

### Training Philosophy

TJ Taylor Ltd helps companies analyse the language skills their staff need, investigate the best methods to provide training and communication support, and then enable them to achieve their objectives through tailored and effective English language training.

Our didactic experience and the professionalism of our trainers, combined with a focus on the results and application of every training project, enable us to customise the course objectives, content and structure. We maintain a focus on the individual and their communication needs while linking training to our client's business objectives, delivering a higher return on investment in terms of human capital development, productivity, international teamwork, quality, and talent retention.

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*TJ Taylor tailors  
the course to fit  
the participant's  
needs - we do not  
ask the participant  
to fit the course.*

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All our trainers are highly-qualified and experienced in general, business and their specialist English skills areas, and are chosen specifically for each client based on their industry experience, personality profile and specialisms. Using a variety of methodologies, course structures, engaging content, and a personal approach, each participant's needs and learning style is analysed, materials selected or created, and a personalised course programme prepared.

Our training services cover:

- ▶ Language training
- ▶ Auditing of English skills and competencies
- ▶ Diagnostic assessment of staff and TNA
- ▶ ROI and feasibility studies
- ▶ On-demand English Helpdesk support
- ▶ Programme development and course design

Furthermore, all of our courses are covered by the TJ Taylor **money-back guarantee**.

## Course Content

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After assessing each course participant's business role and the language abilities required, TJ Taylor creates a customised study agenda, emphasising realistic simulations and role-plays in the context of the client's industry and the participant's professional role in order to bridge the gap between classroom learning and performance on the job.

This delivers a more effective training intervention with greater impact and more immediate application to the participant's professional life, so increasing participant motivation and course ROI.

TJ Taylor provides courses in English Communication, Business English and a large number of industry- and company-specific Business English courses .

**Business English** courses focus on generic business language and include a series of work-focused topics such as: Finance, Marketing, Human Resources, General Management, Sales, Production Processes, Logistics etc.

**Specialised Business English** courses cover such areas as: Engineering, Pharmaceuticals, Chemical Industry, Law, Biotechnology, SAP, Banking, Insurance, Petroleum, Journalism, Advertising, Medicine, Automotive Industries, Market Research, Accounting & Auditing, Financial Trading, Aeronautics etc.



For many clients we also create company-specific English learning materials to align the course programme to the client's business objectives and enhance the relevance of discussion and role-play activities.

**Business Communication Skills in English** courses can be delivered in combination with all of the areas listed above, focussing on the competencies and communication skills necessary to succeed and deliver in an international business environment. Courses include one or several of the following communication skills: Negotiations, Presentation Skills, People and Performance Appraisals, Clear Correspondence, Meetings, Telephone Skills, Sales, Socialising & Networking, Delegating & Conflict Resolution, Working with Numbers, Intercultural Awareness, Business Travel, and Report Writing.

## Course Programmes: Classroom Training

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Customising the delivery structure of a course is essential for effective learning and the success of any training project, and is often neglected by many other training companies and language schools who offer standard, limited course options.

Defining and constructing a course structure from first principles takes into account each participant's work demands, the training objectives, the company's learning culture, and the individual's learning style and history.

**Individual Courses:** an individual course allows you to decide exactly what you are going to learn, which materials to use, and when. The programme of each individual course is tailor-made for the participant and is based upon a comprehensive needs analysis and a detailed diagnostic assessment at the start of the course. The duration of the course can be scheduled as a maintenance, weekly, semi-intensive or full-immersion course, even during holiday periods.

For highly-specialised needs, maximum impact and progress in the minimum amount of time, or for participants with limited time availability, individual courses are the best option.



**Group Courses:** small groups of 3-6 participants are often a very effective and efficient way of improving general English or generic Business English. These courses focus on fluency, accuracy, confidence and communication skills in English. The composition of the groups is based on a needs analysis and placement test at the start of the course. The study agenda is designed in collaboration with the members of the group.

Small group courses are a good option for participants who need to improve their general communication skills, or those with a limited budget.

**Combination Courses:** combination courses combine individual training sessions with group tuition. The individual lessons focus on the specific language skills needed by the individual, and the group sessions consolidate and apply new learning, and also improve fluency and interpersonal communication skills.

For participants which specific needs, a high lesson cancellation rate, or a limited budget, a combination course is a popular option.

## Course Programmes: Innovation and Added Value

**Coaching:** providing course participants with a personal English coach is one of the most effective ways to learn and improve communication in English. Through 'learning by doing' the participant immediately applies, receives advice and guidance, and gains confidence and proficiency in their use of English while continuing with their normal work schedule. Privacy and confidentiality is assured, while offering maximum flexibility and real hands-on training.

For participants with unpredictable schedules, learning and/or application difficulties, or specialised language training needs, a coaching program is highly recommended.

**Blended Learning:** combining traditional face-to-face lessons with elearning exercises, virtual classrooms, and email support offers increased flexibility, value and effectiveness compared to pure classroom training. Blended learning courses can produce significant cost savings while also delivering superior results. The main advantages for your company, and the participants, are:

Effectiveness and Productivity – optimising the training process:

- more time available in the classroom for fluency practice and role-play consolidation,
- 360° learning and practice of each language skill in a realistic business context,
- more emphasis on personalisation and application to the client's business and sector.

Flexibility – the possibility to adapt learning to your work schedule and demands:

- shorter, more powerful learning sessions,
- a personalised learning curve and pace adapted to each individual's needs and abilities.

Innovation – evolution in the training process:

- powerful and insightful progress monitoring and reporting,
- higher student motivation and participation,
- stimulating high-quality interactive content and bespoke classroom role-plays.



**Helpdesk and Telephone courses:** the English Helpdesk provides immediate, on demand language support by telephone or email to help participants overcome any confidence and application barriers, and to answer their questions on the correct usage and comprehension of English. The Helpdesk can also be used as a flexible post-course tool to maintain the participant's English communication abilities.

## Money-Back Guarantee

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We are confident about the effectiveness and quality of our training services, and so we are pleased to back all our courses with a refund guarantee. If a participant has attended a course, followed the study agenda and made a real effort to apply and use English, but has not made progress or shown an improvement in their English communication skills, TJ Taylor will refund the cost of their course.

## Contact Details

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Thank you for your time, and please don't hesitate to contact us should you require any further information.

Tel. +39 02 430019075  
E-mail [info@tjtaylor.net](mailto:info@tjtaylor.net)  
Website [www.tjtaylor.co.uk](http://www.tjtaylor.co.uk)



Via Appiani, 12 - 20121 Milano  
P.IVA 04492470960 - REA MI 1747716

404 Albany House, 324 Regent Street, London W1B 3HH  
Company Reg. 05072562