

Sum up of the chat on Louise Goodman's webinar

Analía Duarte (Buenos Aires, Argentina): Gaining business acumen makes a big difference

Kirsten Waechter: This is a path that quite a few of us have embarked on

Analía Duarte (Buenos Aires, Argentina): I wonder whether BE clients need teachers and trainers at all these days. I would love to hear your thoughts on that

Liz Bigler: I am new to BESIG and BE in general. Is there a template for doing an initial needs analysis?

Analía Duarte (Buenos Aires, Argentina): Use Evan Frendo's book, Liz

Evan Frendo (Germany): <https://www.amazon.com/Teach-Business-English-Evan-Frendo/dp/0582779960>

Cathy (Italy): @Analía, I think some do need teachers and trainers, depending on their levels and needs. Would you agree?

maria luz callejo: @louise Adjusting, re-designing, being flexible ... all -ings a must in BE :-)

Dana Poklepovic: @Analia, I tend to believe that our role needs to change, the idea of BE trainers wearing a set of different hats irrespective of the client's language level. The BE trainer of course needs to be prepared for this.

Cathy (Italy): @ Dana, good point, we have a lot of hats and roles

Analía Duarte (Buenos Aires, Argentina): I do not, Cathy. Even low level clients benefit much more from our delivering a service far away from that of a teacher and even that of a trainer. BELF calls for other skills, higher level ones. Can we conceive of BE without intercultural training and soft skills raining at all these days?

Evan Frendo (Germany): I think it depends a bit on how you define trainer

maria luz callejo: being able to carry many hats seems to be the key these days. It is essential to be well-equipped to pick up the right one for THE context we happen to be at

Camelia Martincu: I believe changing our roles and adapting according to the client's needs is crucial.

Cathy (Italy): I think it also depends on what the client is expecting from the course as well, and we have to play different roles in class

Kate Kidney: Cathy: exactly: my clients respect me as a language expert, but in case I try to teach them business skills...in some cases I would be without my job very quickly.

Alfredo: Any info about Communication Coach?

Kate Kidney: Thank you, Louise, for your words! :)

Cathy (Italy): Kate, I think different people see themselves differently as do our students/clients

Robert Plant - Munich Germany: In terms of the future, many business English clients need quite strong expectation management. Recently, it seems that many have the expectation that blended and digital learning will save costs, be easier and have the same results. Now, most of us know that this is tenuous at best. Do you see an overall trend in the future that will move away from digital and back to that coach/mentor-client relationship?

Kate Kidney: Cathy: very much true :)

Gabriella Kovács, Budapest, Hungary: Unless you find out and plan what you will be doing, it can get very confusing for the client, so having specific training etc. goals is crucial. Being relevant always.

Ruben: Absolutely yes, I feel the same.

@MercedesViola - Uruguay: I want to share the slides of a my presentation at the IATEFL conference in 2011 which is about this topic (I won the IATEFL BESIG FACILITATOR Scholarship then) - <https://www.slideshare.net/mercedesviola/iatefl-2011-the-many-roles-we-perform>

Analía Duarte (Buenos Aires, Argentina): I am quite concerned about how to help colleagues make the shift. Do you or anyone in the chat room have any experience in training colleagues to become communication coaches?

Gabriella Kovács, Budapest, Hungary: I am a language coach and train teachers in Budapest, yes, I have.

Helen Louise: Louise you mentioned that you present yourself as a "business English coach". Why do you prefer the term "coach" over "trainer"?

@MercedesViola - Uruguay: @Analia, we "coach" our teachers in order to help them develop and evolve in their role

Analía Duarte (Buenos Aires, Argentina): Yes, Mercedes, we do so too in our own business, but I am working on developing a formal certification

@MercedesViola - Uruguay: @Analia, Dana does that in Argentina. She is a certified coach

Robert Plant - Munich Germany: learning empowerment! a growing field with adults, but not always an easy one. Thank you for your response.

Alfredo: I would like to do an online training as a communication coach and I couldn't find any programme so far

maria luz callejo: I wonder whether these skills can be learnt & acquired on-line... mmmm

Gabriella Kovács, Budapest, Hungary: A coach never trains or teaches, the relationship is different, it is always client led. The other roles may be added as a process goes on, but then that is a different role, not to be mixed.

Analía Duarte (Buenos Aires, Argentina): There is no certification at all in Argentina, though there are a few bilingual coaches. We are drafting it. It is lots and lots of work because the shift from teacher to communication coach is a long, long process which calls for acquiring a different skills set

Gabriella Kovács, Budapest, Hungary: exactly, thank you. ICF, the international coaching federation, is the place, but not providing language training right now: www.icf.org (for Argentina <http://icfargentina.org/9>)

Analía Duarte (Buenos Aires, Argentina): Alfredo, we are doing the Diploma in Business English Training at Universidad de Belgrano. I am the coordinator.

Gabriella Kovács, Budapest, Hungary: You need to combine your language teaching background and use coaching skills. Works wonders with clients.

Deborah - Spain: Good point – client-driven works well for me

Evan Frendo (Germany): Needs analysis depends totally on context - there is no standard

@MercedesViola - Uruguay: Totally agree, Louise. Active listening is important in needs analysis.

Gabriella Kovács, Budapest, Hungary: In coaching there is a chemistry session to decide if you can work together, then have an intake to see the goals etc. and plan the process. As Louise says.

Deborah - Spain: Absolutely the weak areas start to appear as you are working with your client which I tap into as quickly as possible

silvia buck tucci: business English is a great example of what student-centred teaching is. Thank you, Louise for this very interesting model, very helpful guidelines for business English teachers to follow as, like you said, needs and wants change so quickly, It's a good reference point, to help us stay focused on soft skills, which goes far beyond language needs. Thank you

Analía Duarte (Buenos Aires, Argentina): What would you then say the future of Business English is, Louise? If you had to answer this in just one or two statements

elizabeth: How do you organise yourself? I mean how many different clients/nationalities do you juggle each week, how do you remember who needs practice with what? I have a notebook - but sometimes slip up!

michele: rigour in analysis should not translate in "rigor mortis"!!!!

Analía Duarte (Buenos Aires, Argentina): Indeed, Michele! Rigor is different from rigidity

Josina (NL): thank much Louise, these are some useful frameworks

@MercedesViola - Uruguay: Great webinar!!!! Congrats!!

Helen Louise: @elizabeth I keep records of each lesson with each client, language focus, skills, resources used etc

Alfredo: that was amazing! She did it no presentation online... good job for the first time!

@MercedesViola - Uruguay: Yeah, Gabriella, great idea

Oksana Hera (Ukraine): <https://www.youtube.com/user/IATEFLBESIG/videos>

Analía Duarte (Buenos Aires, Argentina): Dana's webinar made the difference absolutely clear

patricia 2: Thank you very much! Really interesting

Evan Frendo (Germany): Great job Louise! Thank you

@MercedesViola - Uruguay: Thanks a lot!! Louise

Deborah - Spain: Thanks Louise very informative

Analía Duarte (Buenos Aires, Argentina): Thanks, Louise! I loved your "Grow with your client" concept!

Josina (NL): grow with the client is key, agreed

Oksana Hera (Ukraine): <https://www.linkedin.com/groups/5019273>

Oksana Hera (Ukraine): Instagram [iatefl_besig](#)

Oksana Hera (Ukraine): <http://besig.iatefl.org/wp-content/uploads/2018/03/IATEFL-BESIG-Maria-Keller-Scholarship.pdf>

Oksana Hera (Ukraine): BESIG Facilitator scholarship for IATEFL Annual Conference in Liverpool 2019 <https://conference.iatefl.org/scholarships.html>

Ruben: Thank you for the link Oksana

@MercedesViola - Uruguay: <http://besig.iatefl.org/>

Evan Frendo (Germany): Yes Iasi is worth visiting - lots to see

Camelia Martincu: Very beautiful!!! Hope to see you all here in Iasi! :-)

Oksana Hera (Ukraine): <http://besig.iatefl.org/event/iasi/>

Analía Duarte (Buenos Aires, Argentina): Pity Argentina is soooo far !! Would love to be with you again!

@MercedesViola - Uruguay: Thank you, Louise, you were great!!!

Oksana Hera (Ukraine): Thanks Louise! Wonderful ideas.

Meeting Host: Thanks all for joining and contributing so lively to our discussion!

Olenka Villavicencio - Peru: Thanks a lot Louise for your practical presentation. I really enjoyed it! :D