



# English

## for Business

# WELCOME

## Build Confidence. Strengthen Communication. Grow Your Business.

In today's global business environment, the ability to communicate effectively in English is no longer a bonus – it is a necessity.

At Accent on Training, our English for Business programs are designed to develop confident, capable communicators who can operate effectively in real workplace situations. From everyday conversations to high-level meetings, presentations, and negotiations, our courses provide practical, results-driven language training.

Each course focuses on real-world application, ensuring that participants not only learn English – but use it with clarity, confidence, and purpose.

Whether your team is building foundational skills or refining advanced communication, our programs deliver measurable improvements that support both individual success and business performance.



Stronger  
Teamwork



Improved  
Performance

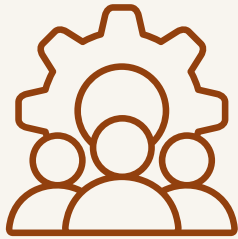


Global  
Readiness

## Practical English. Real Results. Immediate Impact.

# BENEFITS

## Real Benefits for People and Business



### For the Employee

- ✔ Communicate with greater confidence in everyday work situations
- ✔ Participate more actively in meetings, discussions, and presentations
- ✔ Reduce hesitation, misunderstandings, and communication stress
- ✔ Build stronger relationships with colleagues, clients, and partners
- ✔ Develop skills that support career growth and promotion opportunities
- ✔ Feel more comfortable working in international and multicultural environments



### For the Company

- ✔ Improve communication across teams and departments
- ✔ Increase efficiency by reducing errors and misunderstandings
- ✔ Strengthen professionalism in client-facing situations
- ✔ Enhance collaboration with international partners and stakeholders
- ✔ Build a more confident, capable, and engaged workforce
- ✔ Support global business growth through stronger communication skills

**When your people communicate better, your business performs better.**



# English for Business Communication

## THE COURSE

**01**

### Cultures

define culture; how different cultures do business

**02**

### Socializing

welcoming visitors; getting to know you; small talk

**03**

### On the telephone

receiving & making calls; taking messages

**04**

### Presentations

the plan; the prep; the practice; the presentation

**05**

### Meetings

holding a meeting; suggesting & clarifying

**06**

### Negotiations

types of negotiation; types of negotiator, the solution

## LOCATION

The course is provided in-house or at an external venue.

## ENGLISH FOR BUSINESS COMMUNICATION

This course is designed to provide the participants with a solid foundation in how to use English as a communications tool for business. The focus of the course is to communicate both verbally and in writing in English. It provides up-to-date words, phrases and expressions for use in business.

Duration: 30 hours





# English for Crossing Cultures

## THE COURSE

### 01 Introduction

Understanding how culture influences communication styles, expectations, and behavior.

### 02 High- vs Low-Context Communication

Learning how different cultures communicate directly or indirectly - and how to adapt.

### 03 Around the World

Exploring differences in tone, formality, hierarchy, and decision-making.

### 04 Building Relationships

Developing trust, rapport, and professional relationships in international environments.

### 05 Avoiding Misunderstandings

Identifying common cross-cultural communication mistakes and how to prevent them.

### 06 Meetings, Email & Etiquette

Adapting communication style for different cultures in everyday business situations.

### 07 Feedback Across Cultures

Learning how to communicate feedback clearly and respectfully in different cultural contexts.

### 08 Global Communicating

Applying all skills to real-world scenarios, presentations, and international collaboration.

## ENGLISH FOR CROSSING CULTURES

This course focuses on the subtle but critical differences in communication styles, expectations, and business etiquette across cultures. Participants will learn how to avoid misunderstandings, build stronger relationships, and communicate with clarity, respect, and confidence in international settings.

Duration: 30 hours



## LOCATION

The course is provided in-house or at an external venue.

Contact Person: Anne Choi



# English for Socializing

## THE COURSE

- 01 Making contact**  
making arrangements via email; meeting; small talk
- 02 Welcoming visitors**  
welcoming visitors; introductions
- 03 Getting acquainted**  
topics to talk about; taboo topics
- 04 Entertaining a visitor**  
sightseeing; recommending things to do
- 05 Eating out**  
small talk in a restaurant; discussing food
- 06 Networking**  
starting a conversation; presenting your company

## LOCATION

The course is provided in-house or at an external venue.

## ENGLISH FOR SOCIALIZING

This course is designed for participants who want to be able to build good relationships with international clients, partners and colleagues. The focus of this course is to equip the participant with the tools for them to have the confidence to establish and maintain successful business relationships.

**Duration:** 30 hours





# English for Presentations

## THE COURSE

**01**

### Introduction

welcoming an audience;  
introductions

**02**

### Presentation tips

body language; presenting to  
English-speaking audience

**03**

### Here you can see...

visuals; numbers;  
emphasizing

**04**

### Visuals

describing graphs &  
trends; visuals

**05**

### Summation

how to conclude your  
presentation

**06**

### Q&A

handling the question &  
answer session

## LOCATION

The course is provided in-house  
or at an external venue.

## ENGLISH FOR PRESENTATIONS

This course is designed for participants who have the need to give or attend presentations in English and want to be able to build upon their conversational English. The focus of this course is to equip the participant with the tools for them to have the confidence in giving and attending presentations.

**Duration:** 30 hours





# English for Negotiations

## THE COURSE

- 01 Setting objectives**  
setting & prioritizing; the agenda, HIT table
- 02 The meeting**  
invitations, changes to the agenda, goals; best approach
- 03 Proposals**  
making & responding to proposals; counter-offers
- 04 A new offer**  
types of negotiation; positioning; resolution
- 05 Deadlock**  
handling conflict; dealing with differences
- 06 Agreement**  
finalizing the agreement; the action plan; closing

## LOCATION

The course is provided in-house or at an external venue.

## ENGLISH FOR NEGOTIATIONS

This course is designed for participants who have need to negotiate in English at work. The course is set up to offer the participant sufficient time to practice the new skills learned to equip the participant with the tools for them during the course.

**Duration:** 30 hours





# English for Meetings

## THE COURSE

- 01 The plan**  
arranging a meeting;  
confirming; rescheduling
- 02 The beginning**  
greetings; introductions; the  
agenda; the objectives
- 03 The interjection**  
reporting progress; cause  
and effect; interruptions
- 04 The agreement**  
asking for contributions;  
expressing opinions
- 05 The deal**  
responding to offers;  
consensus; summarizing
- 06 The conclusion**  
ending meetings; thanking  
attendees; follow-ups

## LOCATION

The course is provided in-house  
or at an external venue.

## ENGLISH FOR MEETINGS

This course is designed for participants who have the need to give or attend presentations in English and want to be able to build upon their conversational English. The focus of this course is to equip the participant with the tools for them to have the confidence in giving and attending presentations.

**Duration:** 30 hours





# English for Email

## THE COURSE

**01**

### Introduction

email screen; structure;  
subject lines

**02**

### Formal vs informal

formal & informal language;  
abbreviations

**03**

### Enquiries

writing & replying to  
enquiries; politeness

**04**

### Action requests

writing to colleagues;  
deadlines & action points

**05**

### Information exchange

informing & replying;  
colloquialisms; diplomacy

**06**

### Arranging

making plans, apologizing;  
times and dates

## LOCATION

The course is provided in-house  
or at an external venue.

## ENGLISH FOR EMAIL

This course is designed for participants who have the need to read and especially write emails in English.

Writing in English can be low priority compared to one's ability to speak in English, but in today's marketplace being comprehensible in written English is important.

**Duration:** 30 hours





# English for Sales & Purchasing

## THE COURSE

- 01 Jobs & duties**  
talking about your job, goals and objectives
- 02 New contacts**  
establishing contact; polite conversation; small-talk
- 03 Offers**  
offers, tenders and bids; talking about a product
- 04 Negotiations**  
discussing terms & conditions; negotiations
- 05 Orders**  
exchanging information; handling orders
- 06 Customer care**  
complaint management; apologies

## LOCATION

The course is provided in-house or at an external venue.

## ENGLISH FOR SALES & PURCHASING

This course is designed for participants who have the need to speak English more fluently in order to excel in their roles as sales people or purchasers. The focus of this course is to provide the participant with the tools to perform their duties with confidence.

**Duration:** 30 hours



# DELIVERY OPTIONS

## Flexible Training Solutions That Fit Your Needs



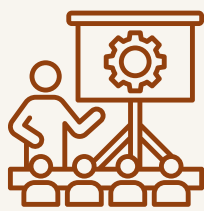
On-Site  
Training



On-Line  
Sessions



Multi-Week  
Programs



Workshops



1:1  
Coaching

All programs can be customized to meet your organization's goals.

# READY TO IMPROVE ENGLISH IN YOUR WORKPLACE?

Let's Build a Training Program That  
Delivers Results

**BOOK A FREE CONSULTATION**



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