



Language Services Direct

Communication
skills for
business





Who we are

Language Services Direct has provided high-quality tailor-made language training to the international business community since 1991. We are now a leading supplier of business-language and communication-skills training, providing our services to a wide range of multinational organisations in both the private and public sector.



What we offer

- tailor-made professional language training
 - in all world languages
 - at all levels of ability
 - delivered by well-qualified and experienced native-speaking trainers
 - in London and throughout the UK
- MasterClass business-communication and language-skills courses, for
 - specific business purposes: negotiations, presentations, meetings, etc.
 - particular language skills: business writing, pronunciation, accent reduction
 - specific business sectors: financial, legal, marketing, etc.
- development of tailored language syllabi and multi-media training materials
- design and delivery of bespoke language-skills testing and examinations solutions
- e-learning and blended learning solutions available including Virtual Learning Environments



How we work

At Language Services Direct we aim to provide our clients not only with the highest quality business language training, but to deliver it in the most cost-effective manner. We offer a highly personalised and flexible service, working in partnership with our clients to adapt both the training itself and our course management procedures to suit their business needs. The following aspects of our service can all be tailored to suit specific requirements:

- course design and set-up procedures
- monitoring and reporting of learner progress
- course evaluation
- management information & reporting
- key performance indicators and service level agreements

Once the most appropriate procedures have been agreed with each client, we then rigorously implement our service level agreements to ensure that the business objectives are met. The growing number of clients with whom we work bears testimony to the success of our flexible yet rigorous approach.

For more information about the company and services we offer please contact us on Telephone: +44 (0)20 7357 6657 or by email: info@languageservicesdirect.co.uk





Course formats

Language Services Direct provides training in any world language and a wide variety of formats. All courses are delivered by well qualified native-speaking trainers, with extensive experience teaching their language to adult business learners. The core course formats we offer are:

Flexible individual training

- 1:1 lessons with trainer arranged flexibly to suit the learner's schedule
- one or more 90 minute lessons per week, any working day between 8am-8pm
- lessons typically take place at the learner's offices
- booked on a modular basis for an agreed number of hours per module
- course content tailored to individual requirements and continuously reviewed

In-company group training

- up to maximum six people (from the same company) per group
- one or more 90 minute lessons per week, usually held at learners' office location
- either taking place at a fixed time each week, or arranged on a flexible basis
- course content tailored to suit the needs of the group, and regularly reviewed
- booked in modules for an agreed number of hours, or for a fixed period of time (e.g. 6 months)

Language clubs

- for groups of up to 10 people (minimum six per group)
- designed for learners without an essential business requirement
- lessons scheduled for a fixed time, usually outside core working hours
- courses booked on a termly basis, for an agreed number of hours/weeks
- lesson content agreed in advance and followed for the duration of the course

Intensive courses

- a 40-hour week of intensive language training and supervised self-study
- typically, on a 1:1 basis although groups of up to six can be accommodated
- includes lunch with the trainer to practise conversational skills in an informal context
- courses can take place off-site, at our fully equipped premises near London Bridge
- course content is tailored to learner needs, and reviewed on a daily basis

Blended and e-learning options are also available to support face-to-face training.

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Our trainers

At Language Services Direct we recognise the importance of providing our clients with language trainers of the highest calibre. All our trainers must therefore meet the following minimum requirements:

Qualifications & experience

- university degree or equivalent, preferably with a post-graduate qualification
- a recognised language training qualification to teach their native language
- at least two years' experience teaching adult business learners
- a thorough understanding of key business roles and issues
- preferably, personal business experience working in a commercial environment

Teaching skills

- ability to deliver highly effective and enjoyable language lessons
- ability to train learners of varying backgrounds and abilities
- flexibility to adapt teaching methods to suit learner's preferred learning style
- experience designing and developing courses tailored to business needs
- ability to provide constructive written and verbal progress reports to learners
- a dynamic, enthusiastic & energetic teaching style
- commitment to keep up-to-date with developments in methods and materials

Professional & personal skills

- excellent administration, communication and time-management skills
- flexible and responsive to short-notice changes of schedule
- ability to complete reports and records clearly and within deadlines
- maintain high levels of professionalism at all times
- client-service and business orientated

Our rigorous recruitment and induction procedures, together with our commitment to continued professional development, ensure that Language Services Direct provides you with the most appropriate trainer for your language learning needs.

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Course management

All Language Services Direct courses are tailor-made to suit the needs of each learner within the context of their company's overall business objectives. Our course management procedures can be adapted to suit each client's requirements, but typically include:

Course design

- pre-course needs analysis and level assessment
- confirmation of learning objectives and targets
- design of Business Language Learning Plan

Evaluation

- informal verbal feedback from learner after first lesson
- initial course evaluation questionnaire after 6-10 hours' training
- end-of-module course evaluation questionnaire (typically after 30 or 40 hours)
- final evaluation after course completion
- face-to-face feedback interviews

Monitoring

The way in which learner progress is monitored varies according to each company's requirements, and usually includes one or more of the following methods:

- written progress reports at the end of each module
- formal assessments designed and tailored to suit company requirements
- preparation for, and organisation of, recognised exams and qualifications

Reporting

Language Services Direct provides regular reports to each client with detailed management information. The reports are tailored to the needs of each client, but typically include the following information:

- training hours delivered & associated spend per month/to date
- lesson attendance and late cancellations per course/individual
- training hours booked, delivered and remaining on each course
- learner's starting level, target level and level achieved to date
- copies of new course learning plans, progress reports & course evaluations

Our rigorous approach to course management has proved very successful in ensuring that each course is designed to meet the needs of the learner(s) and their organisation, whilst at the same time being set-up, delivered, monitored and evaluated in a timely and cost-efficient manner.

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Business English in London

Business English in London is a specialist, tailored course aimed at non-native speakers of English who are required to use the language at work on a regular basis, and who need to improve their level rapidly and effectively - either for general use, or in preparation for a specific business assignment.

Course objectives

Business English in London provides delegates with the opportunity to:

- focus exclusively on their business language learning objectives
- study in a dedicated environment away from the office
- build on existing skills and develop areas needing improvement
- acquire an appropriate linguistic framework for effective business interaction
- improve the range of practical business terminology, tailored to individual needs
- work with highly qualified and experienced native-speaking Business English trainers
- be fully immersed in the English language and culture in a central London location

Course content

Business English in London is fully tailored to the needs of the delegate, but areas covered could include:

- job-specific vocabulary related to the delegate's business sector and role
- language skills for use in specific business situations:
 - presentations and speeches
 - negotiations
 - meetings
 - report writing and business correspondence
 - telephone communication
- specialist training focusing on specific linguistic areas:
 - accent reduction
 - pronunciation

Accommodation

Language Services Direct can assist you to organise your accommodation in local:

- hotels
- or self-catering apartments

For further details about course format, delivery and prices please contact us on Telephone: +44 (0)20 7357 6657 or by email: info@languageservicesdirect.co.uk



MasterClass courses

Language Services Direct has developed a series of tailor-made, interactive courses designed to address the specific language skills gaps often encountered in particular business situations.

We offer MasterClass courses in a range of languages and formats, including blended learning options.



Communication skills for business

The MasterClass series includes the following courses:

- language communication skills for specific business purposes:
 - presentations, negotiations, meetings, writing, etc.
- language communication skills for different business sectors, including:
 - financial, legal, marketing, etc.
- specialist training to improve specific linguistic skills, for example:
 - accent reduction, pronunciation
- specialist courses to improve practical application of existing skills:
 - Real Time Practice and tailored role-play based on authentic business situations



MasterClass course objectives

Course content is designed according to the needs of the individual learners, but all MasterClass courses provide the delegate with:

- an appropriate linguistic framework for effective business communication
- an improved range of practical language skills for use in specific business situations
- the increased confidence to use the target language for business purposes
- the chance to concentrate, in an informal setting, on language communication skills
- the opportunity to build on existing strengths and identify areas for improvement
- practice for general business purposes, or in preparation for a specific assignment



MasterClass trainers

All MasterClass courses are delivered by highly qualified native-speakers of the target language, all of whom have the additional training and experience required to teach specialist communication skills for business.

For information about any of the courses in our MasterClass series please contact us on Telephone: +44 (0)20 7357 6657 or by email: info@languageservicesdirect.co.uk





Unique benefits

At Language Services Direct we understand that selecting the most suitable language training provider for your company is not always an easy task, especially when so many suppliers seem to offer very similar products and services. We believe that we offer some specific benefits that set us apart as a supplier of business language training, namely:

Our business focus

Language Services Direct specialises in providing language and communication skills training exclusively for business purposes. As a result, all our courses are:

- tailor-made to suit the business needs of learner(s), within the context of their company's overall business objectives
- delivered by well-qualified trainers with experience teaching their native language for business purposes
- delivered in the format and location best suited to the global business requirements of the learner(s) and their company
- rigorously designed, managed, monitored and evaluated in order to ensure a good return on your investment
- designed to meet the needs of all personnel involved in the training: learners, line managers, L&D and procurement specialists

Our flexibility

We appreciate that every company and every learner has different needs. Whatever the size of your language training programme we can adapt all aspects of our training and course management to suit your requirements, including:

- lesson content, course duration and course materials
- the location and format in which the training is delivered
- our procedures for setting up, monitoring and evaluating each course
- the format, regularity and content of our management information reports
- our service level agreements and key performance indicators

Our efficiency

At Language Services Direct we appreciate that in order to ensure a good return on your investment it is not only important to deliver the highest quality training, but to deliver it in the most efficient and cost-effective manner. To facilitate this, we:

- recruit Account Managers who have language training qualifications and experience, as well as having worked in a client-services capacity in a commercial environment
- assign a dedicated Account Manager to each client, who is then the single point of contact for learners, L&D specialists and trainers
- make optimum use of technology in the administration and management of courses

If you require language communication skills for business then we believe that – with the combined benefits of our focus, our flexibility and our efficiency - Language Services Direct are uniquely placed to help fulfil your needs.

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