



Learn strategies for connecting the dots in English

MANAGING ENGLISH

Program



Save a step; be savvy and learn management communication in English.....the vocabulary, techniques and tips on how to optimize work in English

So often, a person who confidently shines in his or her native, French language becomes disabled when forced to step into English and play the same role.

American Management Communication training seminars combine management training skills necessary for success and the English vocabulary that's required to recognize that success. While typically, the French cadre has trained on various management skills in French, now (s) he can learn English/American at the same time. Management competence is no longer sufficient but now must be coupled with English.

These seminars will help accomplish the two goals spontaneously- the knowledge of management techniques and the English necessary to succeed. Or said otherwise, these seminars will allow you to function in English with the same competence as you have in French.

Vocabulary that exploits all necessary business management situations for expressing your ideas in English fluently..

Anglophone management techniques for obtaining results with efficiency and "know how."

Cultural differences, which once identified can remove many obstacles to business negotiations, meetings and presentations.

The seminars are ludique. They are developed to be fun and stimulating. When you enjoy what you are doing, you learn better. Small in number, a warm friendly atmosphere is created from the start in order to allow students to gain confidence in their trials and errors.

Via use of role-playing, students are able to experience different situations and test out their skills.

Games are developed to make the roles enjoyable and elusive while such skills as stress management, teamwork, time organization, conflict resolution, etc. are also taught.

The intensive environment spent entirely in English will provide an opportunity to establish these skills in English.



These seminars are animated by Karen Darmon.



Karen has been working in communications for over 25 years.

Since coming to France over 15 years ago, she has been working on all aspects of business communication aimed at facilitating management in

English for such companies as Pfizer, General Electric, Chanel, Renault, Air Liquide, Esso, SFR, Accor, Euroclear, Cegetel, Banque de France, Air France, Sanofi-Aventis, etc. Currently she is also teaching English Marketing and English Media courses at Celsa

Previously she worked in advertising and market research in New York at BBDO, GREY and WYETH. Her accounts included Pepsi, Procter and Gamble, Unilever, and others.

The common theme in all of the seminars is to recreate yourself in English and be able to use all of the advantages of working in English in order to maximize your communication.

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PRESENTATION SKILLS

Throughout we will be preparing a presentation.

Day one - Develop

WHERE TO START

Introductions

Cultural Differences And How They Impact On Style

CONVINCE..., IN ENGLISH

Develop a Strategy

Techniques for identifying the key convincing points and how to say them in English

Target And Position These Ideas

Tailor the message to the audience. Express your objectives in their language on their level

Focus

Be focused by choosing the right structure according to it's purposes—i.e., sequential; problem/solution, etc.

USE THE RIGHT LANGUAGE

Key Vocabulary

Key phrases used for introductions, stating purposes, sequencing, signposting and linking phrases

The Language You Use

Language should be concise, active and verb driven. Adverbs and adjectives are used to calibrate and nuance

Word Imaging to Make it Memorable and Impactful

ILLUSTRATE POINTS IN ENGLISH

Supporting Material

Using visuals, charts and graphs to strengthen your presentation

Get right to the point—practice highlighting and summarizing in English



Vocabulary For Showing Trends

Create the story you need by your choice of words, i.e., are your trends “stable” or “flat”

Use of adverbs to regulate the intensity

Keep the language positive at all times

CREATE INTEREST WITH A POWERFUL INTRODUCTION

Hook the audience

Learn proven techniques for stimulating interest

PUT IT ALL TOGETHER

Presentations will be filmed

Debriefing—What are your strong points; areas to work on further

Review of key points learned

Day two - Execute

EXPRESS YOURSELF

It's Not Only What You Say But How You Say It

Intonation

Word Articulation

Stress To Emphasize

Pacing Techniques To Add Meaning and Interest

DELIVER

Dealing with Stress

Channel it to become a source of energy

How do you look?

Final filming and debriefing

ANSWERING QUESTIONS

Coping Techniques

Covering all of the bases

Day three - Show visuals

STAY IN CONTROL OF THE VISUALS

Be sure that your narration is stronger than the visual.

Visuals are extremely strong tools and because of this you need to guide the audience to appreciate the supporting data and the conclusions you are drawing. Practice ways to keep the audiences eyes and ears on you and keep their attention.

FOCUSING AND EMPHASIZING KEY POINTS

Create a narration that clearly aids the conclusions

Numbers and charts can say lots of things and they must be precise. Learn the vocabulary and techniques for being able to use this precision to build your argument.

DON'T BE BLOCKED BY THE ENGLISH

Have the vocabulary to be precise and calibrate your ideas

Vocabulary and expressions for showing trends, intensifying points, showing comparisons, contrasting, indicating cause and effect.

CHECK YOURSELF

Filming to identify strengths and weaknesses



NEGOTIATIONS

Day one

PREPARING

Laying out the game plan
Identifying your alternatives and those of your adversary
Deciding on your style: Collaborative or competitive
Developing your opening statement

STRATEGIES

Learn the tools which help
Negotiating strategies
Active listening

LANGUAGE SKILLS- USE THE LANGUAGE TO ITS ADVANTAGE

Practice applying the strategies in English
Learn how to use the English language to help you: the conditional and the modals
Techniques for softening and nuancing your language: avoid unnecessary conflicts

Day two

APPLY

Two role plays will be filmed and debriefed
Language will be analyzed and corrected
Strategies will be reviewed with suggestions for improving

CLOSING THE DEAL

Put it in writing
Concluding
Follow up



MEETINGS

A series of exercises and role plays will allow you to practice different types of meetings.

Day 1

IDENTIFYING OBJECTIVES

Agendas

The meeting is only as good as the agenda. Practice identifying the key issues, objectives and, more importantly, the hidden agenda.

Learn vocabulary for prioritizing, sequencing, reformulating and staying positive.

Chairing

A good chair person not only keeps the meeting on target but also ensures that everyone contributes and follows the flow.

Learn vocabulary for staying on track; reformulating skills to create cohesion; active listening for cooperation and strategies for reaching goals.

STATE YOUR IDEAS CLEARLY

Stating Opinions

It's important to be explicit and focused when stating opinions.

Learn cultural differences to see how you can restructure your ideas to better match the Anglophone style of communicating. Learn different communication techniques for creating positive responses.

Learn vocabulary for being more explicit and direct.

Defending Your Ideas

This is often the hardest to do in a foreign language. Practice language skills for supporting your ideas and building arguments that work.

Learn vocabulary for calibrating your ideas.



Day 2

REACHING CONSENSUS

Often conflicts need to be overcome in order to reach agreement and a feeling of “win-win”. Practice language tricks for avoiding conflict and creating team cooperation.

Create team spirit

Learn usage of positive language for motivating cooperation.

Identify common needs and goals

Practice active listening communication techniques to improve dialogue and understanding

MAKING DECISIONS

Ideas need to be sifted, selected and combined in a way that everyone feels committed.

Clarifying points

Learn vocabulary for reformulating and validating ideas.

Making choices

Learn language for negotiating ideas

CONCLUSIONS/ NEXT STEPS

So where do we “net out”?

Proposals and recommendations

Practice summarizing and providing implications

Setting up action plans

Learn language for planning and projecting into the future.

USE ENGLISH TO ITS ADVANTAGE

Working in English presents several potential advantages -profit from saying things differently. Practice techniques for being positive, direct and team oriented.

This seminar will focus on different essential Managing English Skills to optimize the language differences.

Day 1

CREATE TEAM STRATEGY

Stay On Track To Set Goals And Measure Results

Identify the key issues; don't get sidetracked.

Language for prioritizing, sequencing, staying focused, and more...

Communication strategies for staying on track.

Work As A Team

Every person is a valuable player.

Language for positive speaking and encouraging cooperation.

Communication strategies for empowering team members.

Manage Conflict and Reach Consensus

Conflict is inevitable. Optimize differences of opinion to provide insights and progressive thinking.

Language for creating harmony.

Communication strategies for creating "win-win" decisions.

EXPRESS YOURSELF

Know What To Say

Be direct, explicit and understood.

Language for linking and developing ideas; building arguments

Communication strategies for presenting and convincing.

Develop Feedback Skills When You Don't Agree

Skills for defending alternatives and dissenting ideas.

Language for responding to opposing ideas.

Communication strategies for active listening and avoiding conflict.



Day 2

MAKE GLOBAL DECISIONS

Cultural Differences

The decisions you reach are often influenced by your priorities. Create global priorities.

Language for negotiating differences of opinion.

Communication strategies for focusing on common interests, not positions.

Reach Decisions

Evaluating arguments is the first step in reaching decisions.

Language for summarizing, confirming and concluding.

Communicating strategies for connecting.

Implement Plans

Put your ideas into action.

Language for scheduling and planning.

Communication strategies for networking.

PUT IT INTO WRITING

Emails

Language for corresponding, exchanging information, requesting and responding.

Communication strategies for creating rapport.

Position Papers

Language for clear, direct and concise points of view.

Communication strategies for positioning your ideas.

STEPPING IN

Traditionally we teach individual skills to students and ask them to perfect them for different situations. This course, is a **follow up** to this method. **It is for the students who have studied the skills but now need to integrate them. They have studied the vocabulary but need to know how to apply it.** More importantly they need to do it comfortably in order that it be spontaneous.

As a follow up to all of their previous courses, **this course integrates all of the skills and customizes them to the individuals.** In so doing, it enables them to create their own style and confidence in working in English. These are the necessary ingredients for facilitating work in English.

This course is especially helpful for the person who needs to switch from French to English and maintain the same composure and know how in English as in French. Someone who can save face and not flinch when hearing expressions that don't make sense. A global player who needs to do everything that they've learned previously in French , in English. The course is in effect: translating the person into their Anglophone version; VA. This can only result when a person has been through the complete process of handling business from a-z.

The goal of this seminar is for the student to acquire the language and communication skills necessary for stepping into his/her English without "losing face":

- Using the correct vocabulary
- Listening actively
- Having confidence in your understanding
- Applying the appropriate intonation
- Finding the right expressions
- Recognizing the "hidden rules" contingent upon the culture
- Writing in simple language

Communication is more than words- it's about speaking and listening and all of the things that happen between the two. What you say may not be what is heard. There are many factors which interfere with how a person hears the message. While you can not control all of them, you can at least ensure that you are covering the key bases. This course is about all of the elements of communication that you can try to control. Instead of focusing on individual skills, it focuses on the person as an entity who now must work in many aspects of English and function within the language.

Cultural differences are looked at to synchronize language with all of the appropriate gestures and references. Writing skills are included to ensure that students are able to express themselves on paper as well.

This course incorporates a variety of techniques and tools to achieve these goals:

- Neuro-linguistic programming, which allows the student to set up goals and achieve them by modeling.
- Creative prompts, which stimulate students' thinking, making them more readily open to acquire new skills.
- Role playing, which allows students to learn through experience.
- Case studies/business issues that provide hands-on experience.
- Management training techniques that teaches positive, action- oriented language.
- Visualization techniques to eliminate stress and raise confidence.



DAY 1

CREATING PARAMETERS

Introducing yourself and making the right impression:

- The purpose and contents of the seminar
- Setting up "smart objectives"
- Introductions- what's important?
- Cultural differences in introductions
- First impressions
- Identifying the image you want to project
- What it takes to project the desired image
- Presenting your company and your position
- Brainstorming in English
- Writing e-mails

DAY 2

STEPPING IN

Having effective meetings:

- Know where you're going—mission statements
- Setting up and creating a meeting agenda
- Language for controlling and participating in meetings
- Creating team spirit
- Convincing others
- Defending your ideas
- Problem solving meeting role-play
- Writing a call report

DAY 3

GETTING RESULTS

Expressing yourself effectively to obtain your objectives:

- Active listening
- Presentation writing techniques
- Vocabulary for writing presentations
- Write a small presentation

DAY 4

INTEGRATING IT ALL TOGETHER

Present your ideas with confidence:

- Intonation, pacing and stressing techniques to make your discourse dynamic
- Body language that helps communicate
- Overcoming stress and speaking with confidence
- Now, give a presentation
- Knowing how to answer questions effectively
- Evaluating your progress



GROUP CLASSES

A SERIES OF 4 HOUR CLASSES

MANAGING ENGLISH

Working in English presents several potential advantages -- profit from saying things differently. Practice techniques for being positive, direct and team oriented.

This series of classes will focus on different essential Managing English Skills to optimize the language differences.

1. STAY ON TRACK TO SET GOALS AND MEASURE RESULTS

Identify the key issues; don't get sidetracked.

Language for prioritizing, sequencing, staying focused, and more...
Communication strategies for staying on track.

2. WORK AS A TEAM

Every person is a valuable player.

Language for positive speaking and encouraging cooperation.
Communication strategies for empowering team members.

3. KNOW WHAT TO SAY

Be direct, explicit and understood.

Language for linking and developing ideas; building arguments
Communication strategies for presenting and convincing.

4. DEVELOP FEEDBACK SKILLS WHEN YOU DON'T AGREE

Skills for defending alternatives and dissenting ideas.

Language for responding to opposing ideas.
Communication strategies for active listening and avoiding conflict.

5. MANAGE CONFLICT AND REACH CONSENSUS

Conflict is inevitable. Optimize differences of opinion to provide insights and progressive thinking.

Language for creating harmony.
Communication strategies for creating "win-win" decisions.

6. REACH DECISIONS AND SET-UP NEXT STEPS

Evaluating arguments and outlining next steps is vital to ensure follow up.

Language for summarizing, concluding and scheduling.
Communication strategies for networking.



PRESENTING IN ENGLISH

TARGETING AN AUDIENCE/WRITING POWERFUL INTRODUCTIONS (TO BE FILMED)*

Captivate the audience to maximize attention.
Language for stating purpose, introducing ideas;
Communication strategies for hooking an audience

CREATING THE BODY

Good content requires the right structure.
Language for ordering, sequencing and linking ideas
Communication strategies for creating memorable ideas.

SHOWING VISUALS (TO BE FILMED)*

Stay in control of your visuals
Language for correlating, sequencing and comparing; adverbs to intensify or moderate meaning;
Communication strategies for positioning your ideas

WRITING CONCLUSIONS

Don't lose site of your goals.
Language for summarizing and recommending.
Communication strategies for creating convincing arguments

DELIVERING (TO BE FILMED)*

How you say it makes a difference.
Language skills for Intonation, Stressing; Pacing; Articulation
Communication strategies to create impact and interest.

TAPING AND DEBRIEFING OF A 15-MINUTE PRESENTATION. (TO BE FILMED)**

Showtime!
Language techniques for answering questions
Communication strategies for managing stress.

TREAT A PRESENTATION LIKE AN AD

Think of the amount of money put into developing and executing an ad. The hours spent getting the right strategy. The money spent doing the right research to come up with on target answers. More time spent producing. More time spent testing. All because the media time is even more expensive.

Have you ever realized that maybe your presentations should be just as important? How many chances do you get to sell your ideas? How much time do you even have to reach these people?

Even in front of people how many people are really listening to you? And among those, how many are interested enough to follow you? Do they understand? Do they listen to the end, or do they drift off and think about other things?

At a conference, you're one speaker among many, similar to one ad in a clutter. How do you manage to stand out? Why should people remember what you're saying when everyone is saying a lot of important things?

Similar to an ad, there are basic fundamentals to a presentation.

DEVELOP YOUR STRATEGY

In America, we say, if you know what you're talking about you can say it in one sentence.

Think of your presentation. What's the one sentence you would say? Are you sure? Well, that's the point you should repeat at least 3 times starting with your introduction.

KNOW YOUR TARGET.

Identify your audience by their needs. Think in their language.

- Why are they sitting in front of you?
- What do they need to hear?
- Etc.

KNOW YOUR COPY STRATEGY

What is the one big message you want them to get?

KNOW YOUR POSITIONING

What do you need to say to get them to react.

GET THEIR ATTENTION

Now, that you've developed your content, how can you breakthrough the clutter and attract them?

Why by having a strong introduction that hooks the audience and develops a plot worth staying with.

There are many techniques for developing interest. Think of all the different ways we do it in advertising. Now do it in the same 5 seconds in your presentation.



START WITH THE PUNCH

Just like an ad, you've got to get the message across. Presentations should not be mental exercises to see if the audience can take everything you're saying and try to reach the same conclusions as you. They shouldn't be tests for either you or them. Rather, presentations should be enjoyable, easy listening.

Your audience is not watching you with blank minds. In today's information driven world, we're all flooded with lots of details. The person sitting in front of you may have just gone through 50 emails before coming. Additionally, the cellular phone in his/her pocket may be signalling a message. Or worse yet, he/she may be waiting for one. And so on and so forth.

If you want this already flooded audience to listen to you, it's going to have to be straightforward and go right to the point.

MAKE IT CLEAR

Tell your audience where you're going and how you're going to take them there.. This way, they can follow your arguments more clearly. Don't forget the 3 r's—repeat, repeat, repeat. In the introduction you tell them what you're going to tell them. In the body, you tell them. In the conclusion, you remind them of what you just told them.

MAKE IT MEMORABLE

Be sure to use signposting language so your audience can follow you. Also, try to create word images so that your concepts are memorable. They can be metaphors, strong references, visual concepts, etc. Just like in an ad, you want to use memorable devices. Additionally, create visual back up that is easy to follow. Keep the number of lines down to a minimal and make sure the story pops.

KEEP IT INTERESTING

Now you've got strong content, be sure to deliver it with impact. How? Start by knowing how to use your intonation. Be sure to script the language:

- Know which words go together and where to pause.
- Know which words should be emphasized to make your point.

Know where pauses could help get attention and let the audience regroup their ideas



For more information:

<http://www.darmon-communications.fr/>

kdarmon@free.fr

