

IMPACT IN ENGLISH – BESPOKE

One-to-one coaching in spoken English to increase fluency, confidence and impact in business scenarios relevant to you.

The approach to learning is incremental with subsequent sessions designed and delivered as required. We begin by establishing a benchmark level and work on developing all skill areas cumulatively, building in complexity and addressing gaps and needs as they become apparent.

All coaching sessions are designed individually for you, using scenarios and topics that are directly applicable to your role. A single session would typically last half a day and would be preceded by a pre-coaching interview to establish requirements.

3 SKILL AREAS

1. Small talk

- Learn how to engage in small talk fluently and naturally in English in informal professional situations.
- Master several stock conversation topics to kick start a conversation and use if there is a lull.
- Radiate ease and confidence when chatting in English using practised techniques and body language.
- Build micro-relationships to leave a positive impression.
- Become skilled at closing down a conversation with charm and ending an exchange swiftly and politely.

2. Persuasion and trust

- Understand what drives persuasion.
- Learn how to convey empathy and build trust quickly.
- Demonstrate identification with topics presented by your counterparty.
- Use subtle techniques (eg mirroring, active listening) to influence others and get them on board willingly.
- Learn how to ask open questions, conveying a high EQ and good listening skills.

3. Negotiation

- Negotiate elegantly and strategically in English to achieve your objective. Your objective might be qualitative rather than quantitative.
- Practise how to object, say no and raise an alternative position, (plan B) naturally and fluently.
- Learn how to mask being on the “back foot” and recover if the discussion goes off course.
- Employ powerful phrases to steer a discussion towards your objectives.
- Understand the power of silence and dare to use it.

METHODS

- Role-play based on scenarios identified at a pre-coaching interview.
- Video and audio to illustrate examples of interactions of native speakers in business situations.
- Personal glossary of vocabulary, phrases, idioms, built up over the course of several sessions, relevant to you.
- Diction practice to rigorously train English diction and pronunciation.
- Elevator speech to concisely describe your role, your company/brand, current challenges/projects in 1 minute.