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Business English Correspondence

Business correspondence leaves a widely-available written record of competency in both language and business expertise; lapses in fluency and skill are glaringly evident for all to see. This programme is designed for those who have a good mastery of oral English, but lack exposure to correct practices in English business correspondence. It is intended for those with a pre-intermediate or higher level of competence in spoken English. Instructional sessions are offered for either groups or individuals. Sessions will provide detailed instruction and practice in the effective and stylistically correct preparation of various forms of business correspondence.

This programme is available in either a seminar format for groups or a weekly sessional format for groups or individuals. The sessional format can be delivered on-site, on-line, or by a combination of the two.

Those taking part will understand:

- the writing process and the keys to effective correspondence
- specific techniques for writing well
- the difference between formal and informal styles of business correspondence and the propriety of each in different business situations
- how to prepare effective memoranda and reports for internal office use
- how to write emails that get results
- techniques for writing informal and formal business letters
- specific points of punctuation, grammar, and sentence construction that contribute to excellence in business correspondence

Telephone Skills

Your company is almost always in contact with customers and clients by telephone before you ever meet them in person. What they hear on the telephone is the image they have of you and your company. This programme is intended for staff whose responsibilities require frequent use of the telephone and whose English is at a pre-intermediate or higher level of fluency. Sessions focus on demonstrated use of the telephone and related voice technology and incorporate modeling and practical applications.

This programme is available in either a one-day seminar or a weekly sessional format for groups

Participants will:

- know standard phrases and constructions commonly used in the different situations encountered in making and taking telephone calls
- understand how to answer a call, take information, and indicate a course of action in the most professional manner
- develop most effective strategies for transferring or referring calls; taking information and informing both caller and recipient
- learn how best to commit to returning a call; taking and confirming caller information and passing the information on when the call is referred
- learn professional techniques for returning calls and for making cold calls



Effective Reporting – Memoranda and Reports

Reporting, both in writing and orally, is one of the most important methods of transmitting information in a business setting. Making it effective is setting the stage for success. A concise, coherent, and complete report not only provides a full and accurate picture, it also reflects well on the individual or staff who prepared it. People working in any business setting will find the skills covered in this programme beneficial. The level of English in the programme is pre-intermediate and above. Sessions include techniques of written reporting in various formats as well as effective strategies for delivering verbal reports to both staff and supervisors.

The programme is offered in either a one-day seminar or a weekly sessional format for groups. The sessional format is available through on-site, on-line, or a combination of both methodologies.

Those taking part in this programme will:

- understand the importance of clarity and the key elements of selecting the relevant information
- be able to choose the best approaches to the issue and the logic, and to group the information accordingly
- learn to edit to be direct and use nuances to support the stated position
- understand the role of the key parts of a report and how to maximize the effectiveness of each
- know how to use appropriate headings and subheadings, charts and/or tables to draw attention to key points

Getting Your Message Across – Effective Emails and Letters

Business letters and electronic mail are a single form of communication delivered by alternate means. The email is the most widely used and at the same time most widely misused form of business communication. What passes for professional correspondence is often a mixture of poor grammar, incorrect punctuation, and a writing style more suitable for blogging. A good, professional letter or email grabs the reader's attention, states the message clearly and concisely, and ensures that the reader will respond as the writer intends. It also gives the reader a favourable impression of the writer and the level of professionalism in your company. A poorly-written one does exactly the opposite.

This programme is offered in either a one-day seminar format or a weekly sessional format for groups. The sessional format is also available in an on-line or a combination of meeting and on-line sessions.

Those taking part will learn:

- the three types of business correspondence
- the difference between informal and formal correspondence and the appropriate time for each
- internationally accepted formats for emails and letters that give them the most professional touch
- how to structure the message to grab the recipient's attention and ensure the desired response
- stock phrases in English that make your correspondence clear and concise
- punctuation and constructions that support the message instead of detracting from it



Outstanding Presentations

The proper presentation of information is a ubiquitous part of daily life, and its effective implementation in business practice is crucial. This programme is designed for those whose work involves any form of informal or formal presentation, either in-house or to external parties. Those with a pre-intermediate or higher level of language competency will gain the most. The programme follows a seminar format that is also applicable to either in-depth group or individual instruction. Sessions involve all steps of effective presentation from initial introductions to the final wrap-up. Modelling of successful strategies is followed by intensive practice by participants.

The programme is offered in either a seminar format for groups or a weekly sessional format for either groups or individuals. The sessional format is also available as a combination of on-site and on-line settings.

At the conclusion of the sessions those taking part will:

- have mastered the four components of a slide presentation; introduction, information, recapitulation, and conclusion
- learn how to integrate the elements of a presentation to convey a specific message with the greatest impact
- understand how to "shape" information for different target groups
- be able to plan properly for time, audience, and objectives
- know how to use proven techniques to win over the audience
- understand how to present information in such a way that the audience hears and sees what you want and retains what is presented
- be capable of creating and using slides that grab the audience's attention, reinforce the message, and support the presenter

Effective Meetings and Discussions

Meetings – whether the groups are small or large – are where planning is done and decisions are made. Excellent business leaders understand how to set the stage for an effective meeting and direct it to a successful conclusion. This programme is intended for business professionals who both attend and lead business meetings. The level of fluency in English for participants is at the pre-intermediate and higher level. Participants learn the theory and dynamics of preparing for and conducting meetings, followed by interactive practice in a simulated setting.

The programme can be delivered in either a group seminar or group weekly sessional format.

At the conclusion of the programme, those taking part will:

- know the four types of business meeting and the structure of each
- understand how to develop an effective agenda
- know the different types of technical and soft support, and how to use them effectively
- be able to establish and maintain the focus of a meeting
- develop strategies for dealing with questions, comments, suggestions, or disagreement.
- learn how to elicit consensus leading to the desired outcome
- understand effective techniques for setting the stage for future outcomes

