



Global Human Resource Solutions
that Work for **Your Company**



Global Training Group
of aidTranslations



With almost two decades of experience in developing and delivering high quality language training to adults our customized approach has produced success stories for busy professionals around the world. As a global leader in the area of language and culture, we offer effective and affordable solutions with big company services at small company prices.

OUR SERVICES

► Language Training Programs

Oral/Pronunciation Programs (all languages)
 Writing Programs (all languages)
 Business Language Programs
 Presentation Programs
 Children's Programs

► Cross-Cultural Training

Topical One Day Programs on Specific Countries/Cultures
 Target Country Business Culture Programs
 Doing Business With.... (specific country)

► Relocation Support Services

Welcome To... (cross-cultural training)
 Area Orientations
 Business Environment Program (relocation-related business)
 Going to School in... (country-specific children's program)



"Companies that manage their expats successfully make sure candidates have cross-cultural skills to match their technical abilities."

*The Right Way To Manage Expats,
 Black & Gregersen, Harvard Business Review*

► Global Manager Programs

Business Culture & Environment
 Changing Roles of Women in the Workplace
 Communicating with Non-native English Speakers
 Conflict Management & Resolution
 Managing Diverse Workplaces
 Beyond Technical: Developing Cultural Competence
 Hosting International Colleagues & Visitors
 Executive Selection Programs

► Diversity & Sensitivity Programs

Team Diversity: Leveraging Differences
 My Family is Different: School-based Diversity Celebrations
 And many other custom-designed programs for companies, schools, organizations

► Translations and Interpretation Services

aiaTranslations is a leading global provider of specialized translation and interpretation services. For more information, visit www.aiaTranslations.com.



► Language Program Delivery

Before Learning

We conduct a one-on-one needs assessment that evaluates current skills, learning style and personal and organizational goals. Based on this assessment, our program is adapted to meet the specific needs of the learner. Objectives and goals are clearly communicated and agreed upon prior to program commencement.

During Learning

Each class will target a personal or professional language need. Feedback and interaction with the trainer is immediate and the one-on-one approach allows for faster progress. Our trainers target immediate needs and work within the objectives. Progress reports are completed by our trainers every 14-18 class hours. Each client is asked to complete a mid-program evaluation as well.

After Learning

At each program conclusion, feedback is requested from the client. The trainer prepares a progress report and makes specific recommendations for continued study. Action plans are discussed with supervisors and with the client. Communication is left open so that the client can continue to receive support and/or feedback.

► Our Programs Feature:

- Pre-program assessment interviews
- Customized program design
- Professional trainers and instructors
- Traditional and non-traditional learning materials
- On-going evaluations and progress reports
- Professional billing and accounting
- Flexible schedules
- Short-term programs
- Global locations



► Language Program Components

Oral programs start by focusing on these areas:

- **Listening Skills**, using the voices of the teacher, other native speakers and taped voices.
- **Syllable Stress and Accent**, stressing the importance of stress in meaning - first hearing them, and then learning to enunciate them properly.
- **Pronunciation Development**, including study of the phonetic system and its pronunciation using a phonetic key for clarity. Pronunciation of names.
- **Vocabulary Expansion**, beginning with simple greetings and essential everyday vocabulary for personal surroundings, followed by work place vocabulary, technical terms using specialized materials and a dictionary.
- **Confidence Building**: Practice using phrases, greetings and simple sentence structure in hypothetical situations, using role playing and taping of sessions to ensure confidence.
- **Cultural Awareness**, because a language is inseparable from its culture, understanding the people, sports, holidays, customs and history is essential to achieve fluency or interact effectively in a business setting.
- **Speaking Skills**, speed, timing, tone, and selecting appropriate degree of formality, title use, etc. Practice, which includes role playing, recounting experiences and taping of conversations.
- **Grammar Study**, starting with word order, sentence structure and asking questions.
- **Reading**, including common signs for travel and restaurants.

Writing programs additionally focus on these areas:

- **Organizational Skills**: logical reasoning and ordering of information in an outline format.
- **Précis Writing**: being specific and concrete.
- **Email Writing**: etiquette, abbreviation, content and technique.
- **Targeting the Audience**: determination and use of appropriate tone, style and voice.
- **Mechanics**: transitions and connectives; parallel structures; punctuation, spelling and capitalization.
- **Business Format**: common letter structure, email and memo format and formal writing.



► Intensive Language Training

Our intensive language training programs provide an immersion setting designed to accelerate the acquisition of language and provides opportunities for cultural and social business skill building.

Immersion is one of the quickest, most effective ways to improve communication skills. Our programs are designed to provide clients with both business and social language skills that will help them return to their jobs with drastically improved communication ability.

SCHEDULING

We meet the needs of each client. Scheduling is flexible without sacrificing the client's ability to learn language. The client is fully immersed in classes during the day. At night and on the weekends, our team creates a social environment where the client can utilize their newly acquired language skills in more realistic settings.

GOALS

Through the assessment interview and program development stage, we will develop a list of targets for improvement in the client's speech and use of language.

STRUCTURE

Each program is broken down into business related topics, setting up both the client and the instructors with a theme that will be used for discussion, presentation, interaction and vocabulary development. Topics covered depend on client goals and starting level, but all programs cover oral, aural and written skills.



TRAINERS

Allowing for varied interaction, accents, speed and method, our consultants are selected for each client based on their expertise in the learning areas required to help each client meet their individual goals. Our team of consultants works together through daily planning meetings to promote rapid acquisition and goal-oriented learning.

LOCATION

Although AIA is equipped to provide training throughout the world, we recommend that the intensive training be done in a country where the target language is spoken. By leaving home for the intensive, the client is also less likely to revert to using their native language.

TRAVEL AND LODGING

AIA is prepared to help clients find local hotels or apartments, or to provide a home-stay option for those interested in being completely immersed in the culture of the host country.

MATERIALS

AIA uses a variety of materials that allow for work-relevant vocabulary development and structured language skill acquisition.

"I hit the ground running. Before I left for France, I did a two-week intensive program with aia and it made the process of settling in so much easier."

-Johnson & Johnson employee



► Successful Employee Relocation

In today's global economy, having a workforce that is fluent in the ways of the world isn't a luxury. It's a competitive necessity." Black & Gregersen

The Situation

Often, employees are selected for overseas assignments because of their technical skills or their leadership ability, but little attention is paid to their ability to acclimate to a new location. As a result, a high percentage of these relocations end up being costly failures because the employee or the employee's family lacks the linguistic and cultural coping skills necessary to be content and productive in the new location.

The Secret to Success

Our concept of language training coupled with orientation (business, cultural and social) has evolved from years of experience making new arrivals feel secure and supported in any country. Our secret to a successful overseas relocation is to keep family life as stable as possible, while providing extensive language, culture and business support systems for the relocated employee.

We tailor all services to meet the specific requirements of each relocation, and we are capable of working in conjunction with other relocation vendors. We assess the goals and need; develop a unique program; select suitable consultants; continuously monitor progress; provide written evaluations at regular intervals; and coordinate all services from a central office to insure consistent high quality.



► Welcome to the US

A Sample Cross-Cultural and Area Orientation Program Outline

A. INTRODUCTIONS AND GOALS OF THE TRAINING

B. THEORETICAL ISSUES IN CROSS-CULTURAL INTERACTIONS

Define culture and develop a basic theoretical understanding; Review the theoretical basis for cross-cultural communication and interaction; Discuss self-identification and its role in cross-cultural interactions; Discuss issues related to relocation – such as culture shock and assimilation; Identify transition and the stages of adjustment

C. APPLICATION OF THEORY TO CROSS-CULTURAL INTERACTIONS

Discussion of Values; Identification of Cultural Norms; Interpretation and Misinterpretation of Messages

D. A LOOK AT THE U.S./AMERICAN PEOPLE

Brief review of history; Discussion of social class differences and race relations; Review of government, politics and religion; Review of women's roles in society

E. LIFE IN THE UNITED STATES

Overview of everyday life in the United States; Communication methods and norms; Social interaction; Shopping, bills and payments; Establishment of credit; Role and behavior of children

F. PRACTICAL TIPS FOR LIFE IN YOUR TOWN

Local resources; Local activities

G. SCHOOL IN THE UNITED STATES (if applicable)

Social and behavioral norms; Academic recommendations and explanations

H. SAFETY IN YOUR TOWN AND THE US

Local and state police – protocol for interaction; Emergencies
Personal, family and home safety and security



► Business Environment Training

A Sample Business Training Program

A. DIMENSIONS OF DIFFERENCE

Applying Hofstede to Business

- Power Distance
- Uncertainty Avoidance
- Individualism vs. Collectivism
- Career Success vs. Quality of Life

B. TOOLS FOR EFFECTIVE COMMUNICATION

- Speed of Messages
- High and Low Context
- Space
- Time
- Information Flow
- Action Chains
- Interface

C. DOMINANT CULTURAL TRAITS

Their Effect on Business

- Goal and Achievement Oriented
- Organized and Institutionalistic
- Freedom-loving and Self-Reliant
- Work Oriented and Efficient
- Friendly and Informal
- Competitive and Aggressive
- Values in Transition
- Generosity

D. PERSONAL PRESENTATION

- Hygiene
- Dress Codes

E. WORKPLACE INTERFACE

- Attitude and its importance
- Concept of Networking
- Collaborating
- "Pulling Rank"
- Gender Equality



F. BUSINESS RELATIONSHIPS

- Introductions (self vs. official)
- Recognition of peers and lower-level staff
- Verbal and non-verbal communication
- Issues of hierarchy and respect
- Use of humor
- Trust building
- Sports and relationship development
- Work-related parties and socializing
- Acceptance of social vice

G. VERBAL TOOLS

- Questions – Follow-up
- Sarcasm
- Opposition or dissent
- Linear Logic and clarity of argument
- Enthusiasm for support
- Humor

H. BEYOND THE WORKPLACE

- Career Success vs. Quality of Life
- Personal Obligations
- Work Schedule
- Vacations
- Opportunities for Socialization
- Generational Differences (children, family)

All of our business programs support the development of global managers through the following:

- Defining Global Leadership
- Understanding Cross-Cultural Communication
- Developing Cultural Sensitivity
- Experiencing Acculturation
- Understanding the Cultural Influences on Management
- Demonstrating Effective Intercultural Performance
- Leveraging Cultural Synergy
- Understanding Work Cultures & Identifying a Global Culture



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