


# ENGLISH LANGUAGE MASTERY FOR EXECUTIVES: AMPLIFY YOUR IMPACT

 Start Date - 6th May 2024

 Online & in-person

 English Language

 Full Program - 6 Units - 12 weeks -  
39 hours - 2,730€

1 Unit - 2 weeks - 6,5 hours - 500€

The English for Executives Course is a comprehensive 12-week program designed to enhance proficiency in using English for professional communication. Through dynamic online classes, tailored coaching and constant feedback participants will focus on improving fluency, precision and the culture of Anglo saxon communication in the core areas of business communication.

## PROGRAM OVERVIEW

This course comprises 6 units and is developed by English and Communications specialist Alberta Savage. It is tailored for non-native English speakers who work in an English speaking environment or have interactions with clients or international colleagues in English. The course immerses you in the main areas of Business English communication, with simulations, presentations, discussions and reviews; Each units are **independent**, and participants can choose to register for all of them, or decide which ones are more suitable for you. In order to get the Official IUM English for Business Certificate, you must complete **all** the Units.

- **Unit 1:** how to present yourself, your business, your expertise in the culture of anglo saxon communication;
- **Unit 2:** making a meaningful impact in business meetings/ how to talk the talk (with clients, colleagues and management);
- **Unit 3:** conflict resolution - diplomatic communication – language and vocabulary for communicating your message with dignity
- **Unit 4:** Professional presentations: building and structuring content for an anglo saxon audience – dealing with Q and A
- **Unit 5:** Professional Presentation: non verbal communication
- **Unit 6:** The written message – email writing – varying the structure and organisation in line with the content

## PROGRAM OBJECTIVES

Participants will move up one level from Intermediate (B1) to Upper Intermediate (B2). The program will help participants to:

- Conduct confident and articulate conversations when talking about your brand, your industry and your position
- Deliver your message with clarity and precision to every type of audience– both in terms of language, structure and nonverbal communication
- Minimise miscommunication – teaching skills to be concise and precise and use the language of clarity
- Use specific, nuanced language and current business expressions to deal with challenging audiences and build relationships
- Build confidence to speak and deliver presentations in English
- Use the language of persuasion, conveying your message with effective use of verbal and non-verbal communication
- Improve grammatical accuracy and widen vocabulary
- Focusing on consistent feedback, corrections and practice

## WHO WILL BENEFIT

- Non native English speakers who work in an international environment where English is spoken on a daily basis
- Professionals who have international clients or colleagues and need to give presentations or participate in business meetings in English
- Professionals who want to feel more confident in English and understand the culture of anglo saxon communication to be more effective communicators

# PROGRAM FORMAT

## UNIT 1 - WEEKS 1 & 2

HOW TO PRESENT YOURSELF, YOUR BUSINESS, YOUR EXPERTISE IN THE CULTURE OF ANGLO SAXON COMMUNICATION

### Week 1:

6th May - 17.30-19.00  
1,5 hours online

7th May - 17.30-19.00  
1,5 hours online

### Week 2:

13th May - 17.30-19.00  
1,5 hours online

14th May - 17.00-19.00  
2 hours face-to-face

Total of 6,5 hours

## UNIT 2 - WEEKS 3 & 4

MAKING A MEANINGFUL IMPACT IN BUSINESS MEETINGS/ HOW TO TALK THE TALK (WITH CLIENTS, COLLEAGUES AND MANAGEMENT)

### Week 3:

21st May - 17.30-19.00  
1,5 hours online

22nd May - 17.30-19.00  
1,5 hours online

### Week 4:

27th May - 17.30-19.00  
1,5 hours online

28th May - 17.00-19.00  
2 hours face to face

Total of 6,5 hours

## UNIT 3 - WEEKS 5 & 6

CONFLICT RESOLUTION - DIPLOMATIC COMMUNICATION - LANGUAGE AND VOCABULARY FOR COMMUNICATING YOUR MESSAGE WITH DIGNITY

### Week 5:

3rd June - 17.30-19.00  
1,5 hours online

4th June - 17.30-19.00  
1,5 hours online

### Week 6:

10th June - 17.30-19.00  
1,5 hours online

11th June - 17.00-19.00  
2 hours face to face

Total of 6,5 hours

## UNIT 4 - WEEKS 7 & 8

PROFESSIONAL PRESENTATIONS: BUILDING AND STRUCTURING CONTENT FOR AN ANGLO-SAXON AUDIENCE - DEALING WITH Q & A

### Week 7:

17th June - 17.30-19.00  
1,5 hours online

18th June - 17.30-19.00  
1,5 hours online

### Week 8:

24th June - 17.30-19.00  
1,5 hours online

25th June - 17.00-19.00  
2 hours face to face

Total of 6,5 hours

## UNIT 5 - WEEKS 9 & 10

PROFESSIONAL PRESENTATIONS: NON-VERBAL COMMUNICATION

### Week 9:

1st July - 17.30-19.00  
1,5 hours online

2nd July - 17.30-19.00  
1,5 hours online

### Week 10:

8th July - 17.30-19.00  
1,5 hours online

9th July - 17.00-19.00  
2 hours face to face

Total of 6,5 hours

## UNIT 6 - WEEKS 11 & 12

GIVING YOUR PRESENTATION AND THE WRITTEN MESSAGE - EMAIL WRITING - TONE, STRUCTURE AND BEING AUDIENCE CENTERED

### Week 11:

15th July - 17.30-19.00  
1,5 hours online

16th July - 17.30-19.00  
1,5 hours online

### Week 12:

22th July - 17.30-19.00  
1,5 hours online

23rd July - 17.00-19.00  
2 hours face to face

Total of 6,5 hours

**TOTAL OF 39 HOURS**

# PROGRAM CONTENT

## UNIT 1

HOW TO PRESENT YOURSELF, YOUR BUSINESS, YOUR EXPERTISE IN THE CULTURE OF ANGLO SAXON COMMUNICATION

Introduce yourself – using powerful language

Talking about your business at the general and more specialised level

Overview of: Anglo saxon communication – understanding the anglo saxon communication method

Simulations

Feedback and corrections

Simulation review (recording)

## UNIT 2

MAKING A MEANINGFUL IMPACT IN BUSINESS MEETINGS/ HOW TO TALK THE TALK (WITH CLIENTS, COLLEAGUES AND MANAGEMENT)

Presenting your ideas in a meeting

The do's and don'ts How to intervene in a meeting (the right terms and language)

Simulations and role plays

How to approach difficult questions

How to avoid using triggering language and How to respond to triggering language

Feedback and corrections

Simulation review (recording)

## UNIT 3

CONFLICT RESOLUTION - DIPLOMATIC COMMUNICATION – LANGUAGE AND VOCABULARY FOR COMMUNICATING YOUR MESSAGE WITH DIGNITY

How to use language to reduce tensions

Direct v indirect language – the nuances of English

How to and when to turn direct into indirect language

Simulations

Feedback and corrections

Simulation review (recording)

## UNIT 4

PROFESSIONAL PRESENTATIONS: BUILDING AND STRUCTURING CONTENT FOR AN ANGLO-SAXON AUDIENCE – DEALING WITH Q & A

The secret to all great presentations for an Anglo-Saxon audience

Building your presentation – from big idea to meaningful message

Using specific techniques and strategies to keep your audience's attention (the hooks)

Less is more – key to being concise and precise – cutting down your sentences

Developing a list of powerful language from your industry for your audiences

Reviewing and discussing business presentations

## UNIT 5

PROFESSIONAL PRESENTATIONS: NON-VERBAL COMMUNICATION

Performing a short speech – sight reading

Tips for body language, voice and pronunciation

Pronunciation and breathing exercises

Dealing with stress – visualisations and anxiety reducing exercises

Feedback and corrections

Simulation review (recording)

## UNIT 6

GIVING YOUR PRESENTATION AND THE WRITTEN MESSAGE – EMAIL WRITING – TONE, STRUCTURE AND BEING AUDIENCE CENTERED

Delivering your prepared presentation

Feedback and corrections

Simulation review (recording)

### Writing emails

Audience centred emails - adapting the message for the audience

Most effective idioms or terms to convey specific ideas and feelings

How to effectively incorporate chatGPT – being able to review and edit your chatGPT emails

Writing and reviewing emails



## PROFESSOR ALBERTA SAVAGE

Alberta Savage is an English language and communications professor and coach. Originally from London where she graduated in Law and Politics. She has a background in sales and negotiation, working in the area of Recruitment for over 5 years, which then led to working as later as a HR Consultant where her love of working and helping people just skyrocketed. After moving to France in 2009, Alberta has specialised in the field of Business English and communication, which she has taught at some of the top Business Schools in the area, including SKEMA, EDHEC and currently the International university of Monaco. She has also worked for various professional training companies in the south of France since 2009.

More recently, her Business English coaching company helps clients from various industry sectors; beauty, digital marketing, aviation and government organisations to name a few where she has helped clients including; managers, executives, team leaders, and assistants, those who work in an English-speaking environment or have contact with English speaking clients or colleagues and are astutely aware of the need to really understand and be able to communicate in English with natives and non-native speakers alike. Alberta helps clients build confidence, deliver effective presentations, participate in meetings so that when they speak their message is clear and fluid and can truly connect with their listeners. Pronunciation, grammar and vocabulary are the common thread that underpins the sessions and really pushes her clients to progress with accurate, effective and meaningful communication in English.

Some clients comments:

"I did enjoy our classes a lot...you always had the art of picking the right questions to unlock passionate conversations. I was reenergized after our sessions".

"Thank you for these fun sessions that helped me to improve and gain confidence".

" Thank you for your input and support in helping me build my speech".

## THE IUM DIFFERENCE

The International University of Monaco is a private institution of higher education founded in 1986 in the Principality of Monaco, integrated within the OMNES Education, the French leader in private higher education.

IUM is AACSB accredited (Association to Advance Collegiate Schools of Business) and its MBA program holds the AMBA accreditation (Association of MBAs).

Its program portfolio includes Executive Programs, Bachelor, Master of Science, MBA and DBA degrees,

Renowned professors and experts are engaged in executive programs designed for global leaders and managers representing a diverse range of industries.

IUM is proud to remain an intimate, human scale business school with a profoundly multicultural outlook.

With more than 70 different nationalities in its student body, IUM encourages interactions and exchanges among students from around the world.





# THE IUM EXPERIENCE

Whether you are an individual seeking to expand your skills and knowledge or an organization seeking to deliver innovative training solutions, the executive education team at IUM is ready to be your partner. We harness the expertise and practical insights of our esteemed faculty, Executive Education Fellows, and trusted Experts to provide you with engaging workshops and immersive learnings. This allows us to bring a wide range of corporate experience and outstanding academic credentials, all applied to your real business challenges.

## ADMISSIONS

We accept applicants for the programs on an ongoing basis as space permits, and we urge you to submit your application at your earliest convenience. While many programs don't have strict educational prerequisites, the admission process is competitive and centers on your professional accomplishments and your role within your organization.

## FOR MORE INFORMATION

Visit our [Website](#)

## CONTACT US

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