

Achieving Business Success

Over the years, Cartus Intercultural & Language Solutions has made business customers its sole focus, serving premier companies around the world. That's why we understand the challenges you face in building language capability to meet your global objectives. Whether your employees travel for meetings with key business partners, transfer overseas to manage a new office, or work in collaborative, worldwide teams, Cartus can support your goals.

In today's international marketplace, global companies are aggressively recruiting fluent second-language speakers—but is fluency enough? Fluent second-language speakers often struggle to reach their full potential, and this can leave native-speaking leadership grasping for an explanation. Differences in accent, cultural style, and business communication protocol can create barriers that often go ignored or misdiagnosed, preventing even fluent speakers from effectively reaching their audiences.

Cartus Advanced Business Communication Skills Training goes beyond fluency to bridge the communication gap and build skilled global business communicators.

- Have your high potentials who work in a second language been sidelined due to an inability to connect with customers and clients?
- Have you been on conference calls and had difficulty understanding a non-native speaker?
- Have you questioned the credibility of a globally relocated leader based on his or her tone and manner of communication?

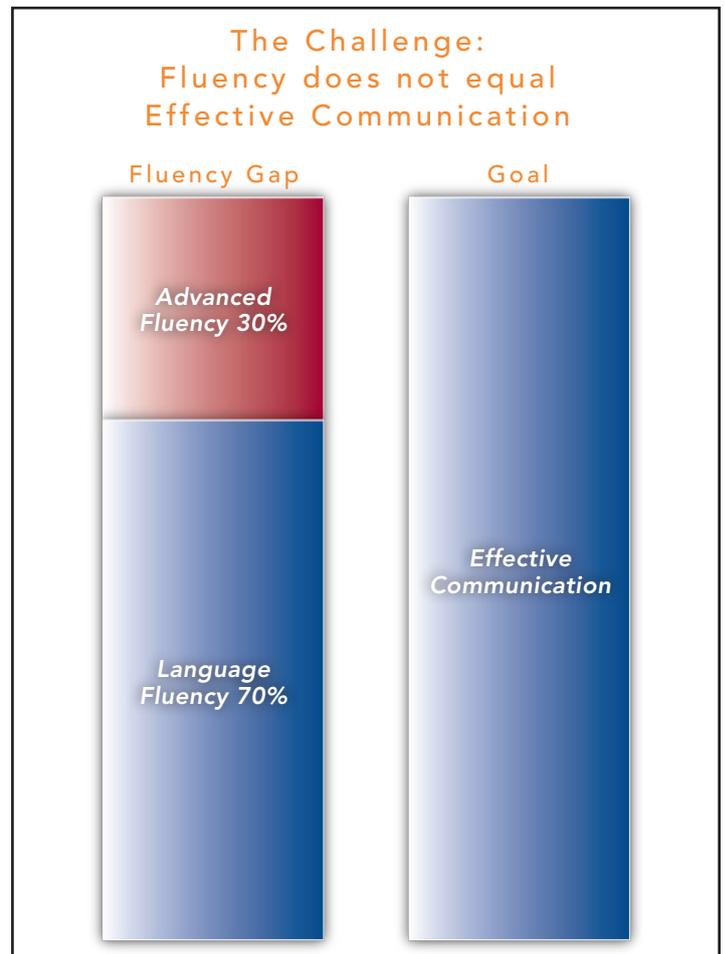
Even when employees use a common language, the gap between "fluent" and "native speaker" can result in misunderstandings that may negatively affect your business.

Beyond Fluency

General language education and MBA programs focus on proficiency levels and testing; however, only 70% of effective communication stems from language capability alone.

Advanced fluency issues related to underdeveloped local language skills, business communication skills, and cultural style factors account for 30%—a critical gap that often goes overlooked when a non-native speaker is considered technically "fluent."

If left unaddressed, these factors can result in stalled talent, frustrated employees, and disappointing ROI.



ADVANCED BUSINESS COMMUNICATION SKILLS (CONT.)

The Cartus Approach

Cartus' customized Advanced Business Communication Skills Training programs are based on a thorough advanced fluency, business communication, and cultural style assessment. We build effective communicators by addressing each individual's unique challenges related to advanced language usage, giving careful consideration to job role, cultural differences, and appropriate business communication techniques. Our clients see improved meeting management, higher impact presentations, and leaders who can clearly communicate to motivate and build trust within their teams.



Areas of Focus

Language Coaching for Specific Business Purposes*

- Effective Communication Coaching
- Management Skills
- Leadership Skills
- Presentation Skills
- Business Writing
- Effective Intercultural Communication

Accent Modification Training

- Clear Speech Communications

*Language Coaching for Specific Business Purposes can also integrate accent/speech topics.

Features

- Advanced fluency, business communication skills, and cultural style assessment
- Customized training plan
- Pre- and post-program communication gap analysis
- Trainers who specialize in advanced business communication topics
- A highly interactive series of one-on-one sessions
- Coaching for cultural nuances and related business communication expectations
- Ongoing program management to ensure that desired outcomes are reached

Benefits

- More effective communication
- Greater confidence
- Maximized organizational performance
- Increased career opportunities

Feedback | Advanced Business Communication Skills

"As an English-speaking Indian national, my first reaction to this training offer was negative: 'problem is not too big,' 'don't want to change who I am,' 'don't want to sound phony;' however, we can find a balance between retaining originality/individuality and being effective communicators."

- General Manager of the Americas
Pharmaceutical Industry