



## **Business Communication Professional Development for High Potentials**

*High Potentials or 'Talents' are in demand by many organizations and given their potential to excel, they are often fast-tracked to responsible (international) positions. In these roles, it is critically important to be able to communicate effectively in accurate and professional business English in order to succeed and provide real value to the company. To this end, The Workz is offering a specially designed program that is specifically dedicated to enhance business English and professional communication skills for High Potentials and help them prepare for management functions in international environments.*

- Program:** Four-day training
- Schedule:** Each day scheduled with a minimum interval of 1 week (maximum is 3 months) to allow for homework and practical application. The program can thus be organized as a one-month package (1 x per week) or as a one-year program (1 x each quarter).  
Option: an intensive program in 1 week for trainees needing to travel from branch or affiliate offices.
- Time:** 10:00 – 16:00
- Participants:** Max. 6 per group (min. 2)
- Level:** Intermediate - advanced
- Location:** In-company

Day one: Achieving English Language Excellence: Business English refresher: grammar, common mistakes, professional vocabulary, nuances in expression, speaking English with confidence

Day two: Representing the Company: Presentations, introductions, understanding and communicating the company's vision, writing skills, telephoning, text messages and other communication channels

Day three: Building Connections: Meetings, tele-conferences, cross cultural and intergenerational awareness, interpersonal skills, client and stakeholder orientation, positive communication, effective internal and external communication

Day four: Leadership & Management Communication: Leadership approaches and adjusting to new roles, understanding and communicating the company's leadership and management model(s), active listening, self-reflection and identifying your own (communication) patterns, getting to the essence; Review, requests and wrap up



**Costs:** € 7,495.-

This rate includes an elaborate intake (with every participant) and all materials provided to the participants. Also included: editing and feedback for (individual or 'standard' departmental) emails and presentation slides. Excluding travel costs. Based on in-company setup with meeting room, company to provide a flip chart/whiteboard (and if necessary, audiovisual equipment) and lunch/catering. Free parking at location required. A cancellation policy applies of 72 hours.

**About the trainer**

Amie de Jeu is American and has lived in the Netherlands for 27 years. Her Dutch is fluent. She has 27 years of experience conducting business English training and personal and professional coaching. Her style is engaging, practical, business oriented and focusses on identifying the essence. Her special areas of expertise and interest are leadership, inter-personal skills and communication issues.

**Additional options (recommended)**

As the leading consultant for business English coaching, The Workz can also provide tailored follow-up individual personal/professional coaching sessions for each participant (4 x 1.5 hours). These sessions will focus specifically on the individual High Potential to enhance their performance and communication.

Topics can vary from internal and external communication, approach and attitude towards job, to individual processes and pitfalls. In addition to these sessions, The Workz can also provide extensive reviewing and editing of all business English emails, documents and presentations.

**About The Workz**

The Workz' ambition is to support business professionals to develop their international communication skills. We stimulate growth, provide opportunities and help leadership move forward in the increasingly global business environment. The Workz does this by providing tailored business English that people worldwide really get. Tailored to express the identity of the person, the brand and organization in clear and concise language.

Maartje Symons is the founder and CEO of The Workz. She is a passionate, committed coach and motivating personality. Her native English background and years of experience in media and marketing communications ensure she knows what she's talking about. Besides group training and individual coaching – ranging from Board level to High Potentials – The Workz also offers translation services, copywriting, storytelling and pitch support. For more information, please visit [www.theworkz.nl](http://www.theworkz.nl)