



## **Executive English Immersion Program -Course Description-**

*SpringHills Executive Immersion Programs consists of three hours of essential industry-specific communication skills training followed by a series of learning modules that are customized to the needs of each individual client.*

*Below is a list and brief description of our most popular learning modules. Each client undertakes a comprehensive needs assessment before beginning his/her course that will determine which modules to include in his/her customized program and the specific content of each module. This is only a partial list of our modules - additional modules will be developed to address the needs of each client.*

### **Essential Industry-specific Communication Skills Training**

This core course uses an integrated approach where students focus on a particular theme and practice their communication skills in speaking, listening, reading, writing and vocabulary development. This "whole approach" to language learning strengthens all skills in English through consistent practice from different perspectives. Themes for study will be primarily selected from the business world relevant to the needs of individual learners. Examples include topics such as world business leaders and their experience, building success, understanding markets, North American and global cultures, how to be persuasive, socialize effectively and communicate cross-culturally.

### **Intensive Verbal Communication Skills Training**

This specialized speaking/listening/pronunciation skills training course will help each learner communicate clearly and effectively when speaking face-to-face in English. This course integrates all areas of verbal communication and focuses on individual learner weaknesses to empower each learner to communicate their thoughts and ideas clearly in a culturally appropriate manner so their verbal communication is powerful and effective.

### **Customized Learning Modules**

Below is a list and brief description of our most popular learning modules. Which components are included in the customized program and the specific content of each section will be determined by information provided during the needs analysis. This is only a partial list - additional modules are continually developed in order to meet the changing needs of our clients.

***Presentation Skills*** – covers a range of topics including planning/organizing presentations, speaking with confidence, using effective body language, conducting Powerpoint presentations, identifying and adapting a presentation to a unique audience, engaging listeners, asking & answering questions, prompting participation and more.

***Superior Pronunciation Skills*** – targets & improves specific pronunciation problems including word/sentence stress, intonation, vowel/consonant articulation and phrasing to allow the learner to speak clearly and be fully understood.

***Managing Meetings*** – how to call, open, structure and close a meeting, elicit ideas, maintain focus, control/manage participation, interrupt politely, present arguments, summarize thoughts, obtain consensus and more.

***Effective Telephone Communication Skills*** – teaches how to effectively communicate using the telephone including preparing for a call, beginning the call, explaining the purpose of a call, receiving calls, leaving & taking messages, asking for clarification, echoing, telephone listening sounds & active listening, calling back, making arrangements/ appointments/ enquiries, complaining over the phone, closing the call and more.



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***Effective Negotiation Skills*** – perfects English negotiation techniques including preparing for the discussion, setting the agenda, establishing and clarifying positions, managing conflict, making and responding to proposals, bargaining, concluding, building consensus/agreement and more.

***Effective Socializing*** – learn how to conduct basic small talk, develop conversations, welcome visitors/guests, thank others, offer, invite, decline and refuse invitations, show appreciation, offer opinions/comments, choose & develop conversation topics, say goodbye and interact cross-culturally.

***Business Writing*** – learn how to draft and compose a variety of letters, reports, memos using correct vocabulary, structure and language register; learn how to describe situations, make analyses, describe processes, make polite requests, express good and bad news, make forecasts and more.

***Computer-based Writing*** – learn effective communication using email, chat, Web-based communication mediums; learn the unique language of email, emoticons, how to communicate tactfully, engage readers through the visual layout of email messages and more.

***Business Success through Case Study Analysis*** – analyze industry-specific case studies to determine how a company operates and makes choices to understand effective business practices and why a company succeeds or fails.

***Industry Trends through Specialized Reading*** – read specialized materials related to specific business cultures to analyze current trends and forecasts in specific industries.

***Reading Strategies*** – offers practical and simple strategies for improving reading comprehension and speed, teaches word parts, word families and skimming/scanning strategies and strategies to increase reading comprehension and to analyze the meaning of sentences, paragraphs and longer passages.

***Reading Authentic Materials*** – learn reading strategies to increase reading comprehension of industry-specific texts written for native speakers of English, such as the New York Times and English newspapers, business/industry journals, reports and more.