



English Coaching Program for MIT Sloan Fellows

The following Core Components of Executive English programs are described in detail below.

- Successful Presentations
- Communicating for Class & Meeting Discussions, & Impacting Decisions
- English Language Review
- Effective Business Writing

Successful Presentations

Giving presentations - targeted, clear, and convincing is an essential skill in the Fellows program. We build on your current experience in giving presentations as we strengthen your English.

In addition to the ‘English of presentations’, we discuss organization - mapping a structure of the message for maximum impact. We also review the differences in presenting in various country cultures, including how the message is delivered. Should the structure be direct or indirect – and why? Is it Sell or Tell – and how does that impact the presentation? What is the stance of the audience? What is their culture? We cover how to create clear and concise PowerPoint slides, using visuals effectively, utilizing the Audience Attention Cycle, handling Q&A sessions to advantage, and wrapping up powerfully with a strong call to action. Also important is learning the ‘signposts’ - sending signals to tell the audience where you are in the presentation and where you going.

Managing speech clarity, articulation, and speed is key, while maintaining strong English to communicate your message; think and speak effectively ‘on your feet’ in English.

Communicating for Meeting & Class Discussions, & Impacting Decisions

Many examples of communication and informal negotiating run all through business and across cultures: expressing opinions, forming questions, pushing your point, changing requests to requirements, disagreeing, pitching alternatives, buying time, giving/rejecting feedback and correcting colleagues. We cover a range of business situations where these skills are key: class discussions, dealing with ‘cold calls’, chairing and participating in meetings, presentation Q & A’s, speaking on the phone and even chats in the hall. As in all Components, we discuss receiving the message: not only what is said, but also what is *not* said.

Discussions about country and corporate cultural norms are integrated into coaching, for example: silence: how to use - and react to it, in your own culture and internationally.

English Language Review

In this Component, we review selected English structures tailored to your specific needs: the most common verb tenses, conditional ‘if’ sentences, question-forming, using articles (the, a), modal verbs (should, could, must...) to strengthen and soften a message, prepositions etc. Another important component is vocabulary: business and general, direct and indirect, formal and informal, written and spoken - and common business expressions. An important goal is to move your passive knowledge of English - to active English. In addition, we work on correcting selected pronunciation errors.

Effective Business Writing

The objective of this Component is to write clear, concise and correct business English documents - a lot packed into few words. English is verb-driven and business is action-driven; we focus on using action verbs.

We also look at linking words to show the connection between ideas: contrast (*however*), cause and effect (*consequently*) additional information (*furthermore*), and condition (*providing, if*), as well as punctuation, which helps to control clarity, grammar and sentence length. Samples of your MIT Sloan emails, PowerPoint slides and documents tailor this Component to your specific needs. All documents are kept strictly confidential.

MATERIALS

Our exclusive business English materials have been refined over years of feedback from our work with MIT Sloan, *Fortune 100* companies and other global clients. An essential part of the training is your Fellows' course work documents, presentations and projects.

PROGRAM FORMAT AND FEES

Coaching participants book sessions according to their own schedule and we accommodate, as much as possible, your travel and busy calendars - including weekends. Fees for 8 sessions, which run between 1.25 and 1.5 hours, are \$1950. Fellows can adjust the format, for example, taking 4 or 5 sessions, depending on your needs. We meet in a conference room at Sloan or Executive English's nearby conference room. The coaching content and context is your MIT Sloan Fellows course work and projects.

BIO: As Founder and Principal of Executive English, Kelcy Roth trains and consults with international business executives And professionals who speak English as a second language.

Fluent in German and proficient in French, Kelcy earned her M.A. in Teaching English as a Second Language from Columbia University in New York. She completed a certificate at the Program on Negotiation at Harvard Law School and has for several years run an English coaching program for international executives at the MIT Sloan School of Management. Prior to entering the training field, Kelcy was Director of the Paris office of a U.S. travel association.

Since starting her unique training and communication consulting firm, Kelcy has spent the last 20 years at her clients' conference tables (<http://www.executiveenglish.com/clients.html>) training and advising them on operating their business internationally, in English. Clients consistently praise Kelcy's abilities as a trainer to decode difficult communication and facilitate dialogue to solve business problems. Executive English courses empower participants to speak their business vision and achieve their goals in English.

Clients

			
Gillette Germany	RTL Germany	MIT Sloan School of Management	Bose USA
			
General Electric Germany & Italy	McKinsey & Company USA	Oral-B Germany	Toyota Financial Services Germany
			
KPMG Germany	Commerzbank Germany	Parker Pen France	DB Schenker Germany
			
Bank Santander	The World Bank	US Patent and Trade Office	LogicNow
			
Bain & Company	Frankfurter Rundschau Germany	Analog Devices USA	Vertex Pharmaceuticals USA
			
Volkswagen	Industrie und Handelskammer Germany	Enrichment Technology Company Germany	Massachusetts Institute of Technology
			
General Motors Austria	Time Magazine	IBM Germany	Alerion Consult Switzerland