

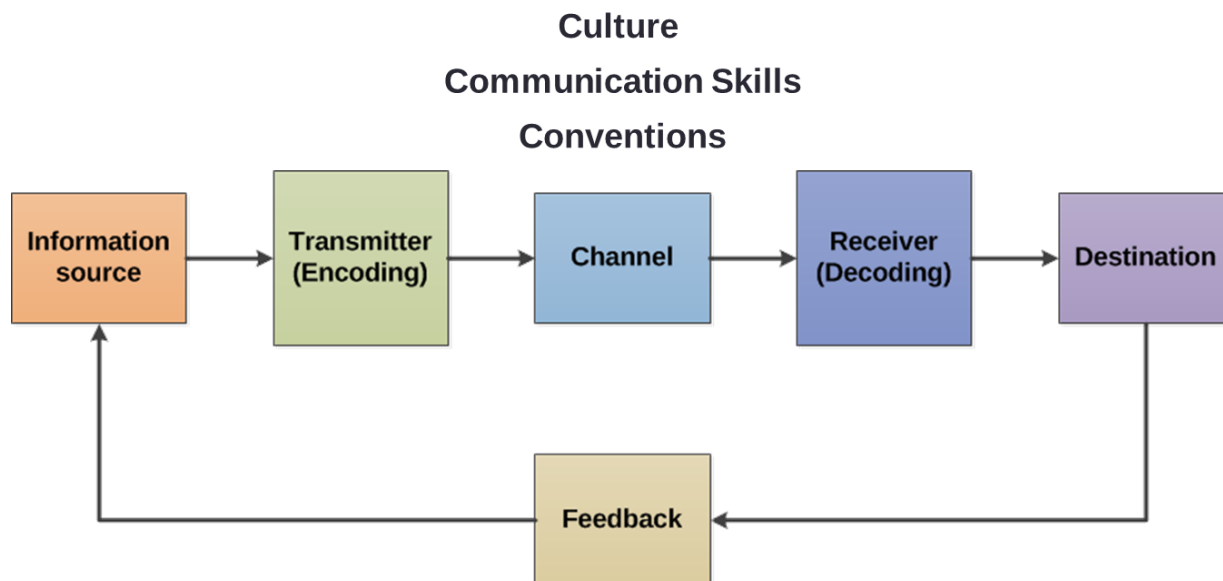
The Communicative Event

A detailed understanding of the client's training needs

What I've learned:

- Learners don't know what they don't know.
- Learners don't particularly care about can do statements.
- Asking them about skills doesn't tell us much (e.g. telephoning, presentations, meetings).
- Current methods are designed to fit the learner to the materials.
- No needs analysis is better than a bad need analysis.
- Language is only one part of communication.

Base needs analysis on the communication model



Name:	Purpose of communication:
Type of communication: <input type="checkbox"/> Incoming email <input type="checkbox"/> Outgoing email <input type="checkbox"/> Telephone call <input type="checkbox"/> Face-to-face meeting <input type="checkbox"/> Virtual meeting <input type="checkbox"/> Resources (documents, web, etc.) <input type="checkbox"/> Conference, seminar, workshop <input type="checkbox"/> Visits/travel <input type="checkbox"/> Other _____	
Frequency:	Description of situation:
Contacts:	Other (successes and challenges):
Country or culture:	

Name: <i>Norbert</i>	Purpose of communication: <i>To give the manager a status report on ongoing projects, discuss problems</i>
Type of communication: <input type="checkbox"/> Email <input type="checkbox"/> Telephone call <input type="checkbox"/> Face-to-face meeting <input checked="" type="checkbox"/> Virtual meeting <input type="checkbox"/> Resources (documents, web...) <input type="checkbox"/> Conference, seminar, workshop <input type="checkbox"/> Visits/travel <input type="checkbox"/> Other _____	Description of situation: <i>No agenda, no visuals, no minutes. Manager talks about the SAP projects. He directs questions to the attendees about their parts of the project. Problems are discussed as they arise.</i>
Frequency: <i>once a month</i>	
Contacts: <i>SAP teams in the US and Germany, 8 people</i>	Other (successes and challenges): <i>Americans dominate conversation. Americans are in conference room, Germans are at their desks with headsets. Difficulty keeping up with conversation.</i>
Country or culture: <i>USA</i>	

Incidents	Projects	Meetings	General
Describing problems and fixes	Asking and answering questions	Listening (authentic US / India accents)	Small talk
Describing a process	Give a status report	Checking for clarification	Showing interest (giving feedback)
Reporting past actions	Making suggestions	Interrupting and preventing interruption	Linear grammar
Email phrases (formal and informal)	Talking about timelines	Virtual meeting phrases	Working with Americans

	High Frequency	Low Frequency
High Value	Train Now Practice Often	Train Just in Time Refresh
Low Value	Opportunity Training	Time Wasters

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