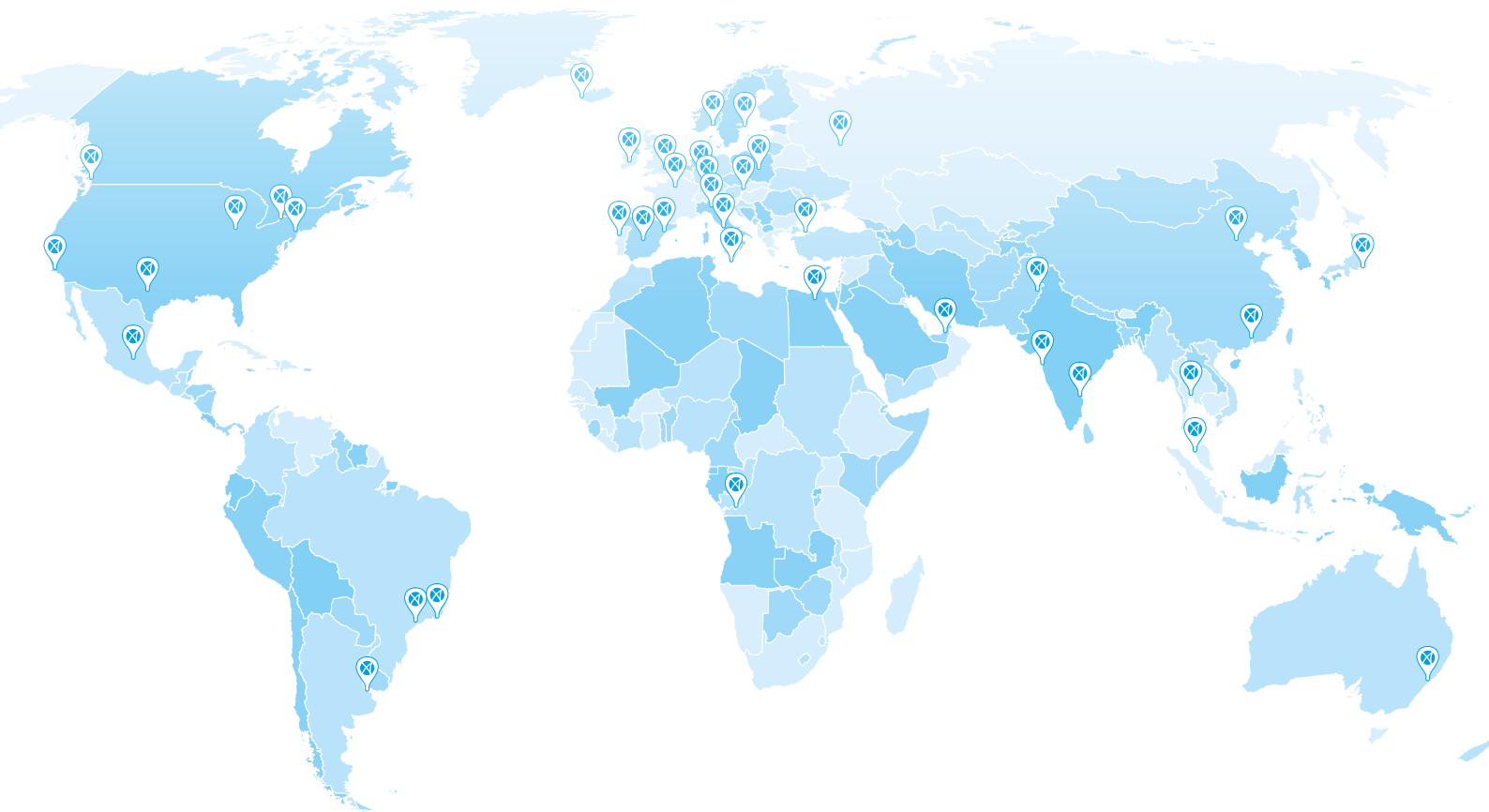




**York Associates**

# **Professional English and international communication training and coaching**







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# Welcome

York Associates has been offering high-quality English language, business communication and international leadership and team training to professionals working in the corporate, public and voluntary sectors for over thirty-five years. Directors and trainers are renowned in the fields of English and international communication training, writers of award-winning publications and regular keynote speakers at ELT and professional conferences.

In 2014 York Associates became a member of the Claret Group, which has training centres in the UK and on Malta. I am pleased to announce the addition of our new school, English in York to the Claret Group in 2016.

York Associates is building on its core expertise in Business English, professional communication and international leadership training with new general and academic courses aimed at younger adults at English in York.

York Associates was placed in the top ten percent of British Council accredited training centres, and was named by the EL Gazette as a Centre of Excellence 2013-2014 for its teaching of English. It is an official provider of Institute of Leadership and Management endorsed and qualification programmes in coaching, mentoring and leadership.

We look forward to welcoming you to York Associates and supporting your learning.

Sean

Member of

**CLARET**  
GROUP

learn • grow • achieve •



**Sean LeGault**  
Claret Group CEO

- Corporate leadership
- Strategic merger and acquisition
- Financial governance

We are a member of the Claret Group of international educational companies.

# Who we are

York Associates is owned and run by Claret Holdings Ltd together with Bob Dignen, Richard Hawker, and Mike Hogan, who hold Executive Directorship roles. YA is supported by its excellent team of teachers, trainers and staff, all of whom help us to deliver high quality English language, professional communication, intercultural and leadership training.

York Associates has been offering training in the language and communication field for over thirty-five years. It is well known in the international communication field through its publishing of books, multimedia materials, articles and conference presentations.



**Bob Dignen**  
Director

- Born in Bahrain
- Over 25 years experience
- International trainer, presenter and coach
- Published books for ELT and international management
- Likes jogging and photography



**Richard Hawker**  
Director

- Born in UK, lived for 10 years in Spain
- Over 30 years' experience as teacher / trainer
- Has worked extensively in Europe and the Middle East
- Operational director and international trainer
- Likes travel and all sports



**Mike Hogan**  
Director

- Born in Ireland, lived 15 years in Germany
- Over 15 years experience
- International trainer, presenter and teacher trainer
- Published books for ELT and international management
- Likes cooking and being outdoors

# Why work with York Associates

## Experience and industry-leading expertise

Since 1980, York Associates has been an industry-leading pioneer in the field of professional English and international communication training. Our unique 4-dimensional approach to professional language training helps clients to get results whether it is for further study opportunities or to do their jobs more effectively.

Our experience and expertise goes across all professional sectors - business, public, political, trade union, educational and voluntary sectors. With thirty-five years of experience, we can design courses which are fully customised to client needs, which we deliver both in the UK and onsite at client locations.

As a pioneer in professional English language training, we run teacher training courses to familiarise trainers with our methodology. We also publish regularly in the field of international communication training.

## Professional and personal service

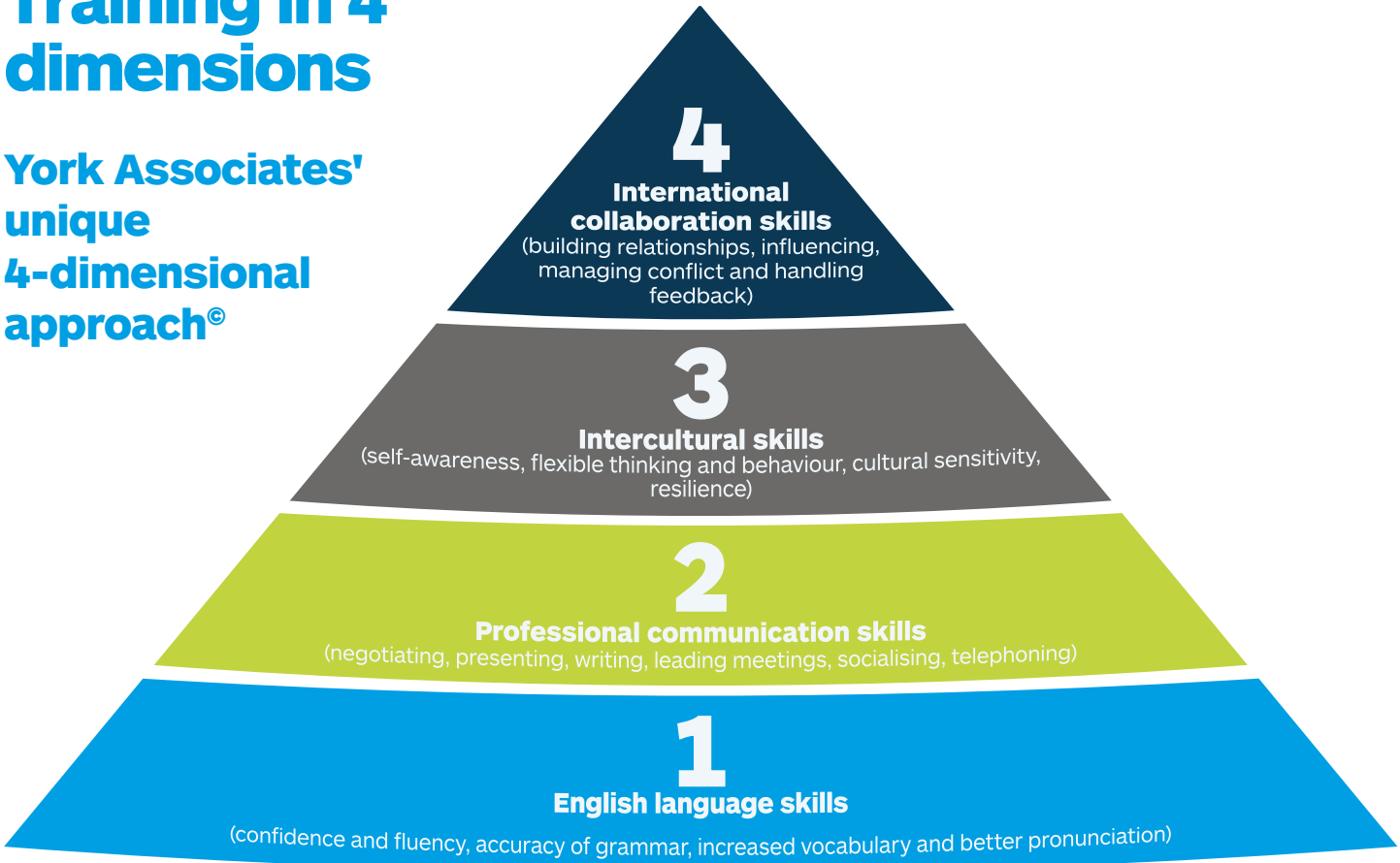
York Associates combines a highly professional approach to training, consulting, design and delivery, with a deeply personal approach to our clients, many of whom we build lasting friendships with.

We aim to live our belief that successful business depends on authentic and meaningful relationships.



# Training in 4 dimensions

## York Associates' unique 4-dimensional approach®



York Associates' unique and industry-leading approach integrates 4 dimensions into its language and international communication training - English, professional communication, intercultural and international collaboration skills.

- ✦ English language training gives clients the words and structures to speak fluently and confidently.

- ✦ Professional communication training gives clients the skills to present, take part in meetings and to negotiate.
- ✦ Intercultural skills help people to understand and manage cross-border diversity.
- ✦ International collaboration skills help people to work more effectively together.

- ✦ We offer a range of courses which focus on these dimensions in different ways - some courses more on language, some more on collaboration. The course key below the course descriptions helps clients choose a learning solution which is customised to their specific learning and professional needs.



# Professional English and communication

## General English 30 Plus

The General English 30 Plus course is designed specifically for mature students. The main objectives of this English language training programme is to improve your accuracy in English, focusing on areas such as English grammar, pronunciation and vocabulary. You will also develop your confidence thereby enabling you to communicate more easily in English.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Max. group size:</b>	6
<b>Entry level:</b>	A2
<b>Min. age:</b>	30
<b>Course materials:</b>	Included
<b>Hours/week:</b>	15 group

DIMENSION 1



## Fluent English

Develop your fluency and confidence so you can communicate more easily. As a participant in this group course, you will take part in discussions on a range of up-to-date topics of general interest, including current affairs, travel, culture and latest trends. By following this course, you will also develop the key skills necessary for effective communication with people from different backgrounds.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Max. group size:</b>	6
<b>Entry level:</b>	A1
<b>Min. age:</b>	21
<b>Course materials:</b>	Included
<b>Hours/week:</b>	15 group or 15 group + 5 individual or 10 individual or 15 individual

DIMENSION 1

## Business Communication

Become more effective when communicating with international contacts. By following a Business Communication course, you will develop the English you need at work - grammar and business / profession-specific vocabulary. You can also work on your professional communication skills such as leading / participating in (virtual) meetings, delivering presentations, negotiating, telephoning, socialising and writing emails. This course will also help you increase your intercultural competence (understanding 'culture', profiling your own and others' culture) and give you tips to manage diversity effectively.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Max. group size:</b>	6
<b>Entry level:</b>	A2
<b>Min. age:</b>	24
<b>Course materials:</b>	Included
<b>Hours/week:</b>	15 group or 30 group or 15 group + 5 individual or 10 individual or 15 individual

DIMENSION 1 2 3

## English for Specific Purposes (ESP)

We offer a range of courses which combine a focus on specialist vocabulary relevant for participants' specific jobs with skills training. Specialist areas include Energy English (Oil, Gas and Energy Industries), Financial English, Human Resources English, Legal English, Maritime English, Political English, Purchasing English, Sales English, Technical English and Trade Union and EWC English.

Our ESP courses combine one-to-one training dedicated to a participant's specialist terminology with group work and the development of professional and intercultural communication skills, putting the specialist vocabulary into practice.

All our ESP courses are also available as closed group courses on demand.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Max. group size:</b>	6
<b>Entry level:</b>	A2
<b>Min. age:</b>	24
<b>Course materials:</b>	Included
<b>Hours/week:</b>	15 group + 5 individual or 10 individual or 15 individual

DIMENSION 1 2 3

## Effective International Communication

Become a highly effective international communicator with our Effective International Communication course. This flagship training programme builds on the first three dimensions of our training - English language, professional communication and intercultural skills - by including a fourth dimension of essential international collaboration skills (building trusting relationships, influencing, managing conflict and handling feedback), the key people skills for success across cultures.

This course is delivered by our lead trainers and professional coaches who will provide you with the support and feedback to help you enhance your performance and achieve better results as an international communicator.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Max. group size:</b>	6
<b>Entry level:</b>	B1
<b>Min. age:</b>	24
<b>Course materials:</b>	Included
<b>Hours/week:</b>	15 group + 15 individual or 15 group + 20 individual

DIMENSION 1 2 3 4

This course uses content and ideas from our York Associates' publication Effective International Business Communication.



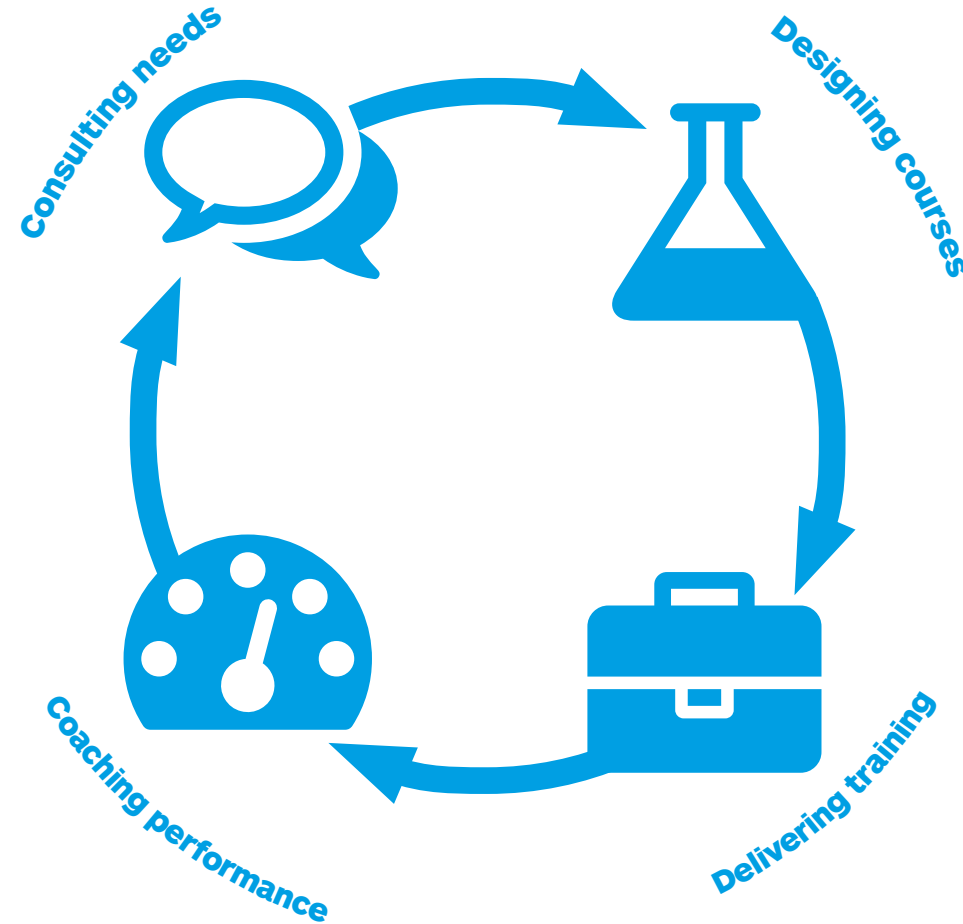
# Specialised closed group courses

York Associates delivers a wide range of specially designed closed group courses for professionals with specific needs across all sectors of society including:

- ✧ corporate
- ✧ government and political
- ✧ educational
- ✧ non-profit and voluntary

We invest time in understanding our clients' needs through consultation. Then we design and deliver customised courses, also offering ongoing coaching (face to face or virtual) to support deep learning and more effective transfer of newly-acquired skills to daily work.

Take a look at some case studies of specially customised closed group courses in areas where we have particular experience.



## Delivering training to help you deliver results.







## Case study 1

### International Trade Union and EWC Communication

A specialised group course for trade unionists and employee representatives who needed to communicate internationally. The following were core objectives of the courses:

- ✧ Develop participants' confidence and fluency in English, with lots of opportunities for speaking and listening, and a focus on increasing specialist vocabulary e.g. employee relations
- ✧ Improve key communication skills for presenting, chairing and participating in international EWC meetings, telephoning, negotiating, report and minute writing
- ✧ Increase the cultural knowledge and intercultural skills important for effective international working, with a focus on comparing trade union and political cultures and traditions, and developing techniques to facilitate communication among employee representatives from different countries
- ✧ Learns team skills essential in international EWC situations including relationship building, influencing, managing conflict and giving feedback

York Associates offers a variety of courses for union officials working at European and international levels, members of European Works Councils, shop stewards and union officials, and worker directors.

## Case study 2

### Internationalisation Skills for Universities

This course was designed for academic teaching and research staff members who are lecturing and carrying out research in an international academic environment. The course had four main objectives:

- ✧ Improve English language skills, overall confidence and fluency for discussions around relevant academic subject areas and general educational themes
- ✧ Build core communication skills to design, structure and deliver presentations and lectures, and to participate in international tutorials, seminars and conferences
- ✧ Increase understanding of the challenges of working across cultures with a specific focus on communicating with international students and academic groups
- ✧ Develop key interpersonal communication skills in English for an international educational environment, including building networks and working in teams

York Associates also offers a range of open group courses for clients in the educational sector which qualify for Erasmus Plus funding.





## Case study 3

### Communication for International Politics

A specialised group course for those working in national politics who needed to communicate internationally. The following were core objectives of the courses:

- ✦ Develop participants' confidence and fluency in English, with lots of opportunities for speaking and listening, and a focus on vocabulary for specific areas of political interest
- ✦ Improve key communication skills for political and party presentations, lobbying, chairing and participating in international meetings and negotiations, hosting and participating in major social functions
- ✦ Increase the cultural knowledge and intercultural skills important for effective international working, with a focus on relationship building, getting messages across in a clear and effective manner, influencing and managing conflict
- ✦ Meet UK counterparts in public and political life to exchange ideas and to foster and an international network

York Associates can also run special interest courses with a UK university which combine the above with a political science and government programme delivered by experts on topics such as British and electoral politics, democratisation, EU membership, devolution, energy policy and economics, environment and sustainability.

## Case study 4

### International Project Communication - Oil and Gas

We have offered training in the field of international project communication for over fifteen years to clients in various sectors including oil and gas. These courses have a number of key objectives:

- ✦ Develop participants' confidence and fluency in English, and knowledge of both project and oil /gas terminology
- ✦ Increase communication skills for key project situations including making an effective introduction at a kick-off meeting, presenting project updates, leading face-to-face project meetings and virtual conference calls, handling project-related negotiations, writing clear and effective emails and reports
- ✦ Widen cultural knowledge and develop intercultural skills relevant to working in an international oil and gas project environment
- ✦ Increase interpersonal skills which are essential in international project situations including relationship building, influencing, managing conflict and giving feedback

We also offer a range of services to support international projects including keynote speaking at project kick-off events, and ongoing coaching support for project leaders and their teams.





# Professional skills

## In-country professional communication skills

Develop key professional communication skills which will help you to be more effective in an international environment. These two-day courses help you to develop your performance with specific skills such as presenting, leading (virtual) meetings, negotiating in an intercultural context etc. It is possible for us to customise courses to focus on two or more skills in a two-day or longer format.

**Presenting Internationally**

**Negotiating Across Cultures in English**

**Business Writing in English**

**Successful Virtual Meetings in English**

**Effective international Networking in English**

### FAST FACTS

Start date:	Closed group on demand
Entry level:	B1
Min. age:	24
Course materials:	Included
Hours/week:	On demand

**DIMENSION** 1 2 3 4



# Career acceleration

## Work placement\* including BEC preparation and exam

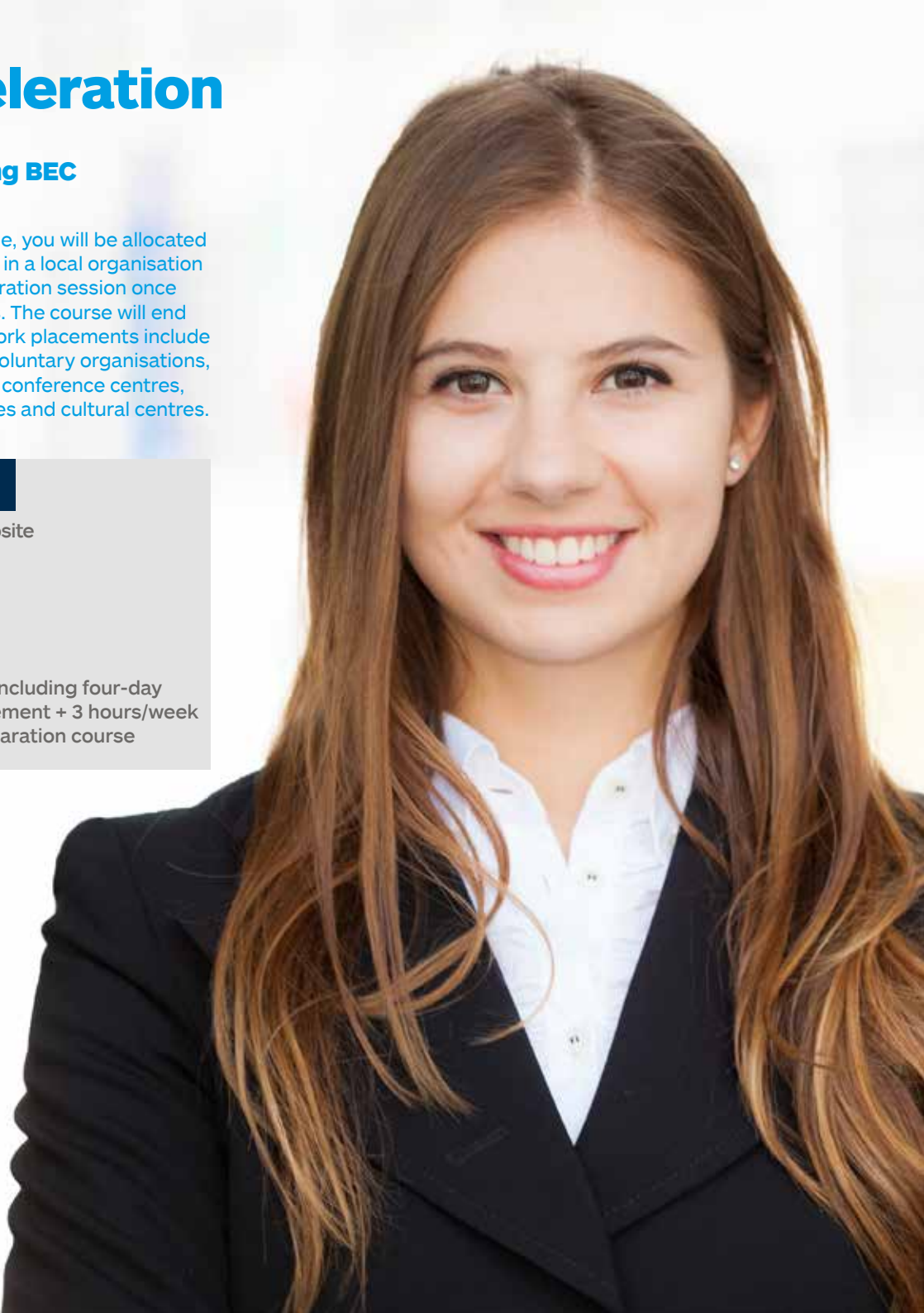
During this twelve-week programme, you will be allocated a work placement four days a week in a local organisation and attend a three-hour BEC preparation session once a week for a total of thirty-six hours. The course will end with the BEC Vantage (B2) exam. Work placements include businesses, universities, colleges, voluntary organisations, local government offices, hotel and conference centres, sports centres, large stores, theatres and cultural centres.

### FAST FACTS

Start date:	Check website
Max. group size:	8
Entry level:	B1
Age range:	21-30
Course materials:	Included
Course length:	12 weeks including four-day work placement + 3 hours/week exam preparation course

\* EU citizens only

**DIMENSION** 1 2 3



# Individual training and coaching



## Business Communication

By selecting an individual Business Communication course you can focus on any aspect of business or specialist English which you need to, as well as deciding the specific professional communication skills which you want to practise such as leading / participating in (virtual) meetings, presenting, negotiating, telephoning, socialising and / or writing emails. This personalised course gives a great boost to your language and communication skills.

FAST FACTS	
Start date:	Every Monday
Entry level:	A1
Min. age:	24
Course materials:	Included
Hours/week:	Minimum 5

DIMENSION 1 2 3



## Effective International Communication

Our international coaching allows you to develop the language and international communication strategies that you need to manage your specific challenges at work. Our 'coach approach' will help you discover new ways to build effective relationships, influence and overcome team conflict in order to reach better results.

FAST FACTS	
Start date:	Every Monday
Entry level:	A2
Min. age:	24
Course materials:	Included
Hours/week:	Minimum 5

DIMENSION 1 2 3 4

# SLS (Specialist Language Service) suite of premier individual courses

The SLS suite of courses - including Bronze Silver, and Gold - includes a range of value-added features for participants who want to maximise their learning experience and develop the skills - *fluency, understanding, vocabulary, grammar, professional communication skills, intercultural skills or collaboration skills* - they need for their jobs.

FAST FACTS	
Start date:	Every Monday
Entry level:	B1
Min. age:	24
Course materials:	Included
Hours/week:	Bronze (30) Silver (34) Gold (38)

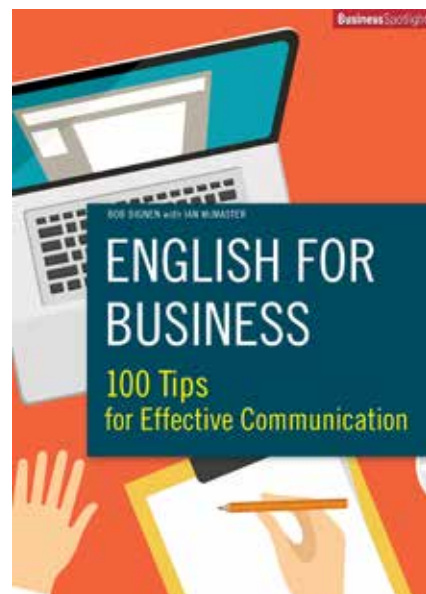


	Bronze 30 hours	Silver 34 hours	Gold 38 hours
<b>Pre-course</b>			
A telephone call with participant to define learning needs	✓	✓	✓
A detailed training proposal based on learning needs analysis	✓	✓	✓
A pre-course telephone training (4 x 30mins)		2hrs	4hrs
An optional telephone call with participant's manager to confirm learning needs			✓
<b>Course (30 hours)</b>			
The SLS Needs Analysis and contracted objectives documented at opening of course	✓	✓	✓
The SLS Progress Profiler of learner skills	✓	✓	✓
An all-inclusive accompanied lunch and social programme	✓	✓	✓
A detailed personal course report available on final day of training	✓	✓	✓
The course includes coaching to develop international collaboration skills		✓	✓
A complimentary set of YA publications provided		✓	✓
An optional networking visits arranged with UK-based professionals		✓	✓
A validated psychometric profile (TMP) of personal teamworking style offered			✓
<b>Post-course</b>			
The SLS Progress Profiler follow-up after 2 months	✓	✓	✓
Post-course telephone training		2hrs	4hrs
An optional telephone call with the participant's manager to confirm learning outcomes			✓



# Publishing

Directors and associates regularly produce titles for ELT and management publishers including Cambridge University Press, Oxford University Press, Kogan Page and Harper Collins.



## English for Business. 100 Tips for Effective Communication

In this e-book, we provide ten tips for each of ten key business communication skills, including listening, speaking, telephoning, taking part in meetings and building your business network.



## Down to Business Minimax

York Associates' Down to Business Minimaxes are the perfect self-access and reference tool for anyone who wants to improve their ability to communicate internationally.

- ❖ English for Presentations
- ❖ English for Meetings
- ❖ English for Negotiating
- ❖ English for the Telephone
- ❖ English for Socialising
- ❖ Business Writing



## Effective International Business Communication

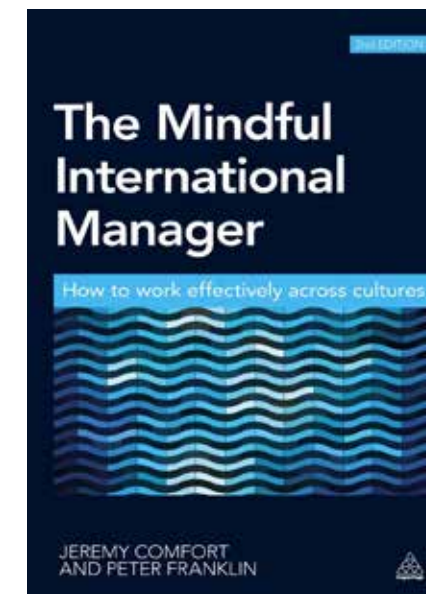
Co-written by Bob Dignen and Ian McMaster of Business Spotlight, Effective International Business Communication gives clear and practical advice to help professionals communicate successfully with colleagues and business partners around the world.

The book gives practical tips on how to speak and listen more effectively when communicating internationally, how to build relationships, influence and manage conflict, and how to deal with the challenges of a virtual world including email, conference calls and international teamwork.



## Leading International Projects

Structured around case studies from experienced project professionals, this book offers deep insights into the challenges of cross-border projects and practical ideas on how to lead successfully. The book presents the experiences of the individuals as well as their reflections on lessons learned which will be essential reading for all managers responsible for leading international projects.



## The Mindful International Manager

Co-written by Jeremy Comfort, the founder of York Associates, The Mindful International Manager explains cultural and individual differences in management values and behaviour. It also helps you to handle these differences, and examines the knowledge and skills you need to work effectively across cultures.

York Associates and Delta Publishing developed the International Management Series with four ground-breaking titles in 2012. The series won the prestigious David Riley Award for Innovation in 2013 at the BESIG Conference for English teaching professionals.







## About York

York will keep you as busy as you want to be. There is so much to visit and discover. York Minster is one of the largest Gothic cathedrals in northern Europe dating back to the 13th century and famous all over the world for its huge stained glass windows. It is just one of the many extraordinary places to visit.

There are over thirty museums, galleries and tours to experience in the city. York's Jorvik museum is a world-famous exploration of Viking culture. The National Railway Museum houses one of the best collections of steam engines and carriages anywhere. The Castle Museum offers amazing examples of recreated rooms and streets for you to experience English history.

The historic city of York also boasts an exciting festival programme all year round. York Chocolate Festival in April, The Early Music Festival in July, horse racing events throughout the summer months, the Festival of Food and Drink in September are all worthy of special mention. York has been named by Trip Advisor as Europe's 5th best city and UK's top food and wine destination. It's also known as the Home of Chocolate because of the large Nestlé (Kit Kat, Smarties and Aero) and Terry (Chocolate Orange, All Gold) factories located here.

Entertainment has also been part of York's social fabric for over two thousand years and the city now has a wonderful choice of cafés, pubs, restaurants and wine bars where you can relax with other participants and visitors from all over the world.

Whether you prefer to stroll or cycle around the city, visit some of its historic sights, discover ghosts on one of the many organised ghost tours in the city centre, walk the Chocolate trail, buy gifts at some of the famous shops which line the medieval streets of York or engage in sportier activity such as golf, tennis, cycling, swimming or horse-riding, we guarantee that you will find there's lots to do in York for the duration of your stay.





# Travel to York

York is one of England's most beautiful, historic and popular cities. Originally the capital of England and now capital of the north, it is a stylish and vibrant city which is regularly voted as one of the best places in the UK to visit and in which to live because it has so much to offer.



## Getting to York

Travel to York is easy whether you arrive by taxi (45-minute drive) from Leeds Bradford Airport or catch a direct train from Manchester International Airport (2 hours) or from either London Heathrow or Gatwick airports (3 hours).

## Getting around York

The historic city of York is an almost entirely traffic-free zone. This makes it very safe and easy to walk around to explore its medieval streets and enjoy its many sights. You can also cycle as York is one of the main cycling cities of the UK with very affordable bike rental and over 100 miles of designated cycle routes in and around the city.



## Travelling outside of York

York is well connected to many major cities. For example, you can easily reach central London (King's Cross Station) by train in just 2 hours, while Edinburgh is 2.5 hours away. If you want to venture further, you can get to Paris by Eurostar from London in just over 2 hours.

# Accommodation

We offer a wide range of accommodation options to suit your preferences and budget, ranging from homestay to hotels.



## Homestay

A homestay allows you to be fully-immersed in an English-speaking environment and experience family life in Britain. Both Standard and Executive homestays are available. Standard homestays (single room with sharing bathroom on B&B) are up to hour from Peasholme House (walk or short walk + bus) while Executive homestays (single room on HB) are within thirty minutes' walk from Peasholme House.



## Self-catering

We can also arrange short-term executive self-catering houses and / or apartments in the city centre on demand. They include as standard 1 or 2 double bedrooms, Wi-Fi, utilities, washing machine and TV.



Hotel Indigo, York

## Hotel, Guest House or Bed & Breakfast

Our accommodation placement officers can help you find a suitable room at one of the local hotels (3, 4 or 5-star), guest houses or B&Bs in the area. Single rooms are available with private bathroom on a bed and breakfast basis.





**Ready to book?  
Call us today on  
+44 1904 624246**



# let us help you achieve results.

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York Associates



@YorkAssociates

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### Terms and Conditions

When a course is cancelled less than 14 days before it is due to begin, we reserve the right to charge a cancellation fee of 50% of the course price. However, if the course is rebooked to take place within 42 days of the original course, there will be no cancellation charge. A course can only be postponed once. Costs incurred for visas, flights and materials produced will be charged if a course is cancelled within 14 days of course commencement date. For all courses, please refer to [www.york-associates.co.uk/courses](http://www.york-associates.co.uk/courses).