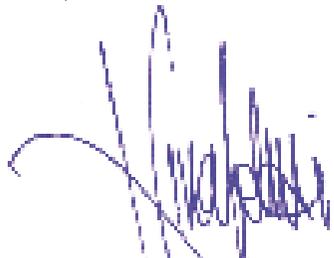
Empower your employees to succeed in the international marketplace

We are experts in training and developing your people to master the challenges they face in international business communication.

Using effective and targeted measures, we can play a decisive role in shaping your company's communication training concept. In this catalogue, you will find an overview of our training programmes. Gain insight into what we have to offer you and discover how we can tailor numerous solutions to suit your individual needs.

Not only will performance improve, you will also benefit from improved employee satisfaction, a greater sense of team spirit among colleagues and the mutual exchange of knowledge throughout the entire learning process.

Let us support you with the training expertise you need to grow beyond your borders and communicate your value convincingly to an international audience. Discover for yourself why our 20 years of experience have made the 100+ trainers, coaches and consultants at EB Training leading experts in the area of professional development.



NINA ZOLEZZI
CHAIR OF THE MANAGEMENT BOARD



DR. CATHY MOLOHAN
MEMBER OF THE MANAGEMENT BOARD



CONSULTANCY AND NEEDS ANALYSIS

■ Contact person

All of our clients, whether companies or private individuals, have their own contact person at EB Training.

■ Needs analysis

A member of our team conducts a personal needs analysis session with a potential participant. For language seminars and courses, the participant's English level according to the Common European Framework of Reference (CEFR) is also identified. For our communication skills seminars, the focus is rather on the client's own expectations and goal-setting.

■ Consultancy

Let us advise you on the different phases of learning to best suit your personal learning objective.



QUALITY IN TRAINING

■ Qualified trainers

Our trainers are all native speakers of English and hold a university degree in addition to further teaching qualifications. Moreover, our senior trainers bring with them extensive experience and specialised knowledge from the world of business.

■ Innovation

Our Strategic Product Development Manager is responsible for the quality of our content and briefs our trainers accordingly. We ensure that our trainers and material are always kept up to date by anchoring our corporate strategy in alternative learning paths, innovative methodology and continuous product development. We also make sure our trainers receive regular opportunities for professional development.

■ Methodology

We keep frontal input to a minimum. Together with our trainers, our participants develop their course content in the form of group and individual work as well as practical exercises. Following the seminars, participants receive comprehensive reference material they can take back into their daily work. Blended learning options can also be included in many cases.

■ Number of participants

We encourage a culture of active participation and interaction in all of our language and communication skills seminars. Limiting all courses to a maximum of 6–8 participants guarantees learning success.



ONE-ON-ONE KEY COMMUNICATION SKILLS COURSES

Personal survival skills for the jungle of daily business communications

You already know how to run a meeting, negotiate a deal and present your ideas – but are you comfortable doing it all in English? Our one-on-one training is built around your daily tasks and challenges in English to ensure that your training is practical, effective and – in short – a good investment.

Following your personal English evaluation with a member of our team, EB Training carefully matches you with a highly qualified trainer who has a background in teaching as well as relevant business experience. Our key communication skills courses are available in several different formats so you can choose the option that best fits your schedule.



Weekly training

The most productive and cost-effective way to master the English language while improving your key communication skills is through regular and structured practice. Weekly key communication skills training takes place once a week for 90 minutes. You determine the fixed time and location of your course.

Flexible or short-term training

Does your busy schedule demand flexibility? Or do you need a short-term solution to help you prepare for an important conference, presentation or job interview? Our flexible training option allows you to choose when, where and how often (with a minimum of 4 x 45 minutes per month) your training sessions will take place.

Premium training

Our premium training can prepare you for even the most high-pressure situations in English. A trainer with a specialised professional background in your field can give you the support you need to present your company at a roadshow, answer difficult questions posed by international investors, hold a speech in front of a large audience, moderate an emergency meeting or diplomatically talk your way through the crisis your company is facing.

Blended learning

Want to get the most out of your key communication skills training but can't commit to weekly lessons? Or maybe you prefer to work at your own pace when it suits you? All our key communication skills courses can be blended with a customised online training path to afford you the utmost flexibility.

Whether you have several months or just one week to prepare, our most senior trainers with expertise in your specific field will help you get your English communication skills – and your confidence – in shape for the big day.

PRESENTATION DRY RUNS

Deliver in style

You've spent hours putting together a presentation or sales pitch and now you want some honest feedback from an objective third party? A presentation dry run (or two or three) provides you with the chance to practise holding your presentation or impending sales pitch and to get advice, tips and tricks for improvement from a highly qualified trainer who specialises in presentation training. You can run through your presentation in a one-on-one or, if you are holding the presentation in a team, a small group setting.



Using video recordings, the trainer's feedback to you or your team will not only focus on language issues but also on essential communication factors such as body language, pitch, intonation, confidence and the ability to respond to questions from the audience.

Our Presentation Dry Run courses are available in two different formats so you can choose the option that best fits your schedule.

Flexible or short-term training

Does your busy schedule demand flexibility? Or do you need a short-term solution to help you prepare for an important sales pitch, presentation or a conference? Our flexible training option allows you to choose when, where and how often (with a minimum of 4 x 45 minutes per month) your training sessions will take place.

Premium training

Our premium training can prepare you for even the most high-pressure situations in English. A trainer with a specialised professional background in your field can give you the support you need to present your company at a roadshow, answer difficult questions posed by international investors, hold a speech in front of a large audience, moderate an emergency meeting or diplomatically talk your way through the crisis your company is facing.

Whether you have several months or just one week to prepare, our most senior trainers with expertise in your specific field will help you get your English communication skills – and your confidence – in shape for the big day. You choose when, where and how often your training sessions will take place.

TALKING FINANCE

For CFOs, IROs, bankers, auditors and other finance executives

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Invest in your English skills with Talking Finance, an intensive one-on-one course designed to assist executives and senior managers with their financial communication in English. Whether the challenge at hand is IPO preparation, presenting an annual report or advising an important client, we can provide you with the guidance and feedback you need to guarantee success.

Your personal English evaluation with a member of the EB Training team helps us determine your priorities and the goals for your individually tailored course. We then carefully match you with a highly qualified trainer who specialises in financial English and is familiar with your particular industry. Together, you and your trainer set the pace, focus and week-to-week objectives of your training.

Talking Finance is available in several different formats so you can choose the option that best fits your schedule.



Weekly training

Want to continuously expand your financial vocabulary in English? The most productive and cost-effective way to master the English language while constantly improving key communication skills such as presenting figures is through regular, structured practice. Weekly financial training takes place once a week for 90 minutes. You determine the fixed time and location of your course.

Flexible or short-term training

Presenting crucial figures at a big meeting? Does your busy schedule mean you require an alternative to fixed training hours? Do you need a short-term solution to help you prepare for an analyst conference or a presentation for the board? Our flexible financial training option allows you to choose when, where and how often (with a minimum of 4 x 45 minutes per month) your training sessions will take place.

Premium training

Our premium training can prepare you for even the most high-pressure situations in English. A trainer with a specialised professional background in finance can give you the support you need to present your company at a road show, answer difficult questions posed by international investors, hold a speech in front of a large audience, moderate an emergency meeting or diplomatically talk your way through the crisis your company is facing.

Whether you have several months or just one week to prepare, our most senior trainers will help you get your English communication skills – and your confidence – in shape for the big day. You choose when, where and how often your training sessions will take place.

JOB INTERVIEW PREPARATION

Land the job of your dreams in English

We carefully match you with a trainer who specialises in interview strategies and communication skills. Our trainer will prepare you for commonly asked (but difficult to answer!) interview questions and offer advice on your verbal and non-verbal communication skills. You and your trainer will simulate the interview itself (with or without video feedback) to practise and build your confidence.

Job Interview Preparation is available in several different formats so you can choose the option that best fits your schedule.



Flexible or short-term training

Our interview training courses are available for clients in the greater Hamburg or Frankfurt am Main area. You determine the location of your training as well the number and duration of the training sessions.

Premium training

The most nerve-racking interviews are the daily business of our premium interview trainers. With backgrounds in HR and relevant business experience, they prepare you for the most critical assessment centres and demanding future employers.

Blended learning

Want to add an online or telephone element to your interview preparation? With our blended learning packages you can consolidate what you have practised with our trainer at your convenience online.

Need help translating your CV or cover letter into English? Contact our project managers at EB Translation for a free offer at translation@englishbusiness.de.

MINI GROUP KEY COMMUNICATION SKILLS TRAINING AT YOUR OFFICE

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Business communication skills in English with your colleagues

Our key communication skills courses for small groups are designed to help learners become effective presenters, negotiators and leaders in English while strengthening their core language abilities. Every key communication skills course is designed with your company's industry and corporate culture in mind, which means that every session focuses on topics and material relevant to your specific situation.

We first conduct a personal English evaluation with each of the participants, who are then grouped according to language ability, personality and individual needs. We carefully match the group with a highly qualified trainer who offers years of experience teaching English as well as a background in business.

This type of in-company course takes place once a week at your office in the greater Hamburg or Frankfurt am Main area on the fixed day and time of your choosing. Each session lasts 90 minutes.

Blend it!

Want to brush up on your skills before the lesson? Why not try our blended learning package for business groups? With this highly customisable option, you determine when and where you learn by following a personal online training path alongside our in-house group training sessions.



INTERNATIONAL PRESENTATION SKILLS SEMINAR (I)

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Ensuring others listen to every word you say

Seminar goals

It's easy to recognise a great presenter, but do you know what it takes to become one? A motivating, inspiring and convincing presentation is the key to success in many international management situations. Having a clear presentation objective, guiding your audience through this objective and communicating eloquently using skills to influence and persuade are core elements of a successful presentation. Working in the English language and with a toolbox of culturally diverse material, participants in our International Presentation Skills (I) seminar will identify and master a personal set of rhetorical skills to achieve these goals. Find your voice in any international business setting.



Content

- **Influencing and persuading**
- **Finding your style**
- **Relating to your audience**
- **Organising your presentation**
- **Mastering powerful delivery**
- **Understanding the importance of non-verbal communication**
- **Mastering Q&A sessions**

In this seminar the focus is on you as a learner, rather than on lecture content. Every content section makes use of brainstorming, team-teaching, group and individual work, coaching, practical exercises and demonstration. Many sections of the seminar incorporate video analysis of each participant's mini-presentation. A detailed handbook serves as reference material for long-term results, even after the seminar has ended.

Target group

The International Presentation Skills seminar targets middle and senior management who present internally or externally to colleagues or clients in an international workplace. Even for presenters with experience, the programme offers a wealth of insight and dynamic new perspectives. It provides them with the necessary skills to revisit their approach and presentation style – for maximised results! This seminar is held in English and focuses on the skill (as opposed to simply the language) of presenting.

At a glance

- **Two or three days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

INTERNATIONAL PRESENTATION SKILLS SEMINAR (II)

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A master class for experienced presenters

Seminar goals

Building on the skills learned in our International Presentation Skills (I) seminar, this presenters' master class is a unique opportunity to consolidate existing knowledge and hone your technique. The topics include a clear objective, appealing images, a keen awareness of audience needs and that all-important eloquence. Furthermore, this seminar focuses on developing your own personal style and having an individual set of rhetorical tools.



Content

- **Inspiring others to action**
- **Dealing with nerves**
- **Building rapport with any audience**
- **Using powerful argumentation techniques**
- **Mastering methods of delivery**
- **Using your voice**
- **Presenting as a group**

Each content section makes varied use of brainstorming, team-teaching, group and individual work, coaching, practical exercises and demonstration. The seminar is interactive. Many sections of the seminar incorporate video analysis of each participant's mini-presentation. A detailed handbook and toolkit serve as reference material for long-term results, even after the seminar has ended.

Target group

International Presentation Skills (II) is targeted at experienced presenters who will benefit from identifying and mastering a personal set of rhetorical techniques to help them become exemplary presenters. It is therefore highly advantageous that you attend our International Presentation Skills (I) or a similar seminar first. This seminar is held in English and focuses on the skill (as opposed to simply the language) of presenting.

At a glance

- **Two or three days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

NEGOTIATING TO WIN (I)

15

When it's the result that counts!

Seminar goals

In a world of multinational corporations, global supply chains and instant digital communication, business professionals have to negotiate in international teams and across cultural boundaries every day. Whether it's allocating resources for a project, funding a new initiative or even applying for a new job, negotiation and interactive decision-making skills are important for all kinds of roles when working across cultures.

Our Negotiating to Win (I) seminar will help you gain a better understanding of decision-making strategies, understand and use your personal tendencies in the face of conflict, and learn to powerfully maximise these to become a more effective negotiator in any cultural context. A highly qualified trainer facilitates this intensive two-day experience-based seminar.



Content

- **Understanding the negotiation process and various negotiating styles**
- **Planning the strategy that works for each negotiation context**
- **Mastering a best alternative to a negotiated agreement (BATNA)**
- **Building your own repertoire of tactics**
- **Recognising the most common manipulative tactics used by difficult people (and learning strategies for neutralising their effects)**
- **Understanding the role of ethics in negotiation**
- **Determining your style of communication and adjusting it to get the results you want**
- **Identifying resistance (and getting past it!)**
- **Structuring and organising your arguments for an international audience**

Target group

Negotiating to Win seminars are aimed at everyone from entry-level employees to chief executive levels who are confronted with negotiating change, agreements, sales, cost issues, budgets, new business ... in short, anyone who needs to convince others.

If you are an experienced negotiator and want to attend our negotiation "master class" read about our Negotiating to Win (II) seminar.

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

NEGOTIATING TO WIN (II)

The master class for experienced negotiators

Seminar goals

You can negotiate in multicultural contexts, but can you excel in the toughest of negotiations? Can you work within a small bargaining zone, handle complex cross-cultural team negotiations, manage difficult personalities and obtain good results when you're up against oppressive deadlines? This master-class negotiation seminar is designed to turn experienced negotiators into excellent negotiators.

Learn to increase your proficiency in overcoming hard bargainers and hard bargaining situations. Know how to analyse complex negotiation scenarios, provide a larger range of competitive and cooperative negotiation strategies and learn to "expand the pie". More for me doesn't need to mean less for you! In many negotiation situations, there are value-creating opportunities that can be exploited to provide "more pie" for both parties. With a focus on the psychology of persuasion as well as the importance of argument building and creativity in negotiation success, this seminar will give you the winning edge.



Content

- **Equipping yourself for difficult negotiations**
- **Improving techniques for "getting more"**
- **Mastering cross-cultural negotiations**
- **Preparing effectively for team negotiations**
- **Devising creative solutions to expand the pie**
- **Building powerful arguments**
- **Regaining control of the negotiation**
- **Dealing with someone who is more powerful than you**
- **Making time work for you when you do not have much time to prepare**
- **Strengthening interpersonal relationships in business**

Target group

Participants need to have successfully attended Negotiating to Win (I) or an equivalent seminar. This seminar is held in English and focuses on the skill (as opposed to simply the language) of negotiating.

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

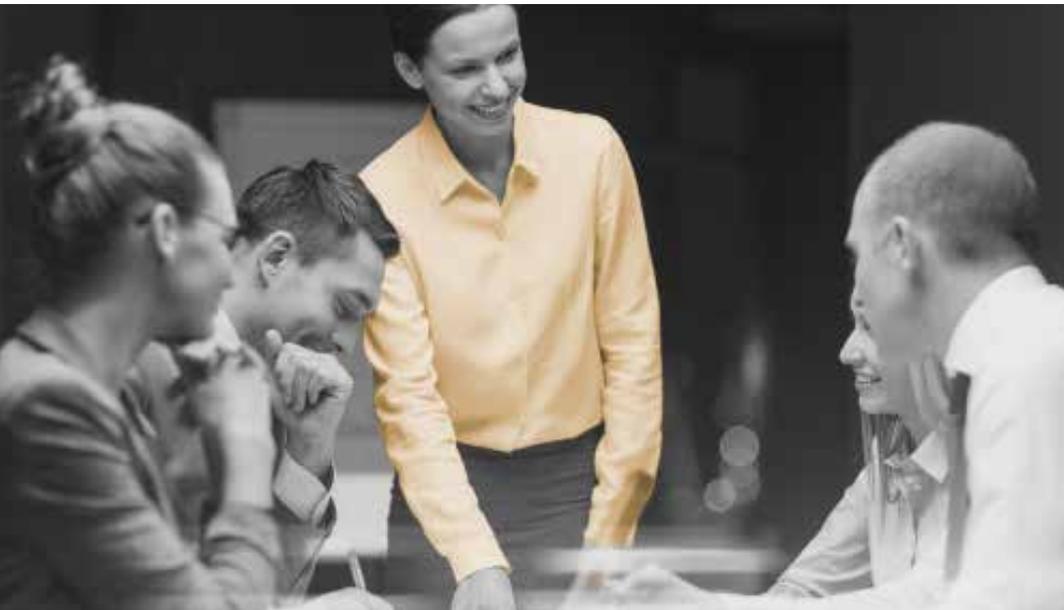
INTERNATIONAL SALES SKILLS

Taking your sales message global

Seminar goals

In today's competitive global business environment, the strongest communicators are the ones closing their sales and exceeding their targets. Experience tells us that successful selling depends on a mix of psychology and communication – creating a strong relationship with the buyer is just as important as telling a convincing story. Helping the customer solve their problem and meet their business objectives has replaced outdated “tell and sell” approaches.

Focus on developing your communication and social intelligence skills, so you can interact with your customers and clients more effectively, wherever they may be located.



Content

- **Preparing for communication differences when working across cultures**
- **Listening actively to customer requirements**
- **Getting behind left and right-brain buying decisions**
- **Describing your USPs in terms the customer really understands**
- **Asking the questions which move the sales conversation forward**
- **Gaining commitment to the sale**
- **Providing clear answers to client objections, challenges and setbacks**
- **Discussing how contacts from different cultures prefer to be treated and developing learning techniques for going into new cultures**
- **Understanding how to draw on your innate EI (emotional intelligence) to improve social capability**

Target group

The International Sales Skills seminar targets salespeople who work in an international context. Even for experienced international sellers, the programme offers a wealth of insight and dynamic new perspectives. This seminar is held in English and focuses on the skill (as opposed to simply the language) of selling. We therefore recommend an upper-intermediate level of English (high B2 or C1 based on the Common European Framework of Reference) for participation.

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

WORKING ACROSS CULTURES

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Turning every cultural clash into a meeting of minds

Seminar goals

In a rapidly expanding global marketplace, it is crucial to understand the economic benefits cultural awareness can bring. This applies not only to national culture but to workplace and team culture, as well. Understanding and appreciating diversity not only promotes clearer communication and breaks down barriers, doing so also builds trust, strengthens relationships and yields tangible results in terms of business success.

This seminar provides business professionals with cultural competency and a deep understanding of the impact of culture in their business relationships. Participants return to their companies with a fresh perspective, an awareness of the leading models of cross-cultural understanding and the ability to actively apply them.

Content

- **Defining culture and learning how culture affects attitudes and values**
- **Controlling the impact of cultural values on business transactions**
- **Making practical use of leading cultural theories and frameworks**
- **Utilising a “culture briefing” based on customs, etiquette and protocol**
- **Recognising problems and predicting sensitive issues**
- **Understanding the impact of digitalisation on team culture**
- **Creating your own culture toolkit**

Target group

Anyone interested in maximising the advantages of working in a diverse business environment. This seminar is held in English and focuses on the skill (as opposed to simply the language) of communicating across cultures.

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**



FACILITATION SKILLS

Sharing knowledge coherently and concisely

Seminar goals

You may have attended dozens of seminars, workshops and team meetings, but do you know how to successfully lead one yourself? This is why we have created our Facilitation Skills seminar, which is specifically designed to provide participants with the skills necessary to effectively train or lead others in a group session regardless of the topic. During filmed simulations, you'll practise strategies for communicating relevant information in a way that grabs your audience's attention. You'll leave this seminar confident that the audience will understand and remember what you've said – instead of the mere ten per cent retained after a frontal lecture.



In addition to the seminar content, participants learn actively by analysing their peers in role-play simulations and receiving detailed feedback on their own performance.

Content

- **Planning and preparing goal-oriented workshops**
- **Using visual aids and equipment to augment your training message**
- **Introducing, concluding and making transitions between topics**
- **Maximising the use of facilitation tools and techniques**
- **Mastering the basics of visual recording**
- **Using your voice and words effectively**
- **Dealing with difficult situations and participants**
- **Managing Q&A sessions successfully**

Target group

This seminar is geared towards people who have yet to acquire any facilitation experience, but who regularly have to convey knowledge or skills as part of their daily work. This seminar is held in English and focuses on communication skills (as opposed to language elements).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

COMMUNICATION EXCELLENCE FOR LEADERS

20

The powers of persuasion in a complex environment

Seminar goals

Managers working in an international environment are faced with numerous communication challenges resulting from the highly sensitive, demanding range of tasks required of them. They need to convince and persuade, be able to deal with conflict constructively, and achieve results without alienating colleagues or business partners. These complex situations require excellent communication and problem-solving skills.

By focusing on a range of skills in one compact, high-level seminar, we provide managers with the tools and ability to meet these complex challenges. Frontal input is kept to a minimum. Participants are expected to engage using a range of tools including video feedback, role plays, scenario analysis and peer feedback.



Content

- **Building a powerful argument for an international audience**
- **Holding convincing presentations in any situation**
- **Planning a strategy and implementing new tactics in international meetings**
- **Dealing with conflict (and getting past it)**
- **Determining your style of communication and adjusting it to get the results you want**
- **Communicating powerfully in an intercultural context**

Target group

This seminar is ideally suited to managers working in an international environment who are looking to develop their already excellent communication skills and hone their expertise. This seminar is held in English and focuses on communication skills (as opposed to language elements).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

AGILE MEETING SKILLS

Effective communication around the table

Seminar goals

Meetings are part of life in the business world. Be it daily conversation or an annual general meeting, every time you get together with another person is a new opportunity. That's why making the most of meetings is one of the best ways to improve efficiency in your company.

The Agile Meeting Skills seminar focuses on the dynamics of meetings and how to turn challenges into productive exchanges. Learn about benefits and uses of techniques such as agility exercises, walk-and-talk, location changes and process streamlining. Whether you are working in an international team, meeting with co-managers from various

locations or bringing together minds from different departments, this seminar is aimed at bridging communication and culture gaps to lead to a successful result.

This seminar consists of two days of intensive training. Participants are expected to engage using a range of tools including video feedback, role plays, scenario analysis and peer feedback. In addition to valuable insight gained during the seminar, all participants also receive a toolkit for preparing for, running and taking part in meetings in the future.

Content

- **Planning strategically for several types of meeting**
- **Facilitating an effective meeting**
- **Using agile methodology**
- **Controlling the impact of cultural values on business meetings**
- **Managing conflict and leading discussions to effective resolutions**
- **Determining your style of communication and adjusting it to get your message across**

Target group

This seminar is ideally suited to managers working in an international environment who are looking to develop their already excellent communication skills and hone their expertise. This seminar is held in English and focuses on communication skills (as opposed to language elements).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**



AGILE COMMUNICATION SKILLS FOR INTERNATIONAL PROJECTS

22

Communication that keeps everyone on the same page

Seminar goals

Project managers and team leaders face a huge range of communication challenges on a daily basis. Not only do they have to speak convincingly with stakeholders at all levels, but they also have to communicate the need for resources, clarify the complications of risks and sell tough decisions. Working with different nationalities and cultures heightens complexity and means participants often hold different expectations or priorities.

Our two-day intensive seminar will help you develop skills to target communications effectively to different audiences and to communicate emotional topics such as risks, changes, and clashes. You will also have the chance to assess your persuasion skills and decide which types of communication work best at which stages of project team development.



Content

A typical two-day programme covers a selection of the following topics:

- **Overcoming challenges working on an international project**
- **Choosing the best ways to communicate with different stakeholders**
- **Utilising active and passive means of communication**
- **Making convincing arguments: the 7Cs of effective communication**
- **Communicating risk, uncertainty and change effectively**
- **Adopting best practices for handling remote team meetings**
- **Understanding the economic cost of communication failure in projects**
- **Dealing with digitalisation in international projects**
- **Using agile methodology**
- **Handling cultural differences in communication style skillfully**
- **Honing diplomacy skills**
- **Enhancing persuasiveness**
- **Communicating at different stages of project development**

Target group

This seminar is ideally suited to managers working in an international environment who are looking to develop their already excellent communication skills and hone their expertise. This seminar is held in English and focuses on communication skills (as opposed to language elements).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

ENGLISH FOR MEETINGS

International conferences and team meetings in English? No problem!

Language seminar goals

Meetings in English are part and parcel of business life. This English for Meetings language seminar equips managers and employees with the language and skills they need to run or take part in meetings in English.

Learn to argue your point eloquently, ensure people listen when you speak, strike the right tone and moderate your meetings confidently. Find out what it takes to write objective reports, evaluate options, formulate next steps and end every meeting on time without being undiplomatic. Real-life situations are role-played (with optional video feedback) to give participants the chance to experience and work on meeting scenarios.



Content

A typical two-day programme covers a selection of the following topics:

- **Getting your point across; agreeing and disagreeing**
- **Being aware of body language in meeting situations**
- **Conducting small talk before, during and after a meeting**
- **Understanding language and culture in meetings**
- **Drafting agendas and minutes**
- **Chairing meetings**
- **Using relevant grammar, e.g. modals and conditionals, explained in a simple and fun way, making it clear and immediately useable**
- **Optional: teleconferencing – a particularly challenging meeting situation**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group size (3–6 participants) allows for individual feedback and maximises speaking time. The minimum language requirement for this language seminar is intermediate (B1 based on the Common European Framework of Reference).

At a glance

- **Two or three days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

ENGLISH FOR DAILY BUSINESS

Successful communication for everyday business situations

Language seminar goals

In today's international business world employees face numerous challenges in English, from meetings and telephone conferences to social interactions with colleagues. While the English you learned in school may be sufficient for taking a message or introducing yourself, business professionals working in English require more in-depth language knowledge. Our English for Daily Business language seminar is an intensive programme of language competence combined with key communication skills that allows you to practise and fine-tune your daily business English.



Content

A typical two-day programme covers a selection of the following topics:

- **Participating in meetings in English: agreeing, disagreeing and getting your point across**
- **Telephoning in English**
- **Writing professional correspondence and emails in English**
- **Conducting small talk and social English in business settings**
- **Reviewing relevant grammar points on an as-needed basis**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group size (3–6 participants) allows for individual feedback and maximises speaking time. The minimum language requirement for this language seminar is upper intermediate (B2 based on the Common European Framework of Reference).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

Staying cool when the phones ring hot

Language seminar goals

A client's first contact with a company often takes place over the phone. For businesses working on or breaking into the international marketplace, it's essential that every phone call goes smoothly and that clients feel they are in competent hands. This not only requires strong English language abilities but the key communication skills for talking on the phone as well. Our English for Telephoning language seminar addresses your daily challenges, from taking and transferring calls to negotiating the terms of a deal, and helps you gain the confidence you need to do business naturally and successfully over the phone.



Content

A typical two-day programme covers a selection of the following topics:

- **Mastering greetings, small talk and politeness on the phone**
- **Spelling out names and addresses**
- **Making, taking and transferring calls**
- **Arranging appointments and meetings**
- **Pronunciation, intonation and speaking clearly on the phone**
- **Avoiding common mistakes made during phone calls**
- **Practising grammar and vocabulary-building exercises as needed**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group setting (3–6 participants) allows for individual feedback and maximises speaking time. A minimum English level of intermediate (B1 based on the Common European Framework of Reference) is required to participate in this language seminar.

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

ENGLISH FOR NEGOTIATIONS

Don't let language stand in the way of results

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Language seminar goals

Every word counts when you're negotiating. Our language seminar is designed for business professionals from all industries who regularly negotiate or are preparing to negotiate in English. We can equip you with the linguistic tools necessary to succeed when negotiating in English and help you avoid the language traps that non-native speakers frequently fall into. This language seminar emphasises practising real-life scenarios and key communication skills that can be directly applied to your daily work.



Content

A typical two-day programme covers a selection of the following topics:

- **Mastering the language of diplomacy and persuasion**
- **Getting your message across**
- **Recognising and responding to hostile language**
- **Dealing with numbers and bargaining with confidence**
- **Applying questioning tactics**
- **Conducting small talk before, during and after the negotiation**
- **Practising relevant grammar points on an as-needed basis**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group size (3–6 participants) allows for individual feedback and maximises speaking time. The minimum language requirement for this language seminar is intermediate (B1 based on the Common European Framework of Reference).

Please note: This seminar does not address the negotiation skills themselves but rather the complex language required in negotiating. Negotiation skills are the focus of our Negotiating to Win seminars. We recommend this language seminar as an ideal basis to prepare you for participation in our Negotiating to Win (I) and (II) seminars.

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

ENGLISH FOR PRESENTATIONS

27

Convincing, powerful words in persuasive presentations

Language seminar goals

Presenting effectively can be one of the most challenging aspects of doing business. Add English to the mix, and even the most confident presenter will begin stumbling over his or her words. Our English for Presentations seminar is designed for business professionals from all industries who present or are preparing to present in English. A highly qualified trainer who specialises in the language of presentations will help you hone your linguistic skills, avoid common mistakes and deal with even the most nerve-racking presentation scenarios. This language seminar emphasises practising real-life situations and key communication skills that can be directly applied to your daily work.



Content

A typical two-day programme covers a selection of the following topics:

- **Using language to clarify your objectives and conclusions**
- **Structuring your presentation and using language to “signpost”**
- **Describing figures, graphics and trends**
- **Mastering language tactics for taking and responding to questions**
- **Using the appropriate vocabulary and tone for your audience**
- **Practising relevant grammar points on an as-needed basis**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group size (3–6 participants) allows for individual feedback and maximises speaking time. The minimum language requirement for this language seminar is intermediate (B1 based on the Common European Framework of Reference).

Please note: This language seminar does not address presentation skills themselves but rather the language required for presenting. Presentation skills and techniques are the focus of our International Presentation Skills seminars. We recommend this language seminar as an ideal basis to prepare you for participation in our International Presentation Skills (I) and (II) seminars.

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

Language seminar goals

Business professionals working in the financial sector have extremely specialised and unique English communication needs. The terms and vocabulary required in this field, as well as the ability to explain these terms clearly and concisely, can be especially challenging for non-native English speakers in an international business environment. Our English for Finance language seminar is designed for bankers, auditors, accountants, analysts, bookkeepers and anyone facing the challenge of understanding, illustrating, discussing, reporting on or presenting financial information in English. A highly qualified trainer with experience in the financial sector will help you overcome your language

weaknesses and avoid common mistakes. Real financial data from annual reports and other current financial publications are used to ensure the highest topic relevance and applicability.

Content

A typical two-day programme covers a selection of the following topics:

- **Expanding vocabulary related to accounting and bookkeeping**
- **Describing types of assets**
- **Reporting profit and loss**
- **Reading and understanding financial statements**
- **Communicating company law**
- **Discussing topics such as bankruptcy and auditing**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group size (3–6 participants) allows for individual feedback and maximises speaking time. The minimum language requirement for this language seminar is intermediate (B1 based on the Common European Framework of Reference).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

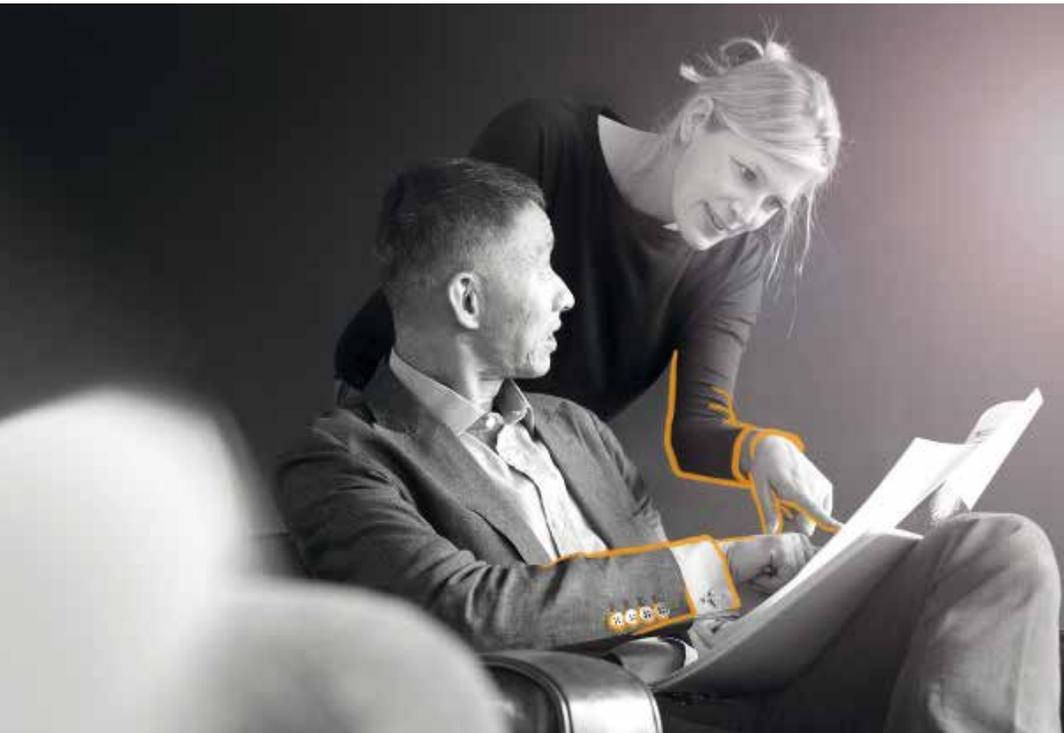


ENGLISH FOR ASSISTANTS

Eloquent administrative staff make excellent first impressions

Language seminar goals

Executive assistants, PAs, administrative assistants or receptionists are often the first point of contact when clients reach out to a company. When dealing with international clients and partners, assistants are under additional pressure to appear assured and competent when communicating in English. Our English for Assistants language seminar equips participants with the linguistic tools necessary to approach even the most challenging situations and ensure that business opportunities aren't lost in translation.



Content

A typical two-day programme covers a selection of the following topics:

- **Welcoming visitors**
- **Organising meetings and making travel arrangements**
- **Telephoning in English**
- **Crafting professional correspondence and emailing in English**
- **Making small talk in a business setting**
- **Writing minutes and reports**
- **Handling difficult situations in English**
- **Practising grammar topics on an as-needed basis**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group size (3–6 participants) allows for individual feedback and maximises speaking time. The minimum language requirement for this language seminar is intermediate (B1 based on the Common European Framework of Reference).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

Language seminar goals

Today's culturally diverse workplace environment makes this an exciting and challenging time to work in human resources. Accessing top professionals often means drawing from a global pool. English has become the lingua franca of many companies in recruiting, managing and training their team of international employees.

This language seminar provides HR professionals with an intensive setting to focus on the language tools they need for working in just such a global business environment. Through a combination of role plays, discussions and guided activities, our highly qualified trainers will help you sharpen the key communication skills you need for your work.



Content

A typical two-day programme covers a selection of the following topics:

- **Describing company structure and roles**
- **Recruiting**
- **Structuring and conducting interviews**
- **Communicating with international teams**
- **Discussing difficult and sensitive issues with employees**
- **Mastering negotiating skills**
- **Understanding what motivates people**
- **Handling cross-cultural issues**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group size (3–6 participants) allows for individual feedback and maximises speaking time. Real-life situations are role-played (optionally with video feedback) to give participants the chance to experience and work on meeting scenarios. The minimum language requirement for this language seminar is intermediate (B1 based on the Common European Framework of Reference).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

ENGLISH FOR INTERNATIONAL PROJECTS

Clear communication skills for complex projects

Language seminar goals

It's a fact of business life today that more and more of us work in international project teams. Many of us are involved in projects where four, five, six or more nationalities are represented. Typically, we have to work together closely to deliver results and meet tight deadlines.

Our English for International Projects language seminar will help you discuss and report on key project topics with clarity, accuracy and a broader vocabulary. You will practise talking about goals, project plans, resources and costs and handling deadlines in face-to-face meetings as well as in simulated telephone conferences.



Our aim is to help you work optimally with a mix of colleagues, whether they are native speakers or using English as a bridge language.

Content

A typical two-day programme covers a selection of the following topics:

- **Describing time frames and benchmarks**
- **Reporting on time, cost and quality in English**
- **Using diplomatic language**
- **Working with common communication challenges**
- **Handling teleconferences, video conferences and remote teams in English**
- **Using appropriate vocabulary and tone**

Additional information

Every language seminar can be further tailored to accommodate the specific needs and goals of the participants. The small group size (3–6 participants) allows for individual feedback and maximises speaking time. The minimum language requirement for this language seminar is upper intermediate (B2 based on the Common European Framework of Reference).

At a glance

- **Two days**
- **In-company seminar – max. 6 participants**
- **Seminar at an EB Training centre – max. 6 participants**

INTERACTIVE CONFERENCE AND MEETING DESIGN

Create interactive formats that your staff will remember

Holding an annual kick-off meeting for your international sales team or getting your staff together for a conference or team-building exercise in English? Do you want to reduce frontal impact and move away from traditional presentations and speeches? As part of our Culture, Change & Team Building programme, we design creative, intelligent and compelling events to inspire your team and get the most out of your business. Our interactive events, such as a World Café or Market Place, are designed to empower your staff to speak their mind, make insightful contributions and then transfer what they've learned to the workplace. By involving participants in a collaborative process, all employees help shape the outcome of the event and ultimately your business. These are fun, memorable and personal learning experiences that keep your staff motivated and at the heart of your company.



All we need from you is a detailed briefing on the goals of the meeting or conference, the set-up for the day and any important background information. We will then work our magic to ensure your day is a roaring success – in a role that involves anything from running the entire show to supporting your people in facilitating the event themselves.

- **Deciding on the format of the conference**
- **Creating the agenda for the day**
- **Determining who needs to be involved in what and when**
- **Setting guidelines with the participants**
- **Choosing icebreakers to get things started**
- **Anticipating group dynamics and steering them**
- **Establishing a system for recording results**
- **Putting together a detailed list of equipment**
- **Determining how it all ends – follow-up, communication results, etc.**

Want to find out more? Our consultants would be delighted to brainstorm options with you and of course to provide you with references – just give us a call or send an email to info@englishbusiness.de.

BUILDING TEAMS ACROSS CULTURES

Training for change in multicultural, high-performance teams

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Cultural diversity has been proven to be one of the top global management challenges today. The impact of different cultures on teams in the workplace is often underestimated, yet failing to consider it can have serious implications for your company. In international business, effective communication between and within teams depends on individuals being sensitive to both national and company culture. Empower your people to maximise the value of diversity, push collaboration to drive business solutions and embrace the change while reducing conflict.



THE CROSS-CULTURAL SIMULATION

A GAME EVEN SCEPTICS LOVE TO PLAY

At EB Training, we work with a team-building exercise that takes the form of a cross-cultural simulation in which managers and international team members are plunged into an immersive foreign-culture scenario.

Without leaving the conference room, and in less than five hours, participants...

- Experience the impact of encountering a culture that may be entirely new to them
- Feel what it is like to understand neither a foreign language nor the accompanying body language
- Appreciate what it is like to believe you understand a situation yet be ostracised for unknowingly breaking a cultural norm
- Experience relief upon returning home, where everything is familiar

As a result of the simulation, participants...

- Identify the practices, values and attitudes that make it difficult to take full advantage of team diversity
- Are shaken loose from stereotypical ways of thinking, and develop new awareness and appreciation of people from other backgrounds
- Identify and create common ground with their teammates, which contributes to the overall team-building effect
- Are more effective when working in international teams, which contributes to better bottom-line results
- Have fun and enjoy a more relaxed and constructive team atmosphere

This simulation can take as little as five hours and can be integrated into a number of other strategic conference and team-building measures. Give us a call or send us an email – our consultants would be delighted to brainstorm options with you.

BLENDED LEARNING

Agile language learning - it's all in the mix



Blended learning is a custom language training solution designed to fit entirely around your needs. Combining face-to-face learning with a personal online training path and/or flexible telephone training, blended learning can be tailored to your specific language needs and busy schedule. Can't commit to weekly lessons or fixed seminar dates? No problem! Once registered, you can log on to your own personal account when it suits you – be it in that half hour between meetings or while on the road. This truly is agile language learning.

And the real beauty behind a blended course is that you can still get all the benefits of traditional face-to-face English lessons. Use the online portal to brush up on your skills before meeting with your trainer or to consolidate what you have learned in the previous lesson. EB Training will allocate you an experienced trainer so you can put all that hard work into practice. How many times you want to meet up in person is up to you: flexibility is at the heart of blended learning. This is efficient, cost-effective learning at its very best and with you at the centre.

Our innovative blended learning concept can be applied to almost all of our key communication skills courses and language seminars.



CompactMINIs

Fire up your English!

No time for a language seminar? Can't commit to weekly English lessons? Need a solution which is both flexible and goal-orientated? Our CompactMINIs cover a wide range of business topics and are engineered to maximise the most important English communication skills within a short space of time. And that's not all! All of our CompactMINIs can be combined with a personal online training path to allow you to brush up on your skills before the session and consolidate what you have learned in your own time.

Choose from a list of popular topics to select your ideal 180-minute MINI. Each MINI comprises both compact lessons and practical exercises.

- **MINIs are exclusively in-company formats**
- **Group size is limited to 8 participants**
- **The minimum language level requirement is B2**
- **There are now two MINIs available for B1-level language learners**
- **All CompactMINIs can be blended to suit you**

EB Training CompactMINIs:

Fast and to the point. Low-cost and effective



HOT!!! M01: How to present your company in just 5 minutes



In daily business you often need to explain what your company does in an interesting yet accurate way. Learn to summarise what your company has achieved and describe your services and products in a way that starts conversations and sparks interest in doing business with you. Whether you are at a networking event, in a sales meeting or talking to your friends, this effective communication tool (often referred to as an “elevator pitch”) will leave you feeling confident and prepared to talk about your company. You’ll never be caught off guard again!

M02: How to present yourself in just 5 minutes

You only have one chance to make a first impression. In this MINI you learn to talk about yourself: describe what you do, summarise your achievements and highlight your strengths in order to make a lasting and positive impression. Learn to choose which information is interesting for the person you are speaking to. Whether you are introducing yourself to colleagues, speaking in front of an audience, networking or socialising, this is one skill everyone should master.

M03: How to present in an interesting and memorable way

A great product deserves a great presentation. Can you draw attention to your company’s unique selling point without using slides? Can you describe in a few minutes why your product is better than the competition’s alternative? In this MINI you will receive tips and techniques to make your product presentations both clear and memorable. We will look at how to structure product information to make sure your audience doesn’t miss key information while giving you tips and tricks to keep them alert and wanting more.

M04: How to begin and end a presentation

When people listen to a presentation, the parts they remember best are the end and the beginning – in that order. Whether you are presenting your ideas in a formal or informal setting, learn to make the openings and conclusions of your presentations more memorable with this MINI. You will have the chance to practise what you learn and get immediate feedback from an expert and your peers, providing you with a helpful list of tips as well as useful language for your next presentation.

M05: How to present figures, graphs and numbers in English

Just the facts, please! When presenting numbers, you want to be certain your audience gets the right information. Let our expert trainer teach you the vocabulary you need to explain trends, talk through figures, describe graphs and more. Whether you are talking about budgets, sales targets, research or performance, this MINI will help you communicate information precisely and clearly. This is the advanced level MINI on numbers and includes vocabulary building and presentation practice (level B2 and higher).

M06: How to make small talk for successful business connections

Much of the important business in our world is conducted outside the board room: in restaurants, on the golf course and even in the car park. In many cultures, it is small talk and informal conversation that creates the relaxed business environment necessary for deals and agreements to be reached. With the objective of making and maintaining business connections in informal settings, this MINI is full of the tips, tricks and language you need to navigate through conversations on topics of general interest.

M07: How to introduce and moderate a business meeting in English

Leading a meeting requires skill and a certain amount of diplomacy in any language. If English is the language of your meetings, then take this opportunity to brush up your language and your communication skills. Learn phrases and vocabulary for starting and concluding meetings in English, tips for making sure you remain on topic and techniques for moderating a discussion. This MINI involves active practise with feedback from your peers and an expert trainer.

HOT!!! M08: How to argue your point convincingly in meetings



It is no use having good ideas if no one hears them! Learn how to make yourself heard in meetings, politely agree and disagree, support your argument and give reasons for saying "no". Whether you take part in large meetings or have small face-to-face discussions with one or two team members, this MINI will help you argue your point and say what you mean in a more professional way.

M09: How to give clear instructions and directions

The clearer the instructions are, the easier they are to follow! Delegation, instruction and explanation are part of the everyday interaction of most business professionals in many different types of job. Do you need to explain how to use software, operate a machine or give directions to your office? This MINI gives you tips, tricks and the language you need to precisely and understandably explain, describe and instruct others how to perform tasks and follow your directions.

HOT!!! M10: How to sound more professional on the telephone



The telephone is often a client's first contact to a company. Are you ready to make and take calls in English as professionally as you do in your native language? This MINI will give you phrases for starting and ending different types of telephone

calls, as well as other useful vocabulary and tips on how to sound friendly and polite. Because the best way to improve your English is to speak it, you will put what you learn into practice through role plays and peer feedback. This is our advanced level MINI on making and taking calls (level B2 and higher).

M11: How to talk through conflict on the telephone

In English we say that you can't please everyone all the time. In business that often isn't good enough. Especially on the phone, where face-to-face dialogue is not possible, conflict conversations are a daily challenge in many different jobs. This MINI will teach you how to de-escalate tense situations on the phone, offer help and stay calm during difficult calls. Prepare yourself with tips and language to give clients and customers your very best through role plays and feedback from our expert trainer and your peers.

M12: How to master the language of teleconferences

Your office is in Germany, your project leader is in Denmark and your head of department is in Belgium. Meetings over the phone and in English are an especially demanding daily challenge for international teams. Do you want to make sure you get the information you need despite bad connections or noisy conference rooms? This MINI gives you tips and tricks for introducing yourself, keeping track of the conversation and making sure your opinion is heard during a teleconference.

HOT!!! M13: How to set the right tone in business email



Email is by far the most common form of business communication, but how do you make sure that what you mean to say is what is understood? The first step is to set the right tone. Even in your native language it is challenging to transmit the right "message" in an appropriate, fitting tone for each recipient. This introduction to email, with a focus on the difference between formal and informal emailing, gives you a practical guide to key techniques of writing business emails in English.

M14: How to write complaint emails in English

When things go wrong, good email communication helps set things right. Perhaps you have ordered a machine and it arrived broken, or maybe you booked a hotel for a business trip and the room was unacceptable. Now you need to tell someone that you are unhappy with their product or service. This MINI provides you with helpful tools and language for formulating email complaints elegantly and constructively, so you can explain the problem without ruining your business relationships.

M15: How to conduct a job interview in English

You want the right team for the job and have taken time and care to find good candidates. Now it is time for the interview. If your candidate is English-speaking or your company requires excellent English, you may need to hold the interview in English. Brush up your relevant English communication skills and get useful interviewing tips from our expert trainer. This MINI includes guided practice and the opportunity to role-play for different interview situations while receiving direct feedback on your own interviewing skills.

M16: How to give feedback to colleagues in English

We all need feedback in order to expand and improve our skills, but delivering that feedback diplomatically and constructively can be a challenge. Musicians make recordings of themselves; dancers practise in front of a mirror, and business professionals rely on their peers and mentors for constructive, useful feedback. This MINI provides you with useful English vocabulary and phrases for giving critical feedback as well as tips for delivering your message effectively.

M17: How to work in an international team

In today's global economy, working with the best often means working with people from all over the world. In international teams the common language of business is often English, and cross-cultural differences present unique communication challenges. This MINI examines some of the reasons for misunderstandings between cultures and gives you resources for helping your team function at its very best. This introduction to intercultural communication will help you bridge the culture gap in your daily business interactions.

M18: How to handle complaints from angry clients

Sometimes things don't work out perfectly and clients get angry, but that shouldn't be a reason to lose a business contact. If you communicate with clients in English, this MINI will help you keep your relationship positive through difficult situations. You will get helpful vocabulary and phrases for letting your client know that you understand the problem, for offering help and for de-escalating tense conversations. Don't lose your cool or your customer because you don't know what to say!

HOT!!! M19: How to negotiate what you want while staying polite



We have all seen the tough Wall Street executives in the movies. They always get what they want, and their motto is "I win, you lose". However, real-world negotiations require more diplomacy. To reach a win-win result in English you need to set the right tone. This MINI offers expressions, phrases and tips for politely saying what you really want in a negotiation. You will put what you've learned into practice and get feedback from our expert trainer and your peers.

X01: How to present figures, graphs and numbers in English (intermediate)

Let's learn to talk about numbers! This MINI is full of vocabulary, phrases and tips needed by business professionals in finance, marketing or sales. If you regularly need to talk about numbers, explain charts or talk about trends with English-speaking audiences, this MINI is for you. This is an introductory-level MINI which gives you the tools to say numbers accurately and clearly present numerical data to an audience. Recommended English level: B1

X02: How to make and take telephone calls (intermediate)

The telephone rings and you see that it is a foreign number – do you feel ready to answer? Whether you speak English on the phone every day or only once or twice a year, this MINI will help you sound more professional and confident. You will practise common telephoning situations such as transferring a call to a colleague, taking a message and calling for information. With feedback from one of our trainers, get in shape for telephoning with this intermediate level training. Recommended English level: B1