



Effective international communication **online**





About York Associates

Effective communication skills are key to your company's international success. But better language doesn't always equal better communication. That's our philosophy.

Founded in 1980, and based in York, one of the UK's most popular cities, we are a pioneer in professional English, intercultural, and interpersonal communication skills training, as well as a leading and innovative provider of international team and leadership consultancy.

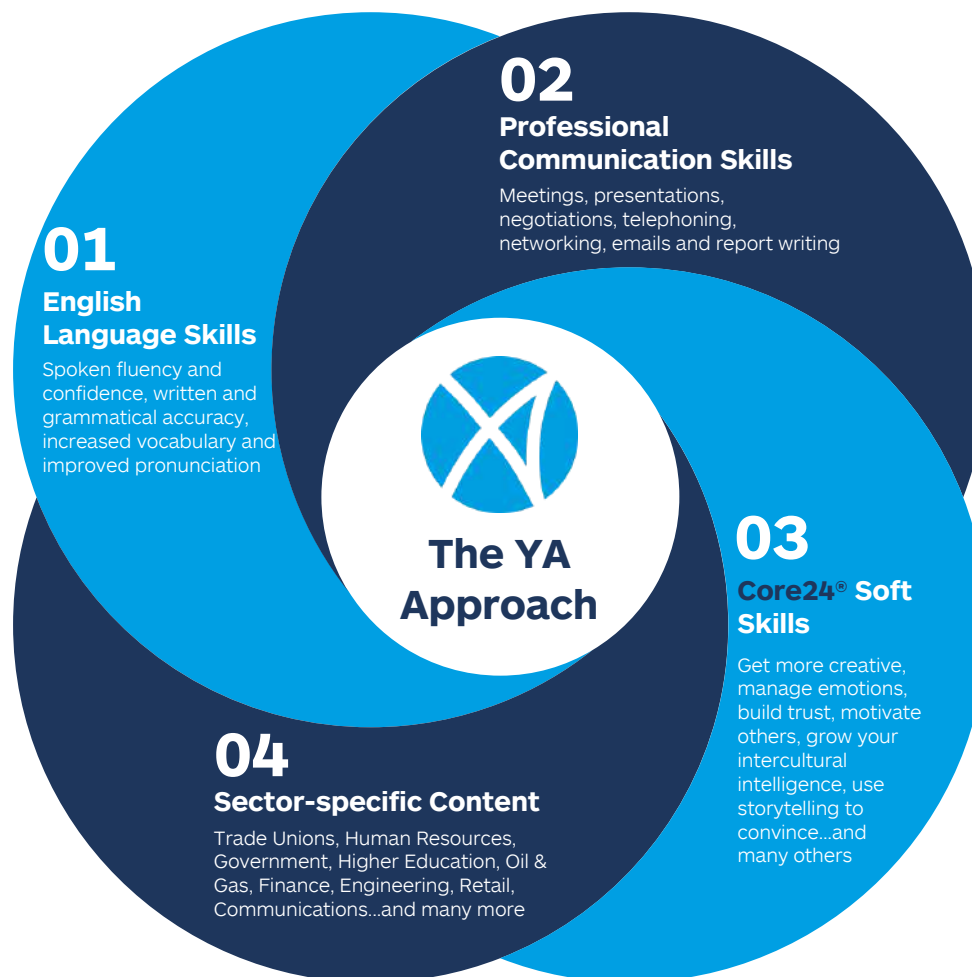
With forty years of experience, we are able to develop and design courses which are fully customised to our clients' needs. We combine a highly professional approach to training, consulting, design and delivery, with a deeply personal approach to our clients, with whom we build lasting relationships.



About the York Associates approach

Whether it's face-to-face or online, successful business depends on successful relationships. And successful relationships wouldn't be possible without successful communication. Our unique approach trains successful communication by integrating 4 dimensions – English language, professional communication, soft skills and sector-specific content. English language training gives clients the words and structures to speak fluently and confidently.

Professional communication training gives clients the skills to present, take part in meetings and to network. Our Core24® soft skills focus on developing the future work skills you need to deliver results effectively. And our sector-specific content designed with subject matter experts ensures that your language, professional communication and soft skills training is highly relevant and designed to meet your working needs. Better communication. Better performance.





The current boom in digital learning

Engaging a modern workforce requires a learning solution that recognises the value of live learning experiences whilst at the same time allowing employees to upskill, refresh and extend their learning when and where they want.

And organisations are responding. Training budgets are growing and more and more of these funds are being used to build, source and promote online training that offer highly relevant learning opportunities for their staff.



57%

of companies expect to spend more on online learning

94%

of employees see the benefits of making time to learn

79%

of employees want personalised learning experiences

Source: LinkedIn Learning Report 2020





Workplace learning on the back-burner?

In the first half of 2020, many workplace learning programmes have been postponed or cancelled. But training managers are clear that they cannot stop upskilling and reskilling their staff, unless they wish to emerge into a new, fiercer business landscape with a competitive disadvantage.

To continue developing employees, many learning professionals have accelerated their efforts to incorporate digital learning. With growing demand for online learning solutions, organisations can start to offer these exciting opportunities to their employees and positively impact their learning – but only if they can develop the right strategies to implement them.





Core24® soft skills are the most in-demand skills

Communication. Creativity. Collaboration. Soft skills that enhance interpersonal working relationships are core to employee success, while practising them in English replicates your workplace reality. Now is the time to address soft skills gaps by upskilling and positively impacting your work.

This is why we created the Core24®, a series of soft skills courses designed to enhance your employees' performance at work. Whilst hard skills have a relatively short shelf-life, soft skills development will continue to be crucial for organisations, especially as they undergo significant digital transformation.



40%

of L&D staff want to develop employees' communication skills

99%

think tackling skills gaps at work will benefit the company

51%

of companies are looking to launch upskilling programs

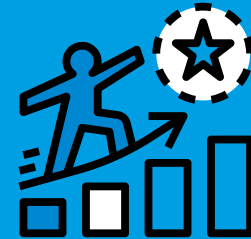
Source: LinkedIn Learning Report 2020



Effective digital learning can be challenging

Dealing with a lack of learner engagement

While many digital programmes will have an intrinsic appeal to a younger workforce, many attempted digital learning solutions have struggled because the learner is simply underprepared to manage their own learning autonomously.



Deciding which type of learning content has maximum impact



For employees to extend their learning, limiting content delivery to one form (e.g. webinar) appeals to only one type of need. Modern learning leaders are looking to engage employees through a variety of mediums (podcast, live virtual training, e-books etc.).

Ensuring learning content aligns with meaningful outcomes

One-size-fits all approaches are an appealing opportunity for many digital learning providers. They save on costs for the provider and appeal to a much wider market. But how exactly do they address the needs of a diverse workforce?




Balancing the impact of quality content against budget



Digital content creation can account for up to 15-20% of the total learning budget. Cost efficiency will be necessary if you are to engage your staff with a varied set of digital learning solutions.



A man with dark, wavy hair and glasses, wearing a white dress shirt and a dark tie, is smiling while looking at a laptop screen. The background is a blurred office setting.

How can you and your organisation overcome these challenges and unlock the benefits of digital learning?





About the course

Times are changing. As organisations worldwide rapidly transform their company processes and culture, so to is workplace learning having to adapt. Welcome to the era of virtual learning.

With that in mind, York Associates is delighted to offer a highly innovative, flexible and bespoke digital course programme designed to both meet the demands of remote workplace learning and enhance your language and soft skills development.

With engaging and interactive live digital training sessions, highly specialised on-demand input, an online language learning platform, and virtual networking events to promote social learning, the course combines a range of learning modalities within a single flexible programme that is 100% tailored to your learning interests and busy working schedules.



Remote learning benefits

Today, global business is fast-changing, which means that company employees need to be able to deal with new challenges quickly and effectively. To do this, you need to be learning all the time. York Associate's new digital course can help you achieve this aim.

Designed to be flexible to your work schedule, the course encourages learners to take responsibility for their own learning, drives improvements in work performance by focusing on real-world situations, and activates a culture of learning through adopting peer and social learning principles.



Applied learning

A managed and bite-sized flow of learning input allows you to absorb what you learn more easily and apply it to your work quicker. Relevant feedback given during your live sessions will also increase training impact.



Personalised learning

Your on-demand virtual learning sessions will be delivered via a platform convenient to you, with the learning content and pathway fully tailored to your specific needs.



Deep learning

You will benefit from additional learning content to deepen learning. This might involve customised podcasts, recorded webinars, or curated articles, blogs and research papers.



Course overview

01

25 hours of individual language and communication skills training with an expert trainer

02

10 hours of webinars and podcasts recorded by industry-leading professionals

03

6-month user licence for York Associate's new online learning platform

04

Invitations to a series of international networking events online



Define objectives in detail before the course start



Flexible approach towards scheduling training sessions



Develop language, communication, and interpersonal skills



Flexible digital learning in four dimensions



01

Live on-demand virtual training

Highly interactive 1:1 training designed to help you develop both your language and virtual communication skills for a range of professional contexts.

Specialised digital content

Specialist webinars, podcasts, e-books and other resources on a range of topics relevant to your professional context, and designed to support your virtual training.

02



03

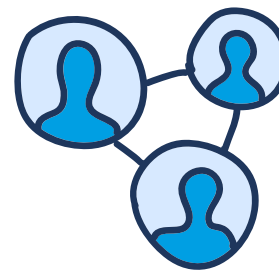
Self-guided language learning

Customised exercises to help build your confidence, accuracy, range of work-related vocabulary, and knowledge of key grammar structures.

International networking events

Opportunities for you to practise your English with others around the world and listen to industry experts give talks on topics that matter to you and your work.

04



Linda's story

The Problem

An HR manager at a large company in Austria, Linda found that she needed English more and more to communicate with their offices across Europe. Linda always found learning English difficult, which made it difficult for her to build strong working relationships with employees overseas. When she found out about this course, she thought it would help solve the problems she had been facing at work, as well as be flexible to her very busy working schedule.

The Solution

Together with Linda we designed a course that suited her needs and busy schedule! She was taught how to use the language learning platform effectively, which was then loaded with exercises relevant to her. She then chose downloadable podcasts that focused on her language learning and building relationships with colleagues. This was consolidated through the live training, in which she simulated real-work situations, and the online networking events, including a talk on HR trends, where she got to connect with other HR managers across Europe.

"My trainer was incredibly friendly, knowledgeable, and patient! And they really helped me focus on achieving my goals."



Linda's learning pathway



25 hours of live 1:1 training over 6 months, including personalised feedback



10 hours of on-demand content, including:



Language learning strategies



How to write effective emails at work



Storytelling techniques to persuade



Building trust at work remotely



12 months access to the online language learning platform



Took part in 6 virtual networking events





01

On-demand live virtual training

Highly-personalised learning with a highly-experienced trainer through a series of highly-interactive 1:1 sessions delivered online via a platform most convenient to you.

Designed to be flexible and fit around your busy schedule, you can book your 1:1 sessions to take place all in one week, or over an extended period of time.

After each session, work-based assignments will consolidate what you have learnt and will ensure that training has maximum impact on your work.

Fast facts:



Personalised and interactive sessions delivered online



Training designed to be flexible: learn when you want



Task-based learning to maximise training impact on your work





02

Specialised digital content

Benefit from additional learning content that is designed to deepen your learning, and be accessed at home, at the office, or even on the go.

For example, download customised podcasts, recorded webinars, and curated articles, blogs and research papers on topics that are highly relevant to you and your professional context.

For individual learners, you will also receive personalised content recorded by your trainer after each live training session to review important language, strategies and concepts studied.

Fast facts:



Deepen learning from virtual sessions with specialised content



Access podcasts, videos and e-books to support learning



Download them for use at home, at work, or on the go



Sample Learning Pathways through the digital content

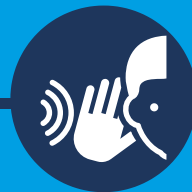
Effective business communication: Language Power-Up



Grammar mistakes to avoid in your English



False friends to avoid getting wrong in your English



Strategies for understanding fast-talking native speakers



Effective tips for self-guided language learning

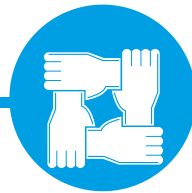
Soft Skills for success: working effectively remotely



Strategies for successful remote working



Building and maintaining trust remotely



Maintaining engagement and teamwork



Delivering impactful video calls remotely

Bespoke learning pathway (inc. sector-specific content)



Getting beyond conflict to results



How to write effective emails at work



Strategies to influence in presentations



10 current trends in the HR and L&D sector





03

Self-guided language learning

When not in your virtual training sessions, you will be able to use our online language learning platform wherever and whenever is most convenient for you.

The platform will provide you with the opportunity to consolidate and build upon your existing English language capabilities.

A personalised learning experience is created based on your preferences, and teachers can assign extra exercises to your learning pathway to complement language studied during your 1:1 training sessions.

Fast facts:



Consolidate your language learning on your mobile on the go



Personalised learning experience based on your goals



Improve your English whenever you want, wherever you want





04

International networking events

Meet with like-minded professionals at a series of online social events hosted by York Associates.

Listen to talks delivered by experts in various fields, and have the opportunity to talk to them afterwards. Exchange ideas and practise your English with other individuals, and discuss topics that are relevant to you.

As part of the course, you will be invited to attend and take part in this online social programme.

Fast facts:



Listen to and take part in a host of virtual talks and other events



Exchange ideas and best practices with other professionals



Practise your English discussing topics relevant to you



Flexible pricing options



No hidden costs

All fees quoted include:

- needs analysis;
- pre-learning plan design;
- induction session;
- tech support;
- post-learning evaluation;
- action plan creation; and
- exit report on performance

Pay as you learn

Want to increase the number of live virtual training hours you'll have? Want more access to our digital content? Pay for a series of 'bolt-ons' to your learning package.



Group size	Individual group	Small closed group	Large closed group
Number of participants in the live virtual training	1	2-4	5-8
On-demand live virtual training with a highly-experienced trainer	25 hours (over 6 months)	25 hours (over 3 months)	25 hours (with fixed dates)
Personalised feedback post-training in the form of podcasts or screencasts	✓	X	X
Specialised on-demand digital content	10 hours	10 hours	10 hours
Access to York Associates' language learning platform	12 months	6 months	6 months
Access to virtual networking events and talks with other professionals	✓	✓	✓
Course price:	from £1100	from £490 per participant	from £400 per participant



Frequently asked questions

1 What platform do you use for online training?

We are 'technology agnostic'. This means we can adapt to the platforms used by you, including Microsoft Teams and Zoom.

2 Why should I do soft skills in English?

In many international workplaces, English is a common language shared by many multifunctional and cross-border teams. Practising key soft skills in English replicates the workplace reality.

3 What kind of language do you focus on?

The language focus is on core phrases to facilitate communication in the workplace. The focus is on experiential tasks with language feedback, rather than a traditional language lesson.

4 What is the cancellation policy?

Once a live training session is booked you can postpone its start up to 1 week before the start of the live training session.

5 Can I choose my own specialised content?

Yes, of course. We have suggested some content for you, but this is just to give you an idea of what's available for your on-demand learning. Individual learners can also access post-training personalised feedback.

6 What if my language level is lower than a B1?

We offer training to participants from A1 to C2. We carry out a language placement test before the course starts, and support can be added to specialised digital content to make them more accessible to lower levels.



Thank you

Please feel free to contact us for more information using the contact details below:



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