



Language Coaching · Cultural Training · Translations

## Welcome to Babel Language & Cultural Consultants

Today's business is global in virtually all markets and industries. Capitalising on the challenges posed by international markets is critical to the success of any enterprise. Babel was created to help people through all the language and cultural barriers that they encounter in the workplace.

Recognised as one of the most professional, flexible and friendly market leaders, we have a strong private-sector client-base that is served from our offices in south-east London and from overseas bases in mainland Europe.

## Foreign Language Training

With a thorough understanding of the business environment, Babel offers one-to-one and group training in the UK and overseas. Courses in the major world languages are available at all levels. We have a reputation for listening to our clients and analysing their needs from the outset. The structure and content of each course is discussed in detail, together with the learner's objectives and possible constraints. During our courses, a dedicated Account Manager remains in touch to ensure satisfaction, and requests for assistance are dealt with promptly.

Courses vary from one week's intensive coaching to regular sessions taken over many months. Training is normally delivered in-company but may also take place in the learner's home. In addition to business and general language training, we are skilled in:

- Specialist terminology courses for specific industries
- Blended Learning Programmes incorporating CD-ROMs, videos, telephone tutorials and monitored self-study
- Coaching the partners and young children of expatriates
- Language audits, assessments and training-policy development
- Course plans, evaluation and progress reports
- Preparing learners for examinations offered by major examining bodies.





## French in France!

We have associate schools in both Paris and Provence, where learners can immerse themselves in French for one or two weeks of full-time study. The Paris school is located in the heart of the city, on the grands boulevards, not far from the Louvre. Our partner school in Provence is in a pretty, traditional house, near the mediæval heart of the historic village of St-Saturnin-lès-Apt. Learners can choose to stay either at a hotel or in a French home.

## English Language Training

We offer English courses to help learners use the appropriate language for business correspondence, improve their pronunciation and understand colloquial language. This helps them to overcome any apprehension, communicate with confidence, contribute in the workplace and build successful relationships. Additionally, practical British cultural topics are taught as part of all our courses.

We are able to prepare learners for the LCCI and Cambridge examinations as well as the internationally recognised IELTS (International English Language Testing System) exam. Learners have the opportunity to do practice tests and review their weaknesses with our tutors.



For expatriates arriving in the UK, we also offer English language coaching to their partners and children. Our courses cover the need for practical language such as that used for banking, shopping and socialising, as well as vocabulary for homework, pop culture, fashion and sport.

## Accent Neutralisation

This course helps delegates to neutralise their accent in order to improve their ability to communicate with clients and colleagues. Delegates are often foreign nationals with a strong grasp of English but whose individual speech patterns limit their ability to fully express themselves or be understood. They are often unaware that English has sounds that do not exist in their mother tongue and may need guidance and coaching to recognise these sounds and incorporate them into their everyday speech. Delegates also learn how melody, rhythm and placement are as important for clear speech as properly formed vowels and consonants. By increasing their awareness of the specific action of the various articulators, they learn to use them for greater precision and clarity. Modifying their speech helps them to communicate more clearly and achieve a more English sound.

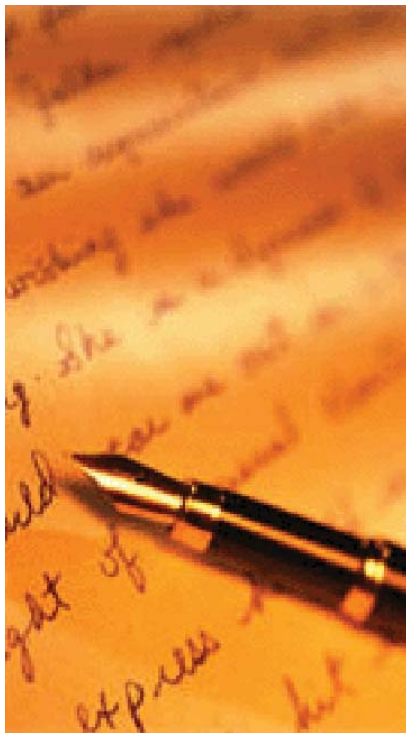
## Communicating With Greater Impact!

This programme helps English speakers to increase the effectiveness of their communication and their comfort and confidence in business situations involving direct one-to-one communication, group discussions and presentations. They are taught to speak in accessible, structured and clear language, avoid jargon and employ appropriate style.

Delegates learn how to overcome the barriers to effective communication. They develop a wider range of questioning techniques, learn about communication strategies they can deploy to influence outcomes and become aware of selecting the appropriate style or tone in which to communicate in a given situation.

During the programme delegates are provided with techniques to improve their ability when communicating on the telephone, in video-conferencing, by email and when writing reports. The important skills of effective listening and concise summarisation are also introduced and practised.

The workshop is highly interactive and through active briefing, group brainstorming and discussion, participants are involved in learning and practising their new skills. Case studies and role-play exercises are used extensively for maximum impact.



## Business Writing Skills Seminar

In today's pressurised business environment, you and your colleagues may have less time to spend on composing reports, letters and other correspondence and, crucially, your clients have less time to read the ever-increasing amounts of written material they receive.

So possessing the skills and techniques to communicate ideas and information quickly and effectively to both clients and colleagues – whether by means of a letter, report, proposal or e-mail, is vital. Yet many of us have never been taught to write clearly and effectively.

Our workshops are fully interactive and feature a number of highly practical exercises that stimulate the delegates' interest and reassure them of their ability to improve their writing skills. The topics covered include structure, style, flow, grammar, punctuation and readability, all aimed at establishing a good rapport with the reader, in order to get key messages across.

## Cultural Training

Cultural differences have the potential to damage important business relationships. To help our clients read and react to differences in cultural behaviour, we begin by sharpening their awareness of their own culture and its impact on others. We then guide them towards respecting cultural differences by seeking empathy with others. The final step to becoming effective is to develop techniques for reconciling the different ways in which various cultural groups handle a situation.

Our programmes provide an opportunity for delegates to participate in rich simulations in which they make decisions, solve problems and strive to complete tasks. Our learning style includes pre-course questionnaires, interactive sessions, case-studies, cross-cultural dialogues, role-plays and exercises, video-work and outdoor activities.



As all our short courses are specifically tailored to meet the needs of individual client organisations, all the topics presented in the following pages can be presented in the context of your own company. Courses can be conducted when and where you want them – at your own premises or a venue of your choice.

## Working Across Cultures

### Overview:

This programme provides an introduction to a Model of Culture through a series of thought-provoking dilemmas. It includes many business-related case-studies, cross-cultural dialogues and critical incidents and is ideal for those working in a global role or organisation.

### Objectives:

- Increase awareness of one's own values and how these compare with those of other cultural groups
- Become aware of communication problems and the steps to take to avoid misunderstandings
- Learn about international business practices and approaches

At a practical level we also offer advice on decision-making, time management, expectations from meetings, presentations and negotiations, as well as day-to-day etiquette such as greetings, use of titles, gift-giving, entertaining, religious or dietary needs and dress code in various cultural settings.

# Multi-Cultural Team-Working

## Overview:

This programme can be offered as a multi-cultural briefing or designed for working with just one other cultural group, e.g. within the context of an Anglo-French joint venture.

## Objectives:

- Understand the attitudes and behaviour of others in your multi-cultural team
- Reconcile the many different approaches taken by team-members
- Undertake simulations to explore the issues of trust, negotiation and co-operative working in teams

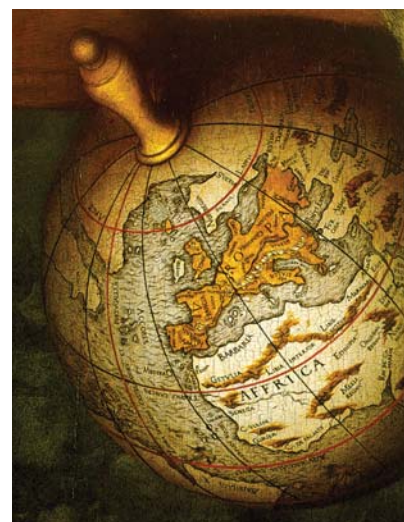
During this programme, delegates will explore the issues of team-working from other cultural perspectives - what constitutes a team and a leader, giving and receiving instructions, influencing skills, reaching agreement, feedback, timeliness, communicating remotely and the purpose of meetings.

## Country/Regional Briefings

*Argentina, Australia, Brazil, China, France, Germany, Greece, India, Italy, Japan, Korea, Luxembourg, Malaysia, Middle East, Russia, Singapore, Spain, Switzerland, Thailand, UK, United Arab Emirates and USA. Other countries also available on request.*

## Overview:

Our briefings are designed for employees doing business in specific countries or regions throughout the world. We thoroughly review the people and their business culture and provide practical information on the destination.



## Objectives:

- Learn about the other cultural group's national identity and people
- Become aware of the significance of family, networks, relationships, age, hierarchy, status, decision-making, rules and regulations, dealing with bribery or corruption and how to develop trust
- Understand typical management practices and how projects can best be implemented
- Gain an appreciation of different attitudes to time and deadlines

Additional topics for expatriates may include developing future personal and organisational strategies for adapting to the new environment, the four stages of culture shock, and advice on coping for the family.

# Working and Living in the UK

## Overview:

Our briefing is ideal both for the working employee recently arrived in the UK and for any partner, spouse or children involved in the move. In the latter instance, our course can be delivered at home if preferred.



## Objectives:

- Learn about British symbols, history, geography, the regions, British identity, family life, class structure, religion and education, rest and relaxation
- Understand the British economic perspective by reviewing principal industries, standard of living, politics and government, the 'City', the working environment
- Learn about multi-cultural Britain and how the British see the rest of the world

Additional topics can include a confidential self-assessment and discussion about the relocation with the expatriate and his/her family. If required, advice on setting up home, banking, leisure and social activities can also be provided.

# International Negotiation Skills

## Overview:

This programme explores the issues of relationship-building, negotiation and concession from different cultural perspectives. It can also be delivered as a single country briefing, e.g. British-Chinese negotiations.



## Objectives:

- Provide a checklist to help prepare for international negotiations
- Understand the behaviour and skills of an effective cross-cultural negotiator
- Increase awareness of the problems that arise in negotiating with other cultural groups and the steps to take for a successful conclusion
- Learn to overcome barriers and neutralise objections in a culturally sensitive manner

Delegates will have the opportunity to take part in group exercises and a simulation that raises the issues of trust, negotiation and co-operative working, as well as conflict resolution.

# Working with Remote Teams

## Overview:

In today's global business world, a team may not necessarily all work in one place and they will contribute to projects across time and space. The purpose of this programme is to help delegates achieve the same high-level performance in their remote teams as they can with their collocated colleagues.

## Objectives:

- Identify the behaviour and characteristics of high-performing remote teams
- Learn how to manage cultural differences between team members
- Understand the importance of building trust for remote-team effectiveness
- Know when and how to use technological tools to enhance communication



Topics covered include a review of the tasks and behaviour of remote teams during their 'forming', 'storming', 'norming' and 'performing' stages, an introduction to a Model of Culture to help participants understand their own cultural preferences and avoid misunderstandings, learning to develop habits that facilitate trust and using technology appropriately.

# Diversity Training

## Overview:

This course is designed to help executives understand the business benefits of attracting and managing a diverse workforce. It encourages cultural competence and incorporates an overview of current legislation.

## Objectives:

- Understand the social, business and legal case for diversity and the benefits that a Diversity Strategy will bring to your organisation
- Learn about the key cultural differences of people from different religious and cultural backgrounds
- Understand how to implement a multi-cultural recruitment policy and manage a diverse workforce

This programme provides advice from developing an appropriate policy through to implementing and monitoring diversity, as well as providing an opportunity to hear of examples of good practice elsewhere.

## Translation

Babel provides a comprehensive translation service in all major languages. Our clients include commercial companies, lawyers, academic institutions and private individuals.

Babel translators work exclusively into their own native language and translate texts only on subjects in which they have expertise. They are generally fully qualified Members of the Institute of Translation or the Chartered Institute of Linguists in the UK, or their own national translation bodies abroad.

We believe that effective liaison and clear communication between ourselves, our clients and translators are essential in order to achieve high-quality translations.

During the translation process, we are always available to answer queries from translators and obtain clarification from our clients. On completion, we thoroughly check the translation against your original text to ensure accuracy, at no extra cost.

We pride ourselves on meeting deadlines and can return work by e-mail, fax, post or courier, in all frequently used formats and software packages.

We are always happy to provide free estimates of cost and timescale for any type of translation work you may need.

## Our Clients

Accenture • Alliance Unichem • Amec Group • American International Relocation Service • AMS • ARM • Arup • Axa Corporate Services • BAE Systems • Balfour Beatty • BP • Boeing • Cable & Wireless • Cadbury Schweppes • Carillion Services • Caterpillar • Crowne Plaza Hotel • Cutty Sark • Debenhams • DLA Piper Rudnick Gray Cary • dunnhumby • EDF Energy • Edrington Group • E.On • EMC Computer Systems • Exxon Mobil • Franz Haniel Akademie • GeoPost • Hermes Focus Asset Management • Honda R&D Europe UK • Hutchison 3G UK • Indesit Company • Industri Kapital • Interfleet Technology • International Baccalaureate Organisation • Inverhouse Distillers • KPMG • Kraft Foods UK • MAN Truck & Bus • McCormick Foods • Molton Brown • Nestlé UK • Oasis Stores • Pace Micro Technology • Paradigm Services • Roche Pharmaceuticals • Royal Bank of Canada • Samsung SDS Europe • Stolt Offshore MS • Symbian Software • TK Maxx • Total Exploration & Production • Weetabix

