CORPORATE TRAINING DIRECTORY

MUCH MORE THAN ENGLISH

www.britishcouncil.hk/en/english  2913 5536
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CORPORATE TRAINING

The Professional Development Centre at the British Council is dedicated to providing high quality corporate training programmes. Our personalised approach means that every year we update, refine and adapt our training programmes to ensure they are relevant, up-to-date and practical. Our interactive approach is highly regarded and our participants’ feedback, every piece of which we read and record, is extremely positive.

We have three main models of learning that can work for every organisation and every person, no matter what the demands of your job.

The public workshops listed in this guide and on our website provide valuable opportunities to share your training with learners from a wide range of industries.

Or you can have a customised workshop that meets the needs of your organisation and enables you to train your employees together to your own specific requirements.

Alternatively, you can opt for blended learning, which allows a combination of online learning and face-to-face learning.

Our training team is highly experienced and motivated to bring you an interactive methodology where learning is at the centre of everything we do.

At our Supreme Court Road centre in Admiralty, we provide modern training facilities in a comfortable and stimulating learning environment, equipped with the latest technology.

If you would like to talk to us about your organisation’s learning needs, please feel free to contact us at any time.

Contact us

British Council | 3 Supreme Court Road | Admiralty | Hong Kong
T +852 2913 5536 | F +852 2913 5559
E corporate.english@britishcouncil.org.hk
www.britishcouncil.hk/en/english
Introduction

OUR TRAINERS
Qualifications

- Cambridge DELTA qualified
- Postgraduate MA
- IH Certificate in EFL Management.

Profile

Matthew has been teaching business English and corporate training skills for over 14 years. He has taught business English and Skills in Milan, Tokyo and most recently in Hong Kong. He has worked with a wide range of companies, and enjoys getting to know the individual roles and requirements of his trainees.

Matthew is particularly expert in the needs of professional writing, with a focus on plain English with a customer orientation. He aims to assist trainees to develop strong relationships by e-mail with internal colleagues and external clients. He has been interviewed by the Hong Kong Economic Times on the subject of writing skills in Hong Kong.

He is also an expert on teaching good, clear pronunciation. He stresses the importance of pronunciation on efficient comprehension as well as communication. In particular, he tries to help trainees understand the wide variety of international accents that they encounter in their working lives.
HELEN GLOVER

Qualifications
- RSA Diploma TEFL
- IH Certificate TEFL
- BA (Hons) Psychology
- Master of Science.

Profile
Helen has taught English in Hong Kong for over eight years. During this time she has gained broad experience teaching English at various levels, but her focus is now on executive training.

Having worked for over ten years in the commercial and higher education sectors in the UK, Helen has gained personal experience and in-depth knowledge of the written and oral communication needs of the business and academic communities.

Helen understands that clear communication is vital to business success. She knows that excellent written and oral communication skills can provide a company with a powerful competitive advantage and an individual with greater promotion prospects. She derives great satisfaction from helping employees to improve their communication skills and work towards achieving their full potential whatever their role. Helen is interested in other languages and cultures and also speaks conversational Cantonese.
TIMOTHY CHANTLER

Qualifications
• Cambridge DELTA qualified
• Certificate in Marketing from Chartered Institute of Marketing
• IH Diploma in EFL Management.

Profile
Timothy has been teaching business English and corporate training skills since 2005 in countries such as Mexico, Colombia, the UK and Hong Kong. He has worked with a number of large companies and governmental organisations, both in whole-class and individual training environments, and believes the key to successful training is understanding the needs of the company as well as that of the trainee. He has appeared in the South China Morning Post offering Hong Kong companies his expert views on how to raise the level of English amongst their employees.

Timothy is particularly focused on the area of spoken communication, and making public presentations and pitches. He is an expert in teaching pronunciation and encourages students to use their voice to deliver a clear, consistent and confident message to their audience.

At the same time, he aims to develop his trainees’ level of written English and enjoys helping trainees identify and work on individual problems, and demonstrating the need for a modern style of business writing in a modern business environment. Having won a global British Council award for Customer Service, Timothy places the customer at the heart of his teaching and enjoys customer-service-related courses.
SUE MAGEE

Qualifications

• RSA Diploma TEFL
• IH Certificate in Online Tutoring / British Council Emoderator Essentials
• BA (Hons) English and Fine Arts.

Profile

Sue has been teaching business English and corporate training skills since 1990 in countries such as the UK, Hong Kong, Nepal, Jordan and Venezuela.

Having worked for over five years in the commercial sector in Portugal for a textile company in the overseas sales department and also as a Commercial Assistant at the British Embassy in Lisbon, Sue has gained personal experience and in-depth knowledge of the written and oral communication needs of the business world. These experiences also helped Sue develop an interest in the business world.

She is particularly interested in helping learners improve their written English for the workplace but also enjoys working with learners on how to make clear and well-structured presentations.
OUR COURSES
A series of business communication modular courses designed to help you improve the way you work across teams and cultures and stimulate your own personal and professional development.

The written communication stream courses will help you improve your written communication style, taking into consideration your audience and situation. You will become more confident in writing accurately using appropriate language to convey your message clearly.

The verbal communication stream courses offer practical ways to enhance your oral communication so you feel more confident in sharing your opinions with colleagues and customers, both locally and abroad.

**Duration:**
All business skills courses contain 12 hours of concentrated study. They can be delivered in a variety of options.
- 4 weeks, one 3-hour lesson per week
- 6 weeks, one 2-hour lesson per week
- 2-day workshop 6 hours per day.

**Times:**
Monday - Friday
Morning - Evening

**Venue:**
British Council, 3 Supreme Court Road, Admiralty or at your preferred venue in Hong Kong

**Class size:**
Maximum 16 participants

**Methodology:**
Our methodology is communicative and hands-on. The interactive training sessions are based on group discussions centred on case studies and simulations that use real-world examples. The training is designed to stimulate personal and professional development through reflection and discussion on interpersonal and cultural issues, challenging work situations and an exchange of best practices with colleagues.
Business Correspondence

This comprehensive workshop provides you with a basic understanding of modern business writing, enabling you to write all types of documents more effectively and professionally. Through discussions, case studies and hands-on activities, you will learn how to plan, write and edit your customer correspondence. You will write relevant case studies and receive feedback from your trainer and other participants on your strengths and areas to improve on.

Course benefits
After this course you will be able to:
- adapt your emails and letters to different customers and situations
- plan and organise your writing to fit the specific purposes you require
- write and edit your work to make it clear, concise and easy to understand.

Course objectives
You can expect to learn how to make your writing:
- courteous and complete, so that it satisfies your reader
- clear and concise, and therefore easy to understand
- correct, to present a professional image.

Course outline
Introduction
- The 5Cs of effective writing.

Complete
- Purpose: why are you writing?
- Reader: what do you know about your reader?
- Action: what do you want your reader to do?
- Using a planning diagram.

Clear
- Being specific
- Structuring information locally
- Designing an attractive layout.

Courteous
- Building relationships
- Adopting a reader friendly tone
- Using appropriate language.

Correct
- Identifying common language errors
- Understanding sentence structure.

Concise
- Using short, familiar words
- Avoiding repetition and redundancy.

Summary
- Checking your work.

Please contact us for a timetable about the next public workshop.
Business Reports that Work

This effective workshop gives you a thorough understanding of the fundamental skills needed for planning, structuring, writing and checking your business reports.

You will work in groups on discussions, exercises and interactive activities. Throughout the course you will work on a case study, putting the skills you acquire into practice immediately.

Course benefits
After this workshop you will:
• write business reports which are clear, logical and convincing
• be able to edit your own business reports and save time
• project a more professional image through your report writing.

Course objectives
You can expect to:
• organise material into well-structured business reports
• produce accurate sections of a business report
• write using easy-to-read language.

Course outline
Introduction
• What is a good report?
• How are routine and non-routine reports different?
• What are the different types of non-routine report?
• Suggested strategies.

The structure and organisation of a report
• The sections of a report
• Table of contents
• Numbering system.

Details of a report
• The executive summary
• The introduction
• Correct conclusions
• Making recommendations
• Parts of a report - concluding sections.

Diagrams
• Building relationships
• Adopting a reader-friendly tone
• Using appropriate language.

Editing
• Editing Advice
• Proofreading – tips from the pros.

Language
• Coherence
• Frontloading
• Getting to the point
• Using plain English
• Avoiding jargon
• Conciseness
• The passive
• Linking.

Please contact us for a timetable about the next public workshop.
Proposals that Work

This is the workshop if you need to sell your ideas in writing. It helps you to develop your persuasive writing skills in order to produce proposals that address your readers’ needs, flow logically and use language that convinces those who matter.

You will work in groups, taking part in discussions, exercises and interactive activities. You will also work on a written case study and receive feedback from your trainer and other participants on your strengths and areas you need to improve on.

Course benefits
After this workshop you will:
• feel more confident in your ability to write persuasively
• understand your readers and their expectations better
• sell your ideas to the people that matter.

Course objectives
You can expect to:
• find out how to adapt your writing to fit different readers
• learn to structure your proposals so they are easy to follow
• discover how to write using persuasive language.

Course outline
What is a proposal?
• The basics of persuasive writing
• Ten timeless persuasive writing techniques
• Proposal or report?
• Proposals versus reports
• The purpose of proposals
• Process writing.

What does a proposal look like?
• Putting a proposal together
• The six magic questions
• Sections of the proposal
• Logic
• Persuasion
• Situation and benefits development
• Why-how-what?
• Considering your reader.

The language of proposals
• Power language
• Rhetorical techniques
• Common grammatical errors
• Style: conciseness
• Style: avoiding the passive
• Style: the you approach
• Writing coherently.

A case study: step-by-step
• The importance of collocation
• A marketing proposal
• Key considerations
• Situation/benefits analysis
• Organising your ideas
• Writing your proposal
• Self-correction and evaluation.

Please contact us for a timetable about the next public workshop.
Fine-tuning Writing Skills for Managers

This reflective workshop helps managers perfect their writing skills and become a resource for their staff. Through discussions, group work and hands-on writing practice, you will understand the principles of modern business writing. You will then be able to apply these principles to your own documents and advise others on how they can improve.

Course benefits
After this course you will be able to:
• improve the style and accuracy of your own writing
• be better equipped to review your staff’s writing
• become a guide for team members and colleagues.

Course objectives
You can expect to:
• discover how to write more effective documents
• become more aware of your strengths and weaknesses
• learn to edit your staff’s writing.

Course outline
Introduction
• Analysing what makes an effective document.
• Introducing the 5Cs of Business Writing.

Clarity
• Writing in plain English
• Making your writing flow
• Writing concisely.

Tone
• Making your writing more reader focused
• Writing positive messages
• Using a polite and sincere tone.

Correspondence
• Saying ‘no’ effectively
• Responding to complaints
• Giving bad news
• Adjusting your tone.

Reports and organisation
• Structuring reports
• Making sure your logic is complete
• Using linking words to logically connect information.

Grammar
• Recognising common errors
• Using verbs correctly.

‘Vetting’
• Giving feedback sensitively
• Summarising texts.
Grammar for Business

This innovative workshop reviews the basics of English grammar with a focus on areas where Hong Kong users of English often differ from Standard English. You will discover how to avoid grammatical errors and edit your writing to make it more accurate.

For much of this course, you will be using games on the internet to practice your grammar. You will also write a case study and receive feedback from your trainer on how you can personally improve your grammar.

Course benefits
After this course you will be able to:
• have a clear understanding of the basics of English grammar
• feel more confident that your writing is accurate
• be able to write clearly and avoid misunderstanding.

Course objectives
You can expect to:
• revise parts of speech as a framework for discussing language
• develop your understanding of nouns, verbs, prepositions and sentence structure
• learn to make your writing more accurate.

Course outline
Basic principles and terminology
• Understanding and recognising different parts of speech
• Identifying mistakes in parts of speech.

Using grammar resources
• Grammar reference books
• Online resources.

Nouns
• Countable and uncountable nouns - differences
• Pronouns.

Verbs
• Past forms
• Passive and active sentences
• Modal verbs and their meanings
• Conditionals - 'if' sentences
• Prepositions.

Sentence structure
• Simple and complex sentences
• Complex sentences - how to build them using linking words and relative clauses
• Punctuation - meaning and clarity.

Summary
• Checking your work.

Please contact us for a timetable about the next public workshop.
Minutes of Meetings

This excellent workshop is designed to take the stress out of note-taking and minute-writing by introducing approaches to writing clearer and more accurate minutes.

As well as discussions and games, you will also watch video meetings and take real minutes. There will be a role play meeting and you will also receive feedback from your trainer on what you need to do to improve your minutes.

Course benefits
After this workshop you will:
• feel more confident during meetings and take better notes
• save time writing minutes after meetings
• write minutes which are accurate and easy to understand.

Course objectives
You can expect to:
• discover how to overcome difficulties in note-taking and minute-writing
• understand the conventions and formats for different types of meetings
• improve the accuracy of your language.

Course outline
Openers
• What competencies do minute-takers need?
• What is the purpose of minutes?
• How can minute-takers overcome difficulties?

Preparing to take the minutes
• The rights and obligations of the minute-taker
• Note-taking formats
• Types of minutes.

Language
• Selecting the right levels of formality
• Using reported speech
• Getting your grammar right.

Summarising
• Reporting the outcome of meetings
• Using diplomatic language.

Just do it
• Video meetings
• Roleplay meetings
• Review of your minutes.
Customer Service – frontline skills

The course is designed to give participants plenty of opportunity to practise the skills used in customer service interactions. It also aims to provide further understanding of the basic principles and theories surrounding customer service.

The course structure follows a typical customer encounter from start to finish providing language input in key areas. The final unit deals with difficult situations and challenges faced by frontline staff.

Course benefits
After this course you will be able to:
• take the stress out of handling difficult situations
• enjoy your work more
• represent your organisation better.

Course objectives
You can expect to:
• have an in-depth understanding of your customers
• learn how to use body language and empathy
• develop strategies for dealing with difficult customers.

Course outline
What is customer service?
• Why is customer service important?
• Who are your customers?
• The real cost of lost customers.

Customer service cycle
• Turning prospects into advocates
• Exceeding customer expectations
• The SMILES customer service process.

S- Set the stage
• Creating positive first impressions.

M- Make a good start
• Building good rapport
• Accentuating the positive
• Making small talk.

I- If I were you
• What would make me happy/unhappy?
• Empathy
• Understanding behavioural styles.

L- Look, listen and learn
• Non-verbal communication
• Active listening.

E- Explore and agree
• Effective questioning
• Helping your customer decide.

S- Succeed
• Reassuring your customers
• Making them want to come back.

Dealing with difficult situations
• Service recovery.
Effective Negotiations

This stimulating course introduces the skills required to take part in successful negotiations. It introduces a systematic approach to preparing and conducting negotiations at all levels. On this course you will analyse case studies, discuss real life experiences and take part in simulations.

Course benefits
After this workshop you will:
• negotiate with greater confidence
• positively influence the results of your negotiations
• achieve win-win outcomes in negotiations.

Course objectives
You can expect to:
• apply a systematic approach to preparing for a negotiation
• learn how to avoid common negotiating mistakes practise putting your views across in non-confrontational ways.

Course outline
Introduction
• What is negotiation?
• When is negotiation a good idea?
• The four elements of an effective negotiation
• A framework for the negotiation process.

Element one: Interests
• The difference between positions and interests
• Identifying and prioritising your interests
• Common mistakes when handling interests.

Element two: Options
• Generating and evaluating possible options
• Identifying your ideal outcome
• Common errors when generating options.

Element three: Criteria for fairness
• Establishing and agreeing criteria
• Common pitfalls when evaluating fairness.

Element four: Commitment
• What to consider when closing a deal
• Ways to close a deal successfully.

Summary:
• Checking your work.

Please contact us for a timetable about the next public workshop.
Making Meetings Work

This communicative workshop focuses on the responsibilities of all participants: preparation, planning and timing, and it also includes the special skills needed by a chairperson to lead the meeting to a satisfactory outcome for all.

Through exercises, discussion and role-play, participants develop skills in managing and influencing meetings and also ensuring their points are heard and understood.

Course benefits
After this course you will be able to:
• chair a meeting more effectively
• feel more confident participating in meetings
• understand the roles of meeting participants in different types of meetings.

Course objectives
You can expect to:
• set and evaluate goals and outcomes for meetings
• understand the importance of personality types and roles
• explore ways to influence meetings positively.

Course outline
First Principles
• Bad habits at meetings
• Key elements of successful meetings
• Motivation of people attending meetings
• Setting the rules for meeting.

Communication strategies
• Structuring your contributions
• Using gestures effectively
• Emphasising points
• Using different question types
• Reading body language
• Summing up.

Planning and Minutes
• Establishing the purpose of the meeting
• Setting the agenda
• Purpose of minutes
• Rights and obligations of the minute-taker
• Supporting the minute-taker.

Strategy
• Managing the discussion
• Making decisions
• Managing conflict
• Building consensus
• Chairing a meeting effectively
• Closing a meeting.

Summary:
• Checking your work.

Please contact us for a timetable about the next public workshop.
Success with Presentations

This highly practical workshop provides you with a full understanding of how to prepare, organise and deliver presentations. It demonstrates techniques for creating interest and impact that reflect the positive style and personality of the speaker.

Course benefits
After this course you will be able to:
• adapt your emails and letters to different customers and situations
• plan and organise your writing to fit purpose
• write and edit your work to make it clear, concise and easy to understand.

Course objectives
You can expect to:
• feel more credible, confident and connected to your audience when presenting
• know different ways to structure your presentation according to audience needs
• deliver more powerful presentations.

Course outline
Purpose – outcomes – What’s In It For Me?
• What’s the purpose?
• How can you measure success?
• What’s in it for your audience?

Your material
• Structuring a presentation logically
• Brainstorming content
• Opening effectively
• Closing memorably.

Visual delivery
• PowerPoint – worst and best practice
• Body language.

Vocal delivery
• Pace and pausing
• Intonation, pitch and volume
• Emphasising key words
• Matching voice with body language.

Fine tuning your language
• Signalling transitions
• Asking questions
• Packaging information into three
• Emphasising contrasts
• Handling interruptions.

Summary
• Checking your work.

Please contact us for a timetable about the next public workshop.
Say It Clearly

This enlightening workshop helps you improve your pronunciation, tone, pace and pausing by highlighting particular problem areas for Hong Kong speakers of English.

You will play a variety of pronunciation games, use the British Council’s interactive phonemic chart and make digital recordings of your voice. Feedback on your strengths and weaknesses will ensure you quickly improve your pronunciation.

Course benefits
After this course you will be able to:
• improve understanding with colleagues and customers
• communicate with greater confidence and professionalism
• represent your organisation in an increasingly international environment.

Course objectives
You can expect to:
• pronounce the sounds of the English language correctly
• increase the impact of your voice
• improve the clarity of your speech.

Course outline
Sounds and spelling
• The 26 letters and 44 sounds of the English language
• Phonemic spelling.

Vowel sounds
• Long vowels
• Short vowels
• Double vowels or diphthongs
• Problem vowels.

Stress
• Syllable and word stress
• Weak sounds: un-stressed syllables
• Sentence stress.

Pace, pausing and intonation
• Pace, pausing, clarity and polite intonation
• Mood: recognising frustration and irritation
• Chunking and avoiding the ‘machine gun’ effect (including contractions).

Consonants
• Voiced and unvoiced consonants
• Problem consonants
• Consonant clusters
• Final consonant sounds.

Linking
• Consonant-vowel linking
• Vowel-vowel linking
• Achieving fluency.

Please contact us for a timetable about the next public workshop.
Interpersonal Communication Skills

This highly interactive workshop helps develop skills and strategies for successful communication in the modern business environment.

Through case study scenarios, role plays, personality tests and filmed mini-presentations you will learn how to communicate better with others.

Course benefits
After this course you will be able to:
• communicate with greater confidence
• control how you are communicating
• develop more fruitful relationships.

Course objectives
You can expect to:
• learn strategies for communicating your message clearly
• understand the different communication styles and learn how to adapt to others.

Course outline
Communicating with impact
• Understanding the nature of communication
• Communicating a positive image
• Creating clear messages.

Communication styles
• Understanding your communication style
• Recognising different communication styles
• Communicating effectively with others.

Barriers to communication
• Identifying common barriers
• Overcoming communication barriers
• Responding to people under pressure.

Listening
• Active listening
• Being empathetic
• Clarifying information.

You and your voice
• Elements of the voice
• Volume, pace, pausing and emphasis.
Handling Difficult Colleagues and Customers

This vital workshop helps you deal with challenging colleagues and customers in an assertive, constructive manner. It provides a set of tools and techniques as well as the opportunity to reflect on real life situations. Activities include questionnaires, video, role-play, case study and even bio dots to measure your handling of stressful situations!

Course benefits
After this workshop you will be able to have:
• more effective and happy teamwork
• less stressful more harmonious work relationships
• increased influence in the workplace.

Course objectives
You can expect to:
• understand your, and others’, behaviour and emotional states more accurately
• learn ways to calm down and think straight
• be assertive.

Course outline
Introduction and overview
• Who do you communicate with?
• Difficult people
• Focus on behaviour.

Understanding conflict
• Conflict case study
• Types of conflict
• Prevention strategies.

Understanding others
• Accepting diversity
• Communication preferences
• Adapting your communication style.

Self-management
• Mind and body
• Hot buttons
• Handling criticism.

Communication Skills
• Listening
• Asking questions
• Giving feedback.

Conflict management
• Conflict management techniques
• Your conflict, your choice
• Collaborate, not hate.
Effective Public Speaking

This insightful workshop will help you develop your confidence and skills in giving speeches. You will explore techniques for preparing and delivering talks, as well as exploring ways to engage your audience in a range of situations. You will play a variety of pronunciation games, use the British Council’s interactive phonemic chart and make digital recordings of your voice. Feedback on your strengths and weaknesses will ensure you quickly improve your pronunciation.

Over the two days, you will develop and deliver a speech based around a subject of your choice. After receiving detailed feedback on your performance, you will receive a digital recording of your speech.

Course benefits
After this workshop you will be able to:
• feel more confident when speaking in public
• know more strategies for planning and structuring your points
• be a better public speaker.

Course objectives
You can expect to:
• learn tips and techniques to apply in a variety of public speaking situations
• acquire practical tools for planning, structuring and delivering short speeches
• develop a greater understanding of your strengths and weaknesses as a speaker.

Course outline
Why public speaking matters
• Public speaking situations
• The difference between speeches and presentations
• The elements of a good speech.

Planning and preparing
• Researching your topic
• Planning what to say and how to say it
• Preparing yourself.

Delivering a speech
• Projecting a confident, credible image
• Keeping your audience engaged
• Delivering a speech written by someone else.

Expecting the unexpected
• Giving impromptu talks
• Managing your emotions
• Handling questions.
OTHER COURSES
Please ask us about the following courses which we offer based on demand.

**Leadership**
- Advanced Team Leader
- Coaching, Counselling and Mentoring
- Effective Mentoring
- Essential Skills for Managers
- Leading with EQ
- Manage and Communicate Change
- Motivating Your Team
- Positive Influencing Skills
- Project Management Essentials

**Teamwork**
- Team Works
- The Innovative Team
- Working in a Multicultural Team

**Written Communication**
- Copywriting Essentials
- Customer-Focused Writing
- Editing Skills for Company Publications
- Proofread to perfection
- Technical Writing
- Writing for the Web
- Writing Standard Operating Procedures

**IT**
- English for IT professionals

**Creativity and Innovation**
- Innovation and You
- Manage Your Team’s Creativity
- Mind Mapping for Business
- Problem-Solving and Decision-Making
- Unlock Your Creativity

**Personal Performance**
- Assertiveness: Achieving Win-Win
- Making Change Work for You
- Manage your Work-life Balance
- Networking and Relationship Building for Success
- Personal Image Management
- Success for Secretaries and Admin Professionals
- Time Management
- Understanding Yourself and Others
- Working with EQ

**Interpersonal Communication**
- Effective Virtual Communication
- Presentation Slide Essentials
- Train the Trainer: Essential skills
- Manage Your Customer Service
myClass for Business

What is myClass?
myClass is a new, flexible way for you to develop your employees’ English. You can choose the lessons that best suit your English training requirements.
Teaching is 100% face-to-face and lessons focus on authentic everyday English with real-life topics and practical language tasks.

How does myClass work?
myClass is divided into 5 levels: Elementary, Pre-intermediate, Intermediate, Upper-Intermediate, and Advanced.
Each level has 72 distinct lessons to choose from. These lessons are divided into three themes: workplace, social and cultural.

All levels build on each other and share themes to enable you to measure progress. You can decide how many lessons from each theme you do depending on your employees’ interests and English training needs.
Each lesson is 1.5 hours. There are a wide variety of lessons available per level.

Create your own course
Select the lessons you want to study and build the course that best meets the needs of your group. You can place up to 20 students in your class.
You can also sponsor your employees to join the public myClass courses.

Studying with myClass has made me more confident speaking English with foreign people. I have learned useful phrases for many different situations in my work and life. The course also focuses on pronunciation to make my conversations more fluent. The teacher always encourages me and I have made so many new friends. I have fun in every lesson.

Upper Intermediate level student of myClass, May 2014
LearnEnglish for Hospitality

LearnEnglish for Tourism and Hospitality is a suite of nine 20-hour vocational English course for adult learners, from A1 to A2 on the CEFR scales. The courses are suitable for learners working in a variety of frontline tourism roles who need to communicate confidently with English-speaking visitors and tourists. In each course, participants learn and practise using a wide range of functional language and specific vocabulary related to different roles in the tourism and hospitality sector, such as hotel and catering staff, taxi drivers, police and security personnel.

Course organisation

The diagram below shows how the courses are organised, starting with two 20-hour general tourism courses for beginner / elementary level adults. The flexible structure enables British Council offices to mix and match the courses to suit a variety of learner needs. In addition to the core online and face-to-face materials, there is a detailed guide for teachers which offers many activities to extend the duration of the course. Each course is organised into units containing four content lessons, a review lesson and an end-of-unit test.

Components and delivery models

Each course is designed primarily for face-to-face teaching but is suitable for a wide range of delivery models such as online self-access, online moderated and blended learning programmes. The content is the same in both the online and face-to-face versions of the materials.

Language presentations

Key language in each lesson is introduced through a narrated comic strip. Learners watch and hear interactions, and practise using language in the Say It Right section. Presentations can be printed as colour PDF documents or shown on a screen in class. You can also view them as short video clips in a web browser.

Online course

The entire course is also available online. In each lesson the face-to-face materials have been redesigned to include quizzes and other interactive activities. Access is by enrolment and the site can be used as a standalone resource for self-access learners, or as part of a blended programme involving face-to-face speaking classes.

1 Common English Framework for languages
<table>
<thead>
<tr>
<th>Level</th>
<th>Listening Skills</th>
<th>Reading Skills</th>
<th>Speaking Skills</th>
<th>Writing Skills</th>
<th>IELTS bands</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>You can understand familiar words and phrases about yourself, your family, and concrete situations you know well.</td>
<td>You can understand familiar words and sentences, for example on notices and posters.</td>
<td>You can interact in a simple way if the other person speaks slowly and repeats themselves. You can ask and answer simple questions and can use simple sentences to describe people you know, etc.</td>
<td>You can write a short postcard. You can fill in a form with personal details</td>
<td>1.0, 2.0</td>
</tr>
<tr>
<td>A2</td>
<td>You can understand sentences about familiar topics if they contain high frequency vocabulary. You can catch the main point in simple announcements.</td>
<td>You can read short, simple texts. You can find specific information you need in everyday materials such as advertisements, menus, etc.</td>
<td>You can communicate in simple and routine tasks. You can manage simple social exchanges. You can describe your educational background and your present or most recent job.</td>
<td>You can write simple notes and messages. You can write a simple personal letter.</td>
<td>3.0</td>
</tr>
<tr>
<td>B1</td>
<td>You can understand the main points when listening to a native speaker if the topic is familiar. This includes listening to radio or television.</td>
<td>You can understand texts which contain high frequency or job-related vocabulary. You can understand descriptions of feelings or wishes.</td>
<td>You can manage in most travel situations. You can join in discussions without preparation if the topic is familiar. You can give reasons and explanations, and can narrate an event.</td>
<td>You can write a short connected text on a familiar topic. You can write personal letters describing experiences and impressions.</td>
<td>3.5, 4.0, 4.5</td>
</tr>
<tr>
<td>B2</td>
<td>You can understand lectures if the topic is familiar. You can understand the news on television reasonably well.</td>
<td>You can read reports or articles which express opinions or attitudes.</td>
<td>You can interact quite fluently and spontaneously, and take an active part in discussions on familiar topics. You can give detailed descriptions, and explain opinions quite precisely.</td>
<td>You can write clear, detailed texts on familiar topics. You can write an essay or a report, and give reasons in support of an argument.</td>
<td>5.0, 5.5, 6.0</td>
</tr>
<tr>
<td>C1</td>
<td>You can understand extended speech, even when it is not clearly structured. You can understand most television programmes.</td>
<td>You can understand complex factual and literary texts. You can understand specialised articles on unfamiliar topics.</td>
<td>You can express yourself fluently and spontaneously. You can explain and justify opinions precisely and relate them to the contributions of others.</td>
<td>You can express yourself in clear, well-structured text. You can write about complex subjects in different styles.</td>
<td>6.5, 7.0</td>
</tr>
<tr>
<td>C2</td>
<td>You have no difficulty in understanding any kind of spoken language.</td>
<td>You can read any form of written language with ease, including technical or literary matter.</td>
<td>You can take part effortlessly in any conversation. You can present clear, smooth flowing descriptions.</td>
<td>You can present a case, whether general or specialised, which helps the reader notice and remember significant points</td>
<td>7.5 +</td>
</tr>
</tbody>
</table>
SOME OF OUR REGIONAL CLIENTS

ABN Amro Bank
Accenture Pte Ltd
AIA Company Ltd
Arup
AXA Insurance Singapore Pte Ltd
BMW Asia Pte Ltd
BNP Paribas
Club 21
DBS Bank Ltd
DHL Express(s) Pte Ltd
Dragages Hong Kong Limited
DFS Group Limited
Eton Properties Limited
Gucci Singapore Pte Ltd
Hilton International Asia Pacific Pte Ltd
HSBC Ltd
Jet Star
Li Tong (H.K.) Telecom Co. Ltd.
Lion Global Investors Ltd
Lufthansa Cargo AG
Marina Bay Sands Pte Ltd
Merck Pte Ltd
Merrill Lynch International Bank Limited (Merchant Bank)
Mitusi Chemicals
Novartis Pharmaceutical
Proctor and Gamble Asia Pte Ltd
Prudential
QBE Insurance (International) Limited
Samsung Asia Pte Ltd
Sephora Singapore Pte Ltd
Shell
Standard Chartered Bank
Starwood Asia Pacific Hotels & Resorts Pte Ltd
Sun Pegasus Football Club Limited
The Fullerton Hotel
Tung Wah College
Union Hospital
Urban Renewal Authority
Vocational Training Council
Yenrabi Limited - Mr. Barney Cheng's Office
**Who are your trainers?**

One of our great strengths is our trainers. The training team at the Professional Development Centre is a highly qualified and experienced expatriate group with a variety of backgrounds. What binds them together is their dedication to our clients and their constant personal development. We are life-long learners at the Professional Development Centre and encourage our course participants to follow a similar path. We pride ourselves on getting to know your organisation so that we always provide a targeted training experience. Because we have a team of trainers, we find it easy to meet your scheduling requirements.

**What will the training be like?**

We believe that learning only takes place when ideas and information are processed. This means that all of our training programmes are highly practical and participant focused. We feature discussion, role-play, and lots of activities with feedback and analysis sessions.

In the training room we actively seek to satisfy the learning aims of all trainees by:

- offering effective learning opportunities in an atmosphere of mutual co-operation and respect for cultures
- attaching importance to learning through communication and the exchange of ideas
- recognising the role of individuals in their own learning and guiding them towards independent study strategies
- enabling trainees to use skills for a specific purpose in response to their working needs and professional interests
- giving opportunities for intensive practice and giving feedback on performance
- all our courses incorporate action planning to enhance your return on investment.

**Is there any pre-course or post-course work?**

Some of our courses require pre-course work so that we can ensure our trainer is familiar with the specific business communication challenges facing your organisation. These are usually short simple tasks but give us very important information to build into our training programmes. Post-course follow-up sessions can be included several months after the training to monitor and reinforce the use of new skills in the workplace.
Do you provide reports?
Yes. At the end of all in-company programmes we will send you a report with a summary of the participants’ feedback on course content and training delivery. Our trainer will also supply a summary of the group’s general progress and contribution during the programme. On request, we are happy to provide more detailed individual reports to your company.

Do we get a certificate?
Yes. If participants attend a minimum of 75% of the programme and participate fully in all activities, they will be given a British Council certificate.

Are there any other benefits?
All participants will have the opportunity to become a friend on our Facebook page which features extra tips, tricks and articles on topics that will help them continue their learning outside the training room.

What are your training facilities like?
The Professional Development Centre is conveniently located in Supreme Court Road in Admiralty. Our purpose-built training rooms offer a comfortable and professional training environment including interactive whiteboard technology. The use of our training rooms is free of charge. We are also happy to come to your premises or a venue arranged by you for in-company programmes.
Examinations

Examinations Services
At the British Council, we recognise the value of examinations to one’s professional future, and we provide opportunities for organisations and individuals to chart the progress and demonstrate the potential of exam candidates. As a leading provider of examination services in Hong Kong, the British Council has gained a reputation for exceptionally high standards, and every year we administer examinations for thousands of professional working adults and students in Hong Kong.

International English Language Testing System (IELTS)
With more than 2 million tests taken in the last year, IELTS is the world’s most popular English language proficiency test for higher education and global migration. It is recognised by over 9,000 organisations worldwide, including immigration authorities and top universities in the UK, the USA, Australia and Canada. The British Council is an official IELTS test centre in Hong Kong, conducting the test three times a month. With free practice materials, video guidance from expert British Council teachers and IELTS preparation courses, we are able to help candidates get the score they need.

Cambridge English
The British Council is an official examination centre in Hong Kong for Cambridge English examinations in Cambridge English Language Assessment, which is a department of the University of Cambridge. The Cambridge English suite of examinations has a wide choice of certificates reflecting the very different needs and abilities of people. Our certificates cover basic examinations for those beginning to learn English, through to advanced certificates for those who have attained a high level of fluency.
Aptis is an innovative global English language assessment tool from the British Council. Aptis is designed to be flexible, adaptable and accessible. Developed by testing experts and based on the latest research in assessment, Aptis not only gives an accurate picture of a candidate’s English language ability, but is also affordable and easy to administer.

Aptis structure and scoring
Aptis is made up of four skills components: Listening, Speaking, Reading and Writing. You can combine the core language knowledge component (grammar and vocabulary) with one or more of these skills components for a reliable test that meets the needs of your organisation. By allowing you to choose which skills are tested, as well as when and where to schedule the test, Aptis guarantees that you get the best and most meaningful results for your organisation.

Candidate performance in each skill component is mapped to the CEFR level (A1 – C2) for each skill they take. Aptis results can be sent directly to organisations, and the British Council can help to map these results to local standards, and recommend appropriate benchmarks for specific industries or job profiles.

Uses of Aptis
- Benchmarking purposes for current employees language audits to identify training needs
- As a diagnostic tool to identify strengths and weaknesses of staff
- Filtering potential employees for interviews/recruitment
- Filtering students to identify those ready for IELTS
- Filtering current employees for promotion.

Benefits for organisations
- Flexible - You can ‘pick & mix’ components that suit your particular needs
- Quick - Result delivery in as little as 24 hours
- Cost-effective - Aptis is competitively priced
- Choice of self-administration - Your organisation can have complete control of test administration
- Joint British Council/Company Branding
- Customisable - We can develop test questions that are relevant to your industry.

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