

Business English Training

for International Managers & Executives

Program Overview

Executive English trains international executives and managers to speak their business vision and achieve their goals in English. All our programs are customized to our client's English level, professional needs and role in the firm. Training is offered 1-on-1 or in-house small groups. (Small groups are formed within a firm; we do not offer open registration for small group training). We work in all industries and levels of management. Training Core Components are described on our website and include:

- **Powerful Presentations** - the essentials of presenting in English. We cover organizing content for maximum impact, the English of presentations, cultural norms, body language, clear visuals and using the Q & A for a strong call to action.
- **Meeting & Discussions** - we discuss key communication strategies used in meetings: presenting a plan, pitching alternatives, expressing opinions, disagreeing, and forming questions.
- **Effective Business Writing** - the essentials, such as conciseness, clarity, the correct tone and the importance of using action verbs. We review sentence length, using bullets, and vocabulary: general & business, written & spoken, direct & indirect.
- **Winning Negotiations** - discussions here include international negotiating styles, the importance of building relationships and outcome expectations. You will learn what to say in all phases of negotiating, when to be silent and when to walk away.
- **Communicating Across Cultures** - we discuss the business and communication styles and norms of different countries and cultures - not just the words, but also the message behind the words.
- **English Language Review** - we review the range of English verb tenses, prepositions, modals - (could, would, should), articles, and vocabulary expansion.

Location & Format - Clients choose the city and location of training - Boston/Cambridge, USA, where we are located; on-site at our client's firm or a hotel conference room, worldwide. We develop flexible training formats of 1 or more weeks for our client's specific needs and available time. For Programs held in Europe, clients cover Executive English travel expenses from/to Frankfurt airport and the training site.



Schedule - Selected Core Components (mentioned above) typically take place in the morning. After having lunch together, afternoon sessions include business discussions, presentations, business writing and cross-cultural activities. Since business is also conducted during networking receptions and over dinner, optional excursions and meals offer practice in social English.

Material - Our training materials have been refined over years of feedback from Fortune 100 companies and other global clients. In addition, an essential component of our training is our clients' documents, presentations, current challenges and situations from their actual work.

Fees - Fees are based on program length and number of participants; fees for one week of full-day, 1-on-1 training or small group range from \$2500 to \$5000. Please contact Executive English for details. Executive English develops a detailed training proposal after discussing with participants their training needs and goals.

Kelcy Roth, founder and Principal of Executive English, trains and consults with international business leaders who speak English as a second language.

Since starting her unique communications firm, Kelcy has spent the last 20+ years at her clients' conference tables training and advising them on operating their businesses internationally, in English. Kelcy also teaches international executives at the MIT Sloan School of Management. Clients consistently praise Kelcy's ability to decode difficult communications and facilitate dialogue to solve business problems.

Fluent in German and proficient in French, Kelcy earned her M.A. in Teaching English as a Second Language from Columbia University. She completed a certificate at the Program on Negotiation at Harvard Law School.

