

Corporate English Solutions

Helping you empower your workforce

Working with you to improve English and communication
skills through training and assessment



For organisations to grow, so must their people



Recent global events have emphasised the need for organisations to innovate, to remain competitive and sustainable. Changes in the way we work, including digital transformation, cross-border teams, increased mobility and hybrid working, highlight the need to build a strong, agile, resilient workforce with the right skills to increase productivity and improve performance.

The traditional focus on developing job-specific technical skills has given way to two emerging areas of focus – digital fluency and ‘power skills’. Power skills, formerly known as soft skills, such as communication, language, collaboration and leadership, are no longer ‘nice to haves’. They are essential and can boost confidence and productivity, empowering teams to rise to these new challenges, embrace new opportunities and lay foundations for future success.

In recent studies, almost nine out of ten managers and executives report that their organisations face skills gaps now or will do in the next five years. To close these gaps, upskilling and reskilling need to be top of mind for business leaders and learning and development teams.



Our experienced teams help you to create scalable, customised programmes designed to deliver the optimum combination and level of power skills. Finding the right solution to build these skills is crucial for employee performance and vital for organisations to thrive in today’s turbulent, global, multicultural work environment.

Dylan Jones
Commercial Development Director

1.75bn

people worldwide speak English. Most are non-native speakers*



Digital transformation, cross-border teams and hybrid working mean that communication and collaboration at work are now more important than ever.

85%

of international organisations use English as a working language**

*Harvard Business Review (2012) Global Business Speaks English

**British Council (2013) The English Effect available online: <https://www.britishcouncil.org/sites/default/files/english-effect-report-v2.pdf>

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Why choose us?

The British Council builds connections, understanding and trust between people in the UK and other countries through education, the English language and arts and culture.

We bring in-depth knowledge and over 80 years' experience of English language and communication skills training and assessment to organisations and students worldwide.

Corporate English Solutions

We work closely with corporate, education and government organisations worldwide and pride ourselves on our commitment to working together to deliver English training and business solutions to meet their needs through:

a unique 'partnering' approach

We take time to build relationships and earn trust with a whole range of stakeholders and support teams during all stages of the programme (consultation, design, delivery, evaluation) to ensure we make a positive difference.

developing a customised solution together

Using our expertise in communication skills, we use effective questioning to really understand their needs.

our wide range of training programmes, across English language, professional communication skills and assessment

Designed in close consultation with experts from around the world, we ensure our solutions meet modern global business demands and ultimately create an environment optimised for growth.

2m+
people per
year received
**language
testing**

400k
learners across
47 countries
trained at our
centres

80m
learners
trained **online**

Working together to meet your needs

Our teams of experts invest time to develop solutions with you that are aligned with your goals. We work with you to identify skills gaps, build and deliver a learning programme and assess impact, using our four-step approach.

1. Analysing your needs

1. Analysing your needs:

Your free consultation enables us to understand your people, goals and pain points. Through comprehensive needs analysis and pre-course assessments, our team benchmarks current skill levels, accurately identifies learning needs and sets clear, measurable goals for your programme.

2. Designing your solution

2. Designing your solution:

Our experienced course design teams build learning and assessment solutions to meet your needs. We'll help you select from off-the-shelf, customised and bespoke content options delivered in-person, online or in self-directed formats to suit your budget and schedule.

3. Delivery

3. Delivery:

Our skilled, qualified trainers have private and public sector work experience and take time to understand your context and people. They personalise content and case studies and use an interactive, participant-centred approach. Our self-study options include social learning, peer review and optional tutor features to maximise engagement and course completion.

4. Measuring effectiveness

4. Measuring effectiveness:

Through formative and summative assessment, we ensure your teams are on track to meet their goals. Our world-leading assessment options include benchmarking and level-testing, self-peer and trainer assessments, formal tests and examinations. Our client dashboards, reports and regular meetings help you track individual and group progress and communicate training impact and ROI to your stakeholders.



Training and assessment

Our broad range of training and assessment options means that you can be confident that your solution will be targeted to your teams' learning needs and achieve impact in the workplace. Select from a combination of:

Professional Communication Skills

Targeted training modules that improve spoken and written communication skills in specific workplace situations.

English Language Skills

Courses that focus on improving reading, writing, listening and speaking skills in a range of workplace situations.

Assessment

Summative and formative tests and assessment solutions to support you to recruit and retain talent, inform training decisions and measure and report impact

Select options from the index below and find out more on the following pages.



		Self-access	Online blended learning	Online live learning	In-person learning
Courses	Description				
Professional skills - speaking	Modular courses developing confident, coherent and convincing spoken communication for workplace situations.			●	●
Professional skills - writing	Modular courses developing clear, concise and accurate written communication for a range of document types.			●	●
Personal coaching	1-2-1 Coaching to develop language confidence and executive presence: follows a personalised learning plan.			●	●
Customised courses	Closed group courses, developed in partnership, focusing on specific situations, roles and areas of language.			●	●
Business speaking (Self study)	Self-study courses that develop vocabulary and speaking for the workplace with role-plays and dynamic testing.	●			
Business writing (Self study)	Self-study courses that improve planning, structuring, vocabulary, grammar, writing and editing skills.	●			
English for hospitality (Self study)	Self-study courses that develop english writing and communication skills to work in the hospitality sector.	●			
English for specific purposes (self study)	Self-study courses that develop english language skills to communicate successfully as cabin crew or airline staff.	●			
English for work	Blended online learning using a flipped classroom approach to improve english language for the workplace		●		
General English (Public group classes)	Trainer-led classes that improve communication skills based around individual learner pathways.			●	●
Personal tutoring	1-2-1 Tutoring to improve language in specific areas; follows a personalised learning plan.			●	●
IELTS coach	Preparation for the IELTS test, focusing on speaking, listening, reading or writing, or any combination of these.			●	●
English for academic purposes	Targeted language improvement for students studying or intending to study a course in english.			●	●
English for academic staff	Targeted language improvement in an academic context for lecturers, researchers and phd students.			●	●
Assessment					
IELTS (4 skills)	IELTS academic and IELTS general training both test all 4 skills: listening, reading; writing and speaking for different situations	●			●
Aptis (4 skills)	Tests all 4 skills (or any combination) using a flexible delivery system. Delivered in our centres or in organisation's premises				●
EnglishScore	The world's only mobile-proctored english test. A 30-minute test, assessing reading, listening, grammar and vocabulary.	●			



Professional communication skills

Targeted, flexible, impactful skills development

An effective option for teams who need to focus on targeted communication skills in a specific context, achieving quick results in a short time. Our dynamic, engaging courses will have an immediate impact on your workplace communication.

Our range of spoken and written communication skills modules have been developed by our in-house team of experts.

We liaise closely with learning and development and HR specialists, business managers and course participants to assess employee skills gaps to customise these modules into learning pathways that deliver measurable return on investment.

Each short module develops a well-defined competency, which can be aligned with your organisation’s capability frameworks. They can be delivered as full-day workshops or part-time courses; our most popular courses have 8 to 24 modules.

Particularly suitable for teams with mid to higher levels of English skills, our Professional Communication Skills courses are relevant for staff in different role functions and career stages across a wide range of industries. Available at two skills levels, teams can establish strong foundations with our level 1 courses, then develop and refine existing skills at level 2. Our experienced academic team regularly reviews content to ensure it meets the needs of those in an ever-evolving workplace.



Spoken Communication Skills	Written Communication Skills
Enable your teams to connect more confidently, coherently and convincingly, increasing collaboration, engagement and cross-border team working.	Develop skills in drafting and editing a range of document types to enhance clarity, conciseness and accuracy, achieving better results.
Business Storytelling Skills Communicating with Executive Presence Communication Skills for Customer Service Professionals Conflict Handling Skills Coaching & Mentoring Consultative Selling Intercultural Communication Skills Interpersonal Communication Skills Meeting Skills Negotiation Skills Networking and Relationship Building Positive Influencing Skills Presentation Skills Public Speaking Stakeholder Engagement Time and Stress management Train the Trainer Working with EQ	Business Writing Editing and Proofreading Email Writing Grammar Skills for Business Writing Minute Writing Persuasive Writing Report Writing Standard Operating Procure (SOP) Writing Technical Writing Writing Skills for Managers

Find out more <https://corporate.britishcouncil.org/courses/ professional-skills>



English Language courses

Our English programmes develop speaking, listening, reading and writing skills, improving confidence and collaboration and enhancing relationships at work. We'll work with you to curate solutions from our range of general language development programmes and targeted courses.

Choose the right option for your teams

Courses are available at five language levels from beginner to advanced.

- **General Language Development:** A practical option for upskilling large groups at different levels, when your teams need to develop skills across a broad range of work and non-work situations. A strong foundation in vocabulary, grammar and pronunciation for teams with lower levels of English skills.

- **Business English:** Suitable for groups of any size, when your teams or individuals need to develop language skills in specific workplace situations. Select from business speaking or writing courses or curate an integrated pathway to combine both. Targeted self-study courses develop English skills for specific industries and job scopes, including Aviation, Finance, Healthcare, Hospitality and more.

- **English for Universities:** Focused language and skills training for students and academic staff. English for Academic Purposes supports students to prepare for and succeed in their studies. English for Academic Staff develops specific skills for lecturers, PhD students and researchers. IELTS Coach – our intensive course for anyone preparing for the IELTS Exams.

- **Customised courses:** An impactful, personalised solution designed for your teams, closely mapped to your organisation's learning needs to support your business goals.



Choose the right learning format

Select from a range of flexible options to fit your teams' schedules and budget:

- **Self-study courses:** Scalable, cost-effective online learning for large groups at different levels who need flexibility in the timing, duration and location of their learning. Bite-sized lessons can be downloaded onto a mobile device for learning on the go. Social learning and peer reviews to maximise engagement in Business Writing courses and an optional tutor feature in all courses.

- **Blended learning courses:** Scalable and affordable courses that combine the flexibility of online self-study with interactivity and feedback in trainer-led sessions using a flipped classroom approach.

- **Live online courses:** Retain the flexibility of online learning by registering your staff to join public courses and select from a range of themes from our 24/7 timetable. For larger groups, request a curated learning pathway or closed course for your teams.

- **Live in-person courses:** Immersive, engaging programmes delivered by experienced, skilled British Council trainers. Choose from a range of locations in our network of global training centres or at a location convenient to you and your team, depending on group size. Sign your staff up to join other organisations in our range of public courses or arrange a closed course for your teams.

- **1-2-1 courses and coaching:** Personalised, bespoke services developed around individual learning goals for individuals and small groups who need to develop targeted skills for specific situations. British Council trainers carry out detailed assessments and provide personalised feedback and in-person or online coaching to achieve goals.



Assessment and Certification

Measure learning progress and training impact with the world's leaders in English language assessment

We understand the importance of assessing the business impact of training and build in measurement of and reporting on progress. At all stages, we support you to communicate ROI to different stakeholder groups using a range of language assessments and course evaluation tools.

At the start of your programme, we benchmark your staff, using a range of tools, to ensure training is pitched at the right level of challenge to engage and motivate them to develop.

During the course, we employ both formative and summative assessment to measure and report on progress and use it to set learning goals and refocus programmes where necessary.

At the end of programmes, we select the appropriate assessment to track the level of improvement, help to set goals for continued learning and help to write SMART action plans.

Certification

Many of our courses can provide learners with digital credentials and certificates. These can be used to confirm their completion of a course and added to their social media profile. In turn, this helps create a sense of individual ownership and achievement within your teams.

Assessment tools and exams

Our range of scalable, technology-enabled assessments helps with workforce benchmarking, level-testing and certification.

EnglishScore

A quick, scalable solution for remote mobile testing. It provides a simple, trusted way to benchmark English proficiency across groups and inform training and recruitment decisions.

Aptis

A scalable, computer-based assessment delivered with supervision that tests English use in professional, academic and social situations. Specific solutions are available for businesses, institutions and governments and approved by the British Council.

Skills developed	EnglishScore	Aptis	IELTS
Reading	●	●	●
Speaking		●	●
Listening	●	●	●
Writing		●	●
Grammar	●		
Vocabulary	●		
Common uses			
Training/study	Quick benchmarking and at scale to inform training needs	Establish training needs	(Study) assess students for admission to a course taught in English
Recruitment	Convenient remote screening of applicants	Recruit and promote the right talent	Assist employees to work in an English-speaking country



2m+
people in more than
90 countries take
exams with the British
Council each year

What our clients say



The course helps create better relationships with stakeholders for driving the business. It helps to prepare and present documents in a more efficient way

Multinational Bank, Advanced Business Writing programme



New insights on theory, relevant and practical self-development to enhance workplace skills and confidence

Higher Education Institution, Communicating with Executive Presence



The teachers proved to be serious and professional, being able to have a good interaction with the group, involving all students, by creating an open and interactive ambiance.

Liliana Degeratu,
HR Manager, Astra Asigurari (Astra Insurance)



93%

of participants said they are likely or very likely to recommend this course to colleagues.

Presentation Skills

Want to know more?

Follow the link if you seek expert tips
and advice or to discover case studies
that showcase real-life customer stories:

<https://corporate.britishcouncil.org/insights>

Contact us

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