



Language Training and Cultural Consulting for Companies



Empowering employees today,
meeting international demand tomorrow

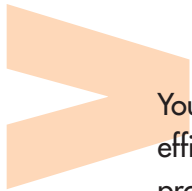


The Berlitz Difference!



➤ **Knowing beats** guessing

Effective training starts with the right needs analysis



Your most valuable resource is your employees' time. Productivity is based on using every minute efficiently with a measurable outcome. This is why Berlitz dedicates so much time to design a training program that meets your objectives while maximizing your return on investment. Initially, our Berlitz corporate consultants will identify the fundamentals of effective language training with you: your goals; the most efficient way of achieving these goals; and how to get the most out of your investment.

The best results attainable in the fewest hours, at the lowest possible cost, with the best quality of instruction and methodology – these are the factors for every successful return on training hours invested. Hence, these are also the factors that will make our offers decisive for your further training needs and measures. Based on our data and experience in training more than 300,000 adults each year we will advise you and together clarify all the critical success factors:

Time Factor

- A fixed lesson plan with a clear goal and target completion date
- Choice of location for tuition: the Berlitz Language Center near you or at your company
- Help to choose the appropriate training approach: Live Tuition, Blended Learning or Online Courses

Results Factor

- Personal placement testing-necessary to design concrete, individual training concepts
- Definition of program goals and content
- Progress reports and feedback during the program
- Final exams which accurately measure progress and success
- Recommendation for possible further training

Cost Factor

- Granting of special terms and conditions within a national or international cooperation agreement
- Choice of lower-cost package solutions or fully-flexible training options
- Your individual offer based on an optimal marriage of time and cost factors

The goal of your corporate training is clear – to improve the language proficiency and communicative effectiveness of employees who are actively involved in obtaining, retaining and developing international business, and to strengthen the intercultural skills of employees who have key roles in international communication. It goes without saying: the more effective and confident your employees are, linguistically and intercultural, the more successful your company will be internationally.

Each company has a specific need for language training that is based on a series of factors. Among these are:

- Company size and structure, industry segment, range of products and services, current and planned international presence and composition of your workforce (diversity)
- Communicative requirements in different areas or departments including travel or expatriation
- Individual linguistic competence of your employees in all four skills: reading, writing, listening and speaking
- What skills need to be improved? Passive (reading/listening) or active skills (writing/speaking)?
- How will your employees use language? In what situations? Business telephone calls or presentations? Comprehensive correspondence or simple financial entries?
- What kind of special vocabulary or jargon must be learned? Financial or technical? Legalese or marketing “buzz words”?
- What levels of proficiency are required? Small talk or expert exchanges? Complex negotiations or simply taking orders?
- What is your employees’ current linguistic level? Do they have basic language knowledge? Can they already discuss highly specialized topics?
- How well-developed is their knowledge of intercultural differences? With which cultures do they have to interact successfully?

As soon as we are familiar with your company profile, employee responsibilities, and level of language, we will design a training concept for you that takes all these features into consideration. In putting together such a tailor-made concept, we find the answers to the following questions together with you:

Focus the training on strengthening precisely those employee skills that are relevant for your company

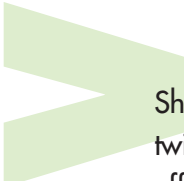


> Strategy beats arbitrary choices



> Flexibility beats standardization

A wide range of program formats and options



Shakespeare: “A man with two languages is worth two men”, which means your employees can be twice as effective and productive if they possess the skills and knowledge to communicate clearly and effectively.

Berlitz has a full range of tuition, program formats and schedules and we can deliver the training at the location most convenient to your company and employees. Whether you need intensive private tuition like our trademark Total Immersion®, or effective small group training, we can tailor a program to perfectly fit your needs, schedule and objectives.

Here are a few of the program formats you can choose from:

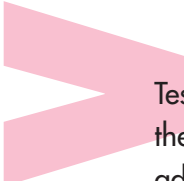
- Live, private or small group tuition face-to-face
- Berlitz Virtual Classroom: Live instruction via the Internet
- Online Self Study programs or tutor supported
- Blended programs integrating online with live instruction

You can also choose the most convenient location for the training:

- At one of more than 500 Berlitz Language Centers in more than 60 countries worldwide
- At your company premises or at home
- Or wherever you wish using our Online training or our Berlitz Virtual Classroom which delivers live instruction via the Internet

Even our scheduling options accommodate different needs and goals:

- Regular training sessions scheduled each week
- Compact “crash” courses scheduled by the day or week
- Private instruction including as few as two hours per session or take full day Total Immersion® for immediate progress to reach your goal in a few short weeks



Tests are a basic instrument, indispensable for measuring progress achieved. Berlitz not only tests the level of competency of the participants individually before the beginning of the course, but also administers tests during and after completion of the courses. This keeps you and your employees on the right track, and on the same page. Berlitz will provide systematic feedback and progress reports informing you on how well each employee is doing.

Through periodic testing we track and ensure each participant's skill acquisition and we use such data to refine and revise individual study plans to guarantee goal achievement.

Case Study 1

The goals have been established, but how can I clearly see that we are on course to achieving these goals?

Berlitz Solution

During every language training course, oral and written learning checks are performed that allow the language instructor to compare the actual learning success with the language goals defined for this time period. On this basis the actual student achievement is assessed in the form of pedagogical reports for every participant. If need be the training is adjusted.

Case Study 2

The training has finished, how can I measure an improvement?

Berlitz Solution

At the end of the training your employees will complete a Level Test, which clearly measures the level of knowledge achieved. All our final tests are available online or offline. Students who complete their program are given a Berlitz Certificate which documents their achievement.

Case Study 3

How can we know our employee's exact level without taking a course?

Berlitz Solution

Berlitz offers various proficiency tests for that purpose. The Global Test of English Communication (GTEC) for example is a comprehensive proficiency measurement of the English language. The test accurately measures four skills: reading, listening, writing and speaking, using item response theory and voice recordings, and is available online.

If you can't measure it, you have no return on investment




> Looking it over beats overlooking it!



> Efficiency beats improvisation

Experience and the unique teaching method guarantee quick success



When your company plans to invest in building employees' language skills you need an appropriately skilled partner. Over 500 Berlitz Language Centers in more than 60 countries, more than 125 years of experience in teaching languages, and the Berlitz Method[®], based on active speaking, make us the leading supplier of language and intercultural training worldwide.

Very early on, Berlitz responded to the demands of the increasingly internationalized business world by developing a full range of individual and group lessons tailored to the business sector. Berlitz innovated revolutionary training concepts like our Total Immersion[®] programs, new intensive programs for achieving rapid conversational success. We also built a network of new Berlitz Centers in key cities worldwide.

Berlitz has continued to innovate new learning methods in order to optimize skills development, retention and conversational fluency for our clients. Berlitz integrates authentic learning materials, subject-related magazines, course books, audio CDs and CD-ROMs as well as accompanying web offerings and provides a broad range of online courses and multimedia learning programs. In this way, the needs of various learner types are accommodated and a high degree of autonomy is guaranteed in the learning process.

The core element of the worldwide success of Berlitz language courses is **The Berlitz Method[®]**, through which course participants

learn a new language just as naturally as they learned their native tongue. It is particularly effective, and renowned for developing conversation in a short time. Our team of language teachers are native speaker instructors who are carefully selected at our assessment center. Berlitz certifies and continuously trains its instructors in the latest teaching methods. They instruct according to the following principles:

- Single-language dialogue: communication in the target language
- Practically-oriented training of work-related situations
- Focus on obtaining active language skills

Our special corporate services provide you with:

- A central contact partner on site for close communications and quick, informed response
- Complete solutions from a single source
- Professional in-house consulting
- Special conditions with the signing of a corporate agreement
- Worldwide standards and quality you can rely on in all Berlitz Centers



**> Taking action
beats hesitating**



Differentiation beats standardization :

- **Total Immersion®**
- **Private instruction**
- **Corporate group instruction**
- **Group courses**
- **Study Abroad®**
- **Berlitz Virtual Classroom**
- **eBerlitz Self Study**
- **eBerlitz Tutoring**
- **eBerlitz Blended**
- **Berlitz Cultural Consulting™**

> Total Immersion®

**The convenient and efficient way to schedule
and master conversation**

Live tuition

Learning a language in the shortest time possible

Berlitz Total Immersion® is an especially intensive and effective form of private tuition. This intense personalised program is one of the fastest and most certain ways to master conversation. How? Because in only two to three weeks you can learn to communicate in your new language in both social and business situations! How does it work? You will speak, listen and think in your new language all day long!

An overview of the program's features:

- Maximum learning intensity with 12 instructional lessons daily
- Individual training with a focus on oral expression and communication
- Double lesson with two instructors simultaneously, in order to simulate group discussions
- Improved spoken competency through rapid question and answer exchanges
- Business lunch together with the instructor in an authentic environment
- Easiest schedule to make rapid advances without interruptions and stress



Michel Nieto is Chief Executive Office of Baume & Mercier, and travels to more than 60 countries a year.

"If Berlitz had proposed a program requiring me to attend classes two or three days a week I never could have done it. The Total Immersion® program allows me to block my calendar several months in advance so I can take two or three days or a week to concentrate only on improving my English with no distractions. I attend Berlitz to focus on conversational practice at my level of fluency, discussing topics of interest to me. I am happy with my accent but I want to become perfectly fluent in English."

> Private instruction

Tailor-made and effective

Live tuition

Just you and your language instructor

Private instruction is the most efficient way to master language skills. Your instructor focuses on your unique needs. Only private instruction allows you to speak during 50% of each class, developing your fluency and confidence.

Course content, learning speed and tuition schedules are set according to your level and goals. Your program can incorporate internal company materials such as brochures, correspondence, etc.

The ideal course type for individuals with demanding lifestyles, who, in spite of packed schedules, need to reach their language goals in the fastest time possible.

Your advantages:

- Learning at your level
- Mutual setting of language goals, priorities and contents
- Unlimited attention of the language teacher
- Self-determination of the pace of learning
- Thinking and speaking in the new language without the need to translate



Marco Tümmeler, Sales Director Siemens Household Appliances, quickly summarizes how he perceives Berlitz private instruction:

- Very individual language training, perfectly tailored to my personal requirements
- High degree of flexibility, including agreeing on short-term appointments
- Creative and very skilled instructors with a positive attitude
- Learning material that is very practical and above all modern, up to date, including complex, intricate business subject matter

> Corporate group instruction

Efficient language training for employees

Live tuition

Instruction according to your rules

Training groups of employees requires careful coordination and planning, so you will receive top-class consultation from the start. In a joint needs analysis you indicate the levels and content your company requires and identify your probable participants. We will test participants' language skills and help organize harmonious groups. Groups can come to our Berlitz Center or our language teachers can come directly to your company.

An overview of your advantages:

- Tailor-made program that meets your guidelines regarding course content, time planning etc.
- Reasonably-priced and practical alternative to other forms of tuition
- Learning speed and dynamics of the group are not affected by external participants
- Company jargon and technical terms are integrated into the program
- Our comprehensive range of services guarantee the efficient achievement of language goals
- Checks of learning progress through pedagogical reports and test procedures
- Participation verified through attendance reports

"We had various reasons for our decision to work with Berlitz. Professional language training was offered to us by a supplier that works according to international standards and is represented worldwide. The well-thought-out uniform Berlitz level and evaluation system as well as the tailor-made training contents, for example for our company the technical areas of human resources, completely convinced us. Our many years of cooperation with Berlitz is based on mutual trust and excellent customer service."

Björn Kleinhans, Human Resources Development Shell

> Group courses

Working together successfully

Live tuition

Lively instruction in small groups

Learn English, French, Italian, Spanish, German or other desired languages in a pleasant atmosphere, and enjoy all the advantages of the Berlitz Method® in the process. Group courses take place once or twice a week at fixed hours in a Berlitz Center of your choice, or are offered as intensive “crash” weeks.

Choose your tuition type:

Semi-private

- Two to three participants with similar prior knowledge of the language and similar goals learn a new language
- Intensive instruction and fast learning success
- Schedule fixed in advance

Intensive Group

- Small group of four to six participants with similar language skills
- Motivating and entertaining instruction
- Schedule fixed in advance

> Study Abroad

Language training abroad

Live tuition

Local learning made simple

Is there a better place for language training than the place where your desired language is spoken as the local language? Probably not. Berlitz can organize various programs of study abroad at our Berlitz locations around the world.

Highest global standards guaranteed

In order to ensure a high level of Berlitz quality globally, the programs and services offered worldwide are standardized and subject to strict tests. Training content, sequences, evaluations, etc. all conform with worldwide standards. Only the course fees and the time schedules are specific to countries and will be discussed with you in detail in advance. We offer programs for teens, college students and adults.

You will divide your time between instruction and discovery tours. The main advantage with Berlitz Study Abroad lies in the individual design of your program: you can choose between half-day and full-day tuition, private or group training. You decide whether you prefer accommodation in a host family, a furnished apartment or a hotel.

Continuous quality control through regular external inspections as well as the internal Berlitz quality control guarantee you a high standard. You can rest assured that your language course has a double seal of quality! Students can attend language at sports camps in Europe or at our affiliated ELS Language Centers with more than 40 locations on US university campuses.

Language experience worldwide

Please choose your desired location:

English in Europe

- Birmingham, Brighton, Bristol, London, Manchester, Oxford, Windsor, Edinburgh, Dublin, Malta

English in America

- New York, Washington (DC), Boston, Miami, Orlando, Beverly Hills, San Diego, San Francisco, Chicago

English in Canada

- Toronto, Vancouver

English in Australia

- Sydney

French in France

- Paris

Spanish in (South) America

- Puerto Rico: Carolina
- Chile: Santiago, Viña del Mar
- Mexico: Guadalajara, Mexico City

Spanish in Spain

- Madrid, Barcelona

Italian in Italy

- Rome, Milan

German in Germany

- Munich

Portuguese in Brazil

- Rio de Janeiro

Japanese in Japan

- Kyoto, Tokyo

> Berlitz Virtual Classroom

Effective learning transcending borders

Live tuition

Live tuition via the Internet

Berlitz Virtual Classroom offers your employees the possibility of taking part in live tuition via the Internet. As with all Berlitz programs, tuition via the Berlitz Virtual Classroom (BVC) is exclusively in the target language and carried out by native language instructors. The participants communicate in real time with the teacher as if he or she were in the Berlitz Center or in your offices. You simply log on to the BVC web site with your password at your scheduled class time.

The Berlitz Virtual Classroom contains:

- Around 40 lessons per Berlitz Level in private tuition
- Lessons of live tuition that are identical to in-person tuition – conversational focus
- Various course materials depending on the language, e.g. supporting CD-Roms
- An orientation session in which your employees become familiar with the technology
- A targeted check on learning progress as well as a final test

Unique program features and benefits:

- BVC is available for many different languages
- Private or group tuition
- In the BVC the focus is on improving active language skills
- Every lesson can be recorded and can be replayed individually for extra practice
- BVC lessons can be taken anywhere: office, home or hotel
- Your lesson begins at your PC: no rushing to school, no wasted time
- BVC works with any standard equipment: desktop or laptop computer with sound card, Internet connection, microphone and headphones are sufficient
- Your BVC teachers can travel “with you” to other countries and time zones
- Your company can form small groups with employees at several different locations for better homogeneity and cost efficiency

The Berlitz Virtual Classroom is favored by top international companies

“The Berlitz Virtual Classroom (BVC) was a decisive criteria in our decision in favor of Berlitz as our language services provider. As a fixed component of the Berlitz portfolio we saw our requirements fulfilled right from the beginning with the BVC, so much so that working together with other suppliers of language training was not even an option for us.

Without exception, our employees who completed the lessons in the BVC reacted very positively to the medium, the interactive possibilities and the comfort of online learning.”

Tracy Woodruff, Training Manager
Lilly Critical Care Europe

“Due to work demands I always have a very full appointment book, therefore I absolutely wanted to complete my foreign language tuition from the office. The Berlitz Virtual Classroom is ideally suited to this – including the fact that if I need to I can simply postpone the lesson until the evening.

The system runs with great stability and I received skilled assistance in the installation and user guidance from Berlitz right from the start. The communication with the instructor is very good as well, because most of the time you are really in an active dialogue.

For me the most important thing is to increase my vocabulary and to learn to make myself understood in a new language in the shortest possible time. The Berlitz Virtual Classroom is a brilliant program for these purposes!”

Daniel Warnholtz
Procter & Gamble Belgium

> eBerlitz Self Study

Online tuition

Learn languages whenever and wherever you want to

The eBerlitz Self Study courses offer an attractively designed interactive learning environment in which your employees make use of the full flexibility of online learning. Without being bound to a place or time, you can actively train your language skills with the program which is followed through with detailed reports on your learning progress.

eBerlitz Self Study contains:

- A placement test for determining your current language proficiency
- An overview of the individual language goals
- A tailor-made language program
 - Well over 1000 interesting and varied exercises
 - Every exercise consists of audio, text and image components
 - Training of listening and reading comprehension
 - Effective training of pronunciation and expression in writing
- Reports on learning progress for you and your employees
- A final evaluation for determining the language level achieved

> eBerlitz Tutoring

Learning with professional support

Online tuition

Online tuition with a helping hand

The eBerlitz Tutoring courses offer all the advantages of the eBerlitz Self Study courses, combined with skilled help: A specially trained, experienced Berlitz Tutor supports your employees in online learning, helping them achieve the greatest possible learning success.

eBerlitz Tutoring includes:

- A placement test for determining the current language level
- An overview of the individual language goals
- A tailor-made language program
 - Well over 1000 interesting and varied exercises
 - Every exercise consists of audio, text and image components
 - Training of listening and reading comprehension
 - Effective training of pronunciation and expression in writing
- Extensive help through e-mail by a Berlitz Tutor
- Reports on learning progress for you and your employees
- A final evaluation for determining the language level achieved

> eBerlitz Blended

A winning combination

Online and live tuition

Online learning and live tuition

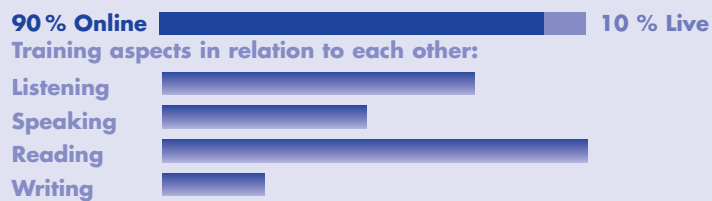
The eBerlitz Blended courses combine the effective and flexible online learning option with live individual or group tuition learning via Internet (BVC), live tuition in your company or at a Berlitz Center of your choice. The tuition contents of online and live components are matched to, and complement each other in an optimum way. Depending on the individual training focus, your employees have the choice between three eBerlitz Blended program options.

eBerlitz Blended includes:

- A placement test for determining the current language level
- An overview of the individual language goals
- A tailor-made language program
 - Around 60 lessons per language level (depending on the course form chosen)
 - Over 1000 interesting and varied exercises
 - Every exercise consists of audio, text and image components
 - Training of listening and reading comprehension
 - Effective training of pronunciation and expression in writing
- Live lessons at your company, a Berlitz Center or via the Berlitz Virtual Classroom
- Extensive help through e-mail by a Berlitz Tutor
- Reports on learning progress for you and your employees
- A final evaluation for determining the language level achieved

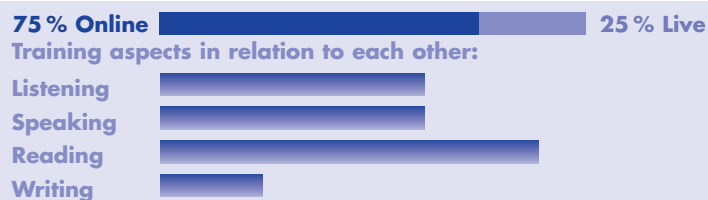
Choose from three program options:

eBerlitz Blended 1



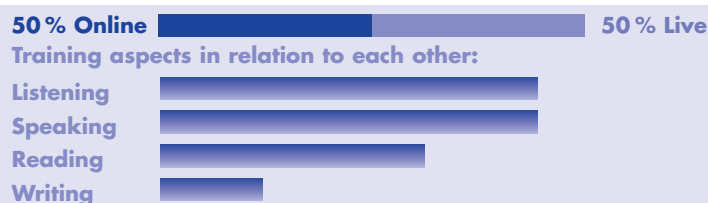
- 54 online lessons per language level
- 6 live lessons

eBerlitz Blended 2



- 42 online lessons per language level
- 14 live lessons

eBerlitz Blended 3



- 28 online lessons per language levels
- 28 live lessons

All program options include one year tutorial support.

> Berlitz Cultural Consulting™

Intercultural training and expatriation coaching

Live tuition

Different strokes for different folks.

To communicate effectively while doing business in today's global economy you need to understand foreign cultures, their values, culture and business practices in every detail and interpret them correctly. More than 15 years ago, Berlitz developed intercultural training programs to complement our language training. Since then, Berlitz has become one of the leading professional, cultural consulting companies providing such training globally.

With over 500 training centers in more than 60 countries Berlitz can provide a full range of special programs with the highest standards and content. The network of Berlitz employees, experts, trainers and consultants guarantees up-to-date and fast access to all important information regarding your target country.

With more than 300 consultants worldwide Berlitz has one of the largest networks of certified professionals in intercultural training. Take a look at the outstanding qualifications of the Berlitz consultants:

- Years of experience living and working abroad
- Extensive training experience
- International and/or intercultural studies
- Certified through Berlitz Cultural Consulting™

Berlitz Cultural Consulting™ offers you the following additional advantages:

- Consultant services to plan your training program
- Tailor-made seminar content
- Follow up support after the training is complete
- Analysis of individual communication and behavior styles of the participants with the help of the Berlitz Style Assessment Tool (BSAT)

Global Business Skills:

Training for worldwide business relationships

- Target groups: upper and middle management, international employees, teams
- Content: Development of intercultural management and communication instruments, successful building-up of international relationships and business
- Duration: 1 to 3 days
- Benefit: country-specific training or comparison of several cultures possible

Private Training in global business skills

- Target groups: top management, individuals with specific needs
- Content: targeted intercultural communication, management techniques, strategies, coaching
- Duration: 1 to 2 days
- Benefit: tailor-made content corresponding to prior analysis of company needs

Expatriation Coaching:

Preparation for living abroad

- Target groups: individuals, married couples or families who are moving abroad or returning from abroad
- Content: Preparation for life in the target country, avoiding culture shock, adaptation to the new culture, development of intercultural communication and management techniques
- Duration: 2 days
- Benefit: two possible variants
 - 1) from home country to another country
 - 2) return to the home country after several years

> Instructors and Course Materials

Guaranteed quality tuition

Your Berlitz instructors help you reach your goal

To ensure the high quality of training Berlitz carefully selects and trains native-speaker instructors. These qualified trainers help you to learn quickly and efficiently.

- Local Assessment Centers ensure the careful selection of suitable language instructors
- Most language instructors have university degrees and many have business experience and bring a knowledge of industry buzz words and jargon to their classrooms
- Managers of instruction regularly observe tuition thereby guaranteeing your ongoing progress
- All language instructors follow training in teaching techniques and instructional methodology

Effective course materials facilitate your comprehension and fluency

The combination of live tuition with native speakers and the use of many different learning media is the way to comprehensive learning success. The various components and contents are integrated and sequenced to help you progress in developing your reading and writing as well as your speaking and listening skills.

The choice of Berlitz instructional materials accommodates your previous knowledge, language goals and the content of your choice of tuition.

Amongst the learning materials available are course books, audio CDs, CD-Roms, an interactive web site and video clips on DVD.

> The Berlitz Method®

Proven and innovative

How does your ideal language course look? How should it be? Interesting, varied, motivating and above all: effective! With the unique Berlitz Method®, Berlitz language tuition guarantees you fast success mastering conversation and the skills you need to communicate effectively. What are the key factors for success which the Berlitz Method® pioneered more than 125 years ago and continues innovating today, incorporating new techniques and technologies? Here is a brief overview.

The eight principles of the Berlitz Method®:

- Focus on conversation in your target language
- Exclusive use of the target language, no need for translation
- Native fluent instructors
- Active student participation
- Appropriate progression, sequencing and feedback
- Positive formulation of corrections
- Grammar as a means of communication
- Cultural appropriateness and formality

The Berlitz Method® is also distinguished by its openness to methodological changes and consequently implements the best tools and technologies available in modern foreign language instruction and advanced linguistic pedagogy. The main advantages can also be summarized in seven points:

The eight main advantages of the Berlitz Method®:

- Focus on spoken communication
- Authentic material and situational learning
- Latest didactic methodologies
- Learner autonomy
- All learning styles are addressed and accommodated
- Highest degree of efficiency (in speed and sustainability)
- Personalized program planning, tracking and feedback
- Multi-media learning tools for four skills mastery

> The Berlitz Levels

Exact classification for tailor-made language tuition

Elementary level: Level 1 to 2

Elementary language

- Level 1: Your language skills are sufficient for making yourself understood with elementary questions in simple everyday situations.
- Level 2: You have basic knowledge in the language in the simple social and business area and can carry on simple conversations.

Intermediate level: Level 3 to 6

Intermediate

- Level 3: You can follow the general meaning of a conversation on familiar subjects. You can initiate, continue and end a conversation.
- Level 4: You can understand information on familiar subjects. It is possible for you to carry on a continuous conversation with others.

Upper intermediate

- Level 5: You can carry on conversations on a series of subjects and recount or describe something in a coherent way.
- Level 6: You are in a position to communicate with skill and easily in many professional and private situations.

Advanced level: Level 7 to 10

Advanced

- Level 7: You can express views and defend ideas in discussions. You can cope with demanding professional situations.
- Level 8: You can communicate efficiently, correctly and with nuances in demanding situations.

Professional

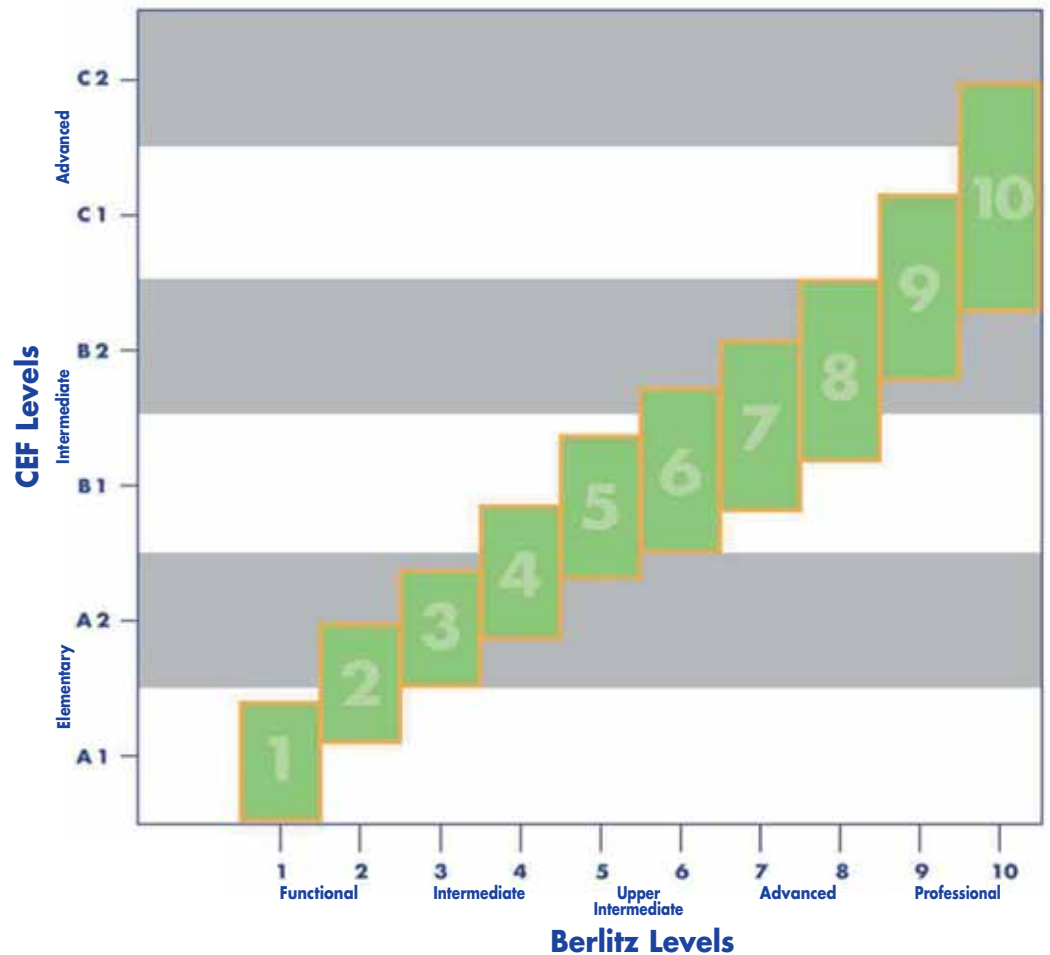
- Level 9: You can communicate efficiently with the public on numerous and varied subjects, and meet the highest requirements in the process.
- Level 10: You can express yourself linguistically at an extraordinarily high level, nearly with the quality of an educated native speaker.

Common European Framework of Reference for Languages

Correlation to the Berlitz Levels

The fostering of multilingualism as well as the description of learning goals and language levels is a basic requirement of the Council of Europe's language policy. The Council of Europe adopted recommendations on this subject, which were then presented precisely and in detail in the "Common European Framework of Reference for Languages: Learning, Teaching, Assessment". The "Common European Framework of Reference" proposed six skills levels for language learning.

The correlation of the Common European Framework to the Berlitz Levels:



> Berlitz Program Planning Consultation

Berlitz has experienced training planning consultants to discuss your company's training needs, objectives, budget and timetables. By discussing all the factors of importance to your company and employees Berlitz can design a program that meets your objectives while providing a program to deliver the skills you need by a date.

Objectives:

Help your managers master communication skills and reach goals at the earliest possible date → **Performance Gain**

Focus on required skills, content, level and format for maximum effect, minimizing the number of hours consumed to reach goal → **Maximize Productivity**

Measure competency, verify goal achievement → **Measure Return On Investment**

Berlitz program Planning and Implementation Steps:

Needs Assessment

- Clarification of critical success factors: time, results, cost
- Online placement testing or in-depth four skills assessment

1

Evaluation of Skills Required

- Focus on productive skills (writing and speaking)
- Focus on passive skills (reading and listening)

2

Program Design

- Definition of program format: Live, Online, Berlitz Virtual Classroom or Blended Learning, private or group instruction
- Choice of schedule and location: intense, fixed or flexible schedules

3

Assessing Progress and Achievement

- The Berlitz Learning Cycle providing checkpoints and milestones
- Feedback sessions and progress reports after completion of a Berlitz level

4

Standardized Tests and Employee Level Assessments

- Proficiency tests to be taken offline or online
- Customized test development

5

> Berlitz Skills Focus and Program Format Matrix

Berlitz has programs and specialized curricula to train all four language skills—reading and listening (passive skills) as well as writing and speaking (productive skills). Conversational language skills, both speaking and listening, are the active skills most needed by businesspeople for success in intercultural communication for international business.

Efficiency rating:

5
very high

4
high

3
medium

2
some

1
low

Product/Skill	Berlitz Private Live	Berlitz Corporate Group Live	Berlitz Total Immersion	Berlitz Distance (BVC)	Berlitz Virtual Classroom	eBerlitz Blended Option 2	eBerlitz Blended Option 1	eBerlitz Tutoring	eBerlitz Self Study
Listening	5	5	5	5	4	3	3	3	3
Speaking	5	5	5	5	4	3	2	1	1
Reading	3	3	3	3	3	4	5	5	5
Writing	2	2	2	2	1	1	1	4	3

> References

T-Systems knows what it's about with language training

“Helping the World Communicate”

T-Systems is the business customer brand of Deutsche Telekom and bundles all the information and communication competencies for its customers. The area of Business Process Outsourcing settles business processes for its customers, e.g. personal payment or invoicing.

Jürgen Becker, Vice President Billing & Collection, emphasizes:



“Business Flexibility means for us that we want to support our customers in their business developments, whether national or international. For this it is important that we be able to communicate with the customers in international circles. This requirement of the market is addressed not only to the customer care representatives, but to the whole company. Therefore we offer our employees the possibility of further developing their language skills. Our partner **Berlitz** helps us with this.

One hundred twenty-three employees in 21 groups at the Göppingen site, with the external offices in Bonn and Darmstadt, take part in Berlitz language training in English. According to their level they are learning professionally-related content in small groups with the expert guidance of the Berlitz language instructors, and they can immediately use their knowledge in practice.”

> References

DuPont de Nemours trusts in Berlitz

Five questions for a satisfied customer:

1. Mr. Ruiz, what area of assignments do you work in and exactly what are you responsible for?

"I am the European HR Advisor at DuPont de Nemours and responsible for employee continuing education in the non-technical area."

2. Did your company have another supplier for language training before changing to Berlitz?

"Yes, we have worked with other language schools. However, these schools did not have a uniform learning system and could not instruct our employees throughout the country."

3. Why did you decide in favor of Berlitz?

"The broad range of languages and forms of tuition as well as the uniform learning concept were the crucial factors for us. In addition the most qualified Berlitz instructors teach precisely the content that we set in advance as a company. That is simply excellent and guarantees us a high return on investment."

4. What programs of tuition do you receive from Berlitz and what is their extent?

"We mainly train groups within the company; however, we also have workshops, individual training, intensive courses and open courses. Throughout Germany in one year around 800 employees took part in a total of more than 10,000 lessons."

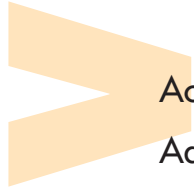
5. What do you especially like about the Berlitz training courses?

"The well-thought-out, tailor-made learning materials as well as the combination of in-class courses and online offers, which is very effective for us. And the fact that as a company, because of the uniform tests and reports about learning progress, we can make quick comparisons of the abilities of our employees."



Guido Ruiz
DuPont de Nemours
European HR Advisor

Berlitz customers – an excerpt



Accenture
Adam Opel
Allianz
American Express Int., Inc.
Aral
Axima
BASF Coatings
Baume & Mercier
BDO
Carrefour
Deutsche Bank
Dow Chemicals
DuPont de Nemours
Electrabel
Eli Lilly
Ernst & Young
Givenchy
Hennessy
Holcim
ING
Ikea
Kenzo
KLM
Kraft Foods Productions
Langnese Iglo
Linde
Loewe
L’Oreal
Louis Vuitton
LSG Lufthansa Service Holding
McKinsey & Company, Inc.
Moët & Chandon
Nintendo of Europe
Nike
Numico Trading
Orange Telecommunications
Philips
Procter & Gamble
UPS
Renault
Sappi
Sharp Electronics Europe
Shell
Siemens Household Appliances
Suez
Tractebel
Toyota
T-Systems
Wolters Kluwer
Xerox

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Tijuana

Toluca

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Peru

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Caparra

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Isla Verde

Ponce

United States

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St. Louis

New Jersey

Princeton

Ridgewood

Summit

New York

Mineola

Rochester

Rockefeller Center

Wall Street

White Plains

North Carolina

Charlotte

Raleigh

Ohio

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Portland

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Omiya

Osaka

Sapporo

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Tokyo

Yokohama

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Manila

Saudi Arabia

Jeddah

Madinah

Makkah

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