

ICT Program for 800 participants

Challenge

Following the takeover of American and French competitors, many processes needed to be adapted and integrated. German employees rapidly became involved in training & integration roles and found themselves having to conduct important meetings and negotiations with their international counterparts – all in English. This also meant that all areas of the client's business, from tendering to manufacturing, urgently required English to be used as an effective communication tool.



Training Targets

In order to ensure the 800 staff could confidently, accurately and independently work in English, the following targets were identified.

- ⊕ Prepare staff for key business presentations and negotiations (USA, India, France, Finland)
- ⊕ Observe, analyze, and support the German team in integration meetings and teleconferences
- ⊕ Ensure clear formulation of emails
- ⊕ Improve the overall efficiency of business communications
- ⊕ Ensure clarity and professionalism in technical and other specialist business documents

Training Solution

An InCorporateTrainer[®]™ team of 8 full time trainers

- ⊕ Aligning training with business objectives - targeting key projects and related communications.
- ⊕ Conducting extensive needs analyses at both individual and department levels.
- ⊕ Targeting training through building extensive knowledge of power generation products.
- ⊕ Striving for continuous improvement by:
 - providing full-time 'on-the-job' support with regular language feedback
 - shadowing strategic conference calls and providing constructive feedback
 - incorporating issues observed during daily business into our seminars and regular training sessions
 - developing workshops and formal training based on previously observed communications/ business issues.