

Workshop for Industry or Global Business Needs

Business English - Communication Skills ©

Trainer: Steven L. Hanft, M.A.
President CONUSBAT

Workshop's language

- American-English

Workshop's Topics

- Business Communication Skills
- Skills Development
- US Business Culture
- Sales & Event Presentation
- International Business Actualities

Workshops are tailored to...

- groups or single participants,
- Client's specific requests,
- skill level of participants based on 'pre-intake' evaluations.

Business Communication Skills

- Improving vocabulary, pronunciation, grammar, etc.
- Synonyms ≠ Antonyms
- Comparing British-English vs. American-English
- Biz English expressions, abbrev. & business titles
- Interpreting sector industry technical publications
- Writing skills business briefs, emails, reports, etc.
..*Proving that the pen is mightier than sword!*

Skills Development

- Analyzing a company's hierarchy
- Understanding interaction on the same level
- Developing negotiation strategies
- Understanding 'win-win' situations
- Formulating business contracts, learning about disclaimers, legal jargon, etc.
- Conflict solving with English-speaking business partners, etc.

US Business Culture

- Topics for social events, business lunches, etc.:
 - What President Obama & his Team could mean to the US & World
 - What are the consequences of the worldwide financial crisis?
- US Market Knowledge by business sector
- Overviews:
 - US government, its structure & election process
 - Major US cities, their infrastructure & economies
 - US FDA & its inner workings
- Cross-cultural staff transfer ⇒ preparation USA

Sales & Event Presentation Support

- The Elevator Speech – *aka the 20 Sec. Drill*
- 'Cold' sales calls or presentations, etc.
- Advance preparation for trade shows, company visitations, business meetings-/delegations, etc.

CONUS Business, Advice & Training

Steven L. Hanft, M.A. Präsident, CONUSBAT



- Dozent (USA); Konrad Adenauer Stiftung Bonn
- Trainer Technisches Englisch; Haus der Technik Essen
- American Business Culture Trainer; HEC- ULg Liège/Lüttich/Luik

Workshops for Industry



Business English - Communication Skills®

TRAINING CONDITIONS

Target Clientele are international business people seeking higher levels of technical English

- International managers in sales, marketing or technical fields, export, R&D, QA/RA, OSHA, etc.
- Professionals seeking contact with the US business community or company representatives in preparation for international business events
- Outplacement or international business training firms
- Employees working in government, trade agencies, or academic institutions, etc.

Approach

- Tailored to client needs with respect to duration & contents
- Nr. of Participants: 1 – 15 max.
- Length and workshop's fee are to based on agreement

International Business Topics

- Regulatory Affairs: EU REACH: New EU legislation for cosmetics, food, chemicals
- Comparing industry regulations: pharma, chemical, food, financial and others
- Strategic marketing & branding language used
- Women in the workforce
- Project management
- Life science & medical terminology
- What is a SWOT analysis?

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Client Name:..... Company:.....

Title..... Phone..... Fax.....

Email..... www.....

Street/POB.....

City/State..... Post Code..... Country.....

Anticipated Seminar Structure

Focus Content..... Nr. of Participants.....

Participant's Background..... Target Duration.....

CONUS Business, Advice & Training



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