



English in London: A Case Study Intensive English course for senior executive in television business

Background

The delegate:

Czech native speaker; Executive and Finance Director for major TV company responsible for the financial agenda and company's operations in various European countries

Target language: English

Pre-course level: B1 Working Knowledge

Post course level: B2+ Operational



The requirements:

The delegate is required to communicate confidently in English every day in a range of business situations including meetings, presentations, telephoning and business correspondence as well as in social situations. Whilst he feels comfortable communicating on strictly work-related topics and his areas of professional expertise, he feels less confident interacting with colleagues in less formal situations on more abstract and everyday topics – an important requirement of his role as a manager of large teams. The learner, therefore, needs to focus on social, general and business vocabulary development, as well as a thorough revision of grammar.



Our assessment

Our assessment and needs analysis identified that the delegate would benefit from reviewing and practising:

- the full range of tenses along with particular problematic areas of grammar to improve the accuracy of his language
- speaking confidently, spontaneously and expansively on varied topics
- listening comprehension, particularly understanding fast, natural speech
- pronunciation, enunciation and intonation to bring colour to his speech
- presentation skills



Our approach

Due to the delegate's overseas location, schedule and requirement for accelerated progress, two intensive courses (several months apart) were booked. The schedule was based on 3-hour morning and afternoon sessions on weekdays plus a working lunch with the trainer, allowing the delegate to practise his English in a more relaxed, social setting – and to use more functional English. A bespoke course plan was written, targeting his particular learning needs, and materials focussing on business and social English were specially selected for the course.



The course was delivered by a team of two teachers, focussing on separate areas of the course plan, allowing for important variety of teaching styles and methods.





Our approach (continued)

A structured methodology was applied to the grammar areas that needed attention. The approach was to:

- first focus on the technical aspects of each area, for example how a particular tense is formed
- next complete structured exercises to embed the learning (controlled practice)
- finally, engage in discussion and debate using the grammar covered in an informal, realistic way (free practice)



A specific area that required attention was the use of articles (a/an, the, zero article) as these do not exist in the Czech language. The teacher and learner worked together to create a decision tree identifying why and when each article should be used in conjunction with particular nouns. The learner commented that this was the best approach to this difficult area of grammar that he had encountered.



During the course, the learner extended his range of vocabulary for use in both social and business situations. Speaking activities focused on discussing current business issues and topical news. The learner prepared and delivered two presentations and participated in extended role plays, implementing his new knowledge and practising new skills with extensive feedback from his trainers.

Outcomes

Over the two intensive courses, the delegate advanced by three levels and made significant progress in terms of his:

- overall fluency
- pronunciation and intonation
- presentation skills
- ability to communicate in both business and social situations with greater ease and spontaneity



A detailed progress report was provided along with recommendations for independent study/practice to ensure skills maintenance and continued improvement.



Learner Feedback

The delegate was very satisfied with the outcomes of his course and gave particularly positive feedback on:

- our thorough needs analysis and assessment processes used to identify learning needs
- precise tailoring of lesson content and activities to target weaknesses
- professional management of the course by a dedicated Account Manager
- tailored course materials
- professional, personable trainers who achieved results

