

Which skills? Which English?

Helping learners to develop the language, business and intercultural skills for an ever-changing business world

Our aims:

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to identify the business skills, soft skills and intercultural skills that our business English learners need to develop to be able to function effectively in international business	to consider the role that English as a Lingua Franca plays in the international business environment and examine trainer attitudes towards errors and feedback	to question what skills trainers need to have in order to be able to help develop the relevant skills in our learners	to look at the materials available to both learners and trainers which can be used to develop learners' language, business and intercultural skills

Six experienced business English practitioners will guide participants through each of these topics, presenting their own ideas but also encouraging discussion and self-reflection. The speakers will also suggest activities that can be used with learners to help them develop these skills.

This event is kindly sponsored by Cornelsen and Collins.

10.00-10.15: OPENING AND ANNOUNCEMENTS

10.15-11.00: Developing learners' business, language and intercultural skills, Helen Strong

The skills that business people need in the modern workplace are becoming ever more demanding. A knowledge of English is no longer sufficient to be able to function effectively on the global business stage; people also need good business skills, soft skills and intercultural skills. But how do we accurately identify which skills to work on and how do we provide opportunities for our learners to develop them? Helen will present an approach for making sense of the complexity of skills which learners need to develop, and discuss how to integrate several skills into one task.



11.00-11.45: Communicating effectively internationally, whatever level of English, Mike Hogan



Our ultimate goal is to help our learners communicate effectively and successfully in international environments through English, though such communication isn't necessarily dependent on high levels of English. So which factors, other than language knowledge, form the basis of effective international communication and how can they be applied across a range of language levels? In this session, Mike will consider these key success factors for communication with both native and non-native speakers. He'll also look at language usage and how we can develop our learners' communication skills and confidence whatever their level of English.

11.45-12.15: COFFEE BREAK

IATEFL BESIG PCE, Glasgow, 3 April 2017

12.15-13.00: Adaptation and accommodation skills, Chia Suan Chong

With English being used as the global language of trade, education and science, English users of different cultural norms, language competence and corporate backgrounds are having to find ways of successfully communicating with each other across borders. The ability to adapt and accommodate to people we speak to can oil the wheels of international communication and also build better working relationships. Using roleplays, critical thinking activities and a touch of drama, Chia will explore some ways to help learners develop an awareness of different communication styles and cultural expectations, spot a communication breakdown when it happens and become better at communicating internationally.



13.00-14.00: LUNCH

14.00-14.45: The skills trainers need – a business perspective, Sylvie Donna



In this session we will look at the skills the 21st century business English trainer needs to be able to cope with the demands and needs of the business English learner. Which hard and soft skills should we have? More importantly, how can we ensure that we develop and extend our skills so that we are maximally effective in terms of facilitating students' learning? We will look beyond a deficit model towards approaches to ongoing professional development for optimal results in terms of both achieving learners' objectives and also ensuring our own job satisfaction and progression.

14.45-15.30: The richest learning resource? Authentic listening materials, Ian Badger

Authentic listening materials are a rich and demanding resource for developing learners' business, language and intercultural skills. By using such materials, learners gain sensitivity to the different accents, cultures and diversity of language usage which they encounter in their working lives. They also learn to improve their active listening and clear speaking skills. Ian will discuss how the use of authentic listening materials should be fundamental to many business English teaching situations. To illustrate this, he will examine a current project involving recording various parties engaged in international supply chain communication, where authentic listening is the backbone of the training programme.



15.30-16.00: COFFEE BREAK

16.00-16.45: Materials for business English trainers and learners, Andy Cowle



This session takes a neutral, non-commercial look at a selection of new materials, both print and digital, as well as online resources from around the world for business English teachers and learners. Participants will have the opportunity to react and respond to the materials, to share their own recommendations and to consider the kinds of training and self-study materials which are in demand and which are effective. Participants will leave the session with a clearer idea of the latest business English materials and trends, as well as tips on finding more resources for both trainer and learner.

16.45-17.00: CLOSING

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SPEAKER BIOS

Helen Strong is a business skills trainer, teacher trainer and materials writer based in the south of Germany with many years' experience in corporate training and academic teaching. She tutors on the Trinity Cert IBET (Certificate in International Business English Training) for The Consultants-E (www.theconsultants-e.com). Her website is www.helenstrong.de.

Mike Hogan is a director of York Associates and specializes in professional language and communication skills training, international team and leadership training, and teacher training. Titles published by Mike include the award-winning *Basis for Business B1 + B2* (Cornelsen) and *Business English for Beginners A1 + A2* (Cornelsen).

Chia Suan Chong is a teacher trainer and communications skills trainer based in York. A regular presenter at ELT conferences, Chia is fascinated by the interplay between culture, communication, language, and thought. Chia is also a materials developer and has been *English Teaching Professional's* regular blogger (www.etprofessional.com) for the last four years.

Sylvie Donna is an experienced business English teacher and trainer and author of the CUP title *Teach Business English*. Currently working at Durham University preparing MA students to teach business English, Sylvie has taught business English in various contexts in 10 different countries around the world, working with students with many different types of needs.

Ian Badger is a partner in BMES, Bristol (www.bmes.co.uk). He is author of the award-winning Collins *English for Business: Listening*, the recently-published *English for Business Conversations* (ELI Publishing), the B1 and B2 levels of Collins *English for Life: Listening*, and the multilevel series *English for Business Life* (National Geographic/Cengage).

Andy Cowle is a former business English trainer who has worked in global ELT publishing (sales and training) for more than 25 years. Passionate about ELT materials, Andy is known for his enthusiastic and practical talks, encouraging teachers to try new ideas, and connecting language learning with the real world. His website is www.eltconnections.com.