



KINGS
LEARNING

Corporate Training Information Packet

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Unleash Your Potential.

An Investment That Pays Off

The world is an increasingly connected place. With call centres in Bangalore answering calls from Minnesota, geography is no longer a barrier to ambition and success. However, companies continue to struggle to assert themselves on the global stage. Why?

Language is the answer. English is the official global business language, and many organizations struggle to ensure their workforces are proficient in English and as a result, lose out to their competitors.

Why is English important?

- Increasing international sales
- Escalating market penetration
- Customer Satisfaction
- Reducing inefficiencies and costs
- Becoming a global brand

Rise Above

Most companies take communication skills for granted, and often devote little time or thought to it.

This means that by treating it as a result-oriented strategy, your organization will handily out-perform those that do not.

Impact

Nearly two-thirds of businesses believe that language was a constraint on their expansion plans.

One out of two stated that communication misunderstandings resulted in financial losses

90% found that improving communications skills led to higher revenues, profits and market share.

To differentiate yourself, it is important to get a strategic communication skills training program.

The Kings Way

1. Defining Your Goals

Before anything else, we help you define your goals. This helps you understand who will be trained, what kind of training, how much to invest and how to measure success.

Some examples of goals:

- Getting 80% of client – facing staff to be a C1 English Level speaker
- Training your CEO to be fluent in time for a conference
- Having your accounts team be proficient in internal communications by June

We develop a strategy that will allow you to align your corporate training goals with your key business goals.

2. A Platform for Success

We view English as a platform for future successes in your organization, one that is managed and measured with the appropriate metrics.

3. Relevance

What is relevant for one company may not be for another. We conduct an in-depth analysis to understand the needs of your company so that we can focus on teaching the right things to the right people.

Likewise, what may be relevant for one department may not be for another.

- Sales teams need to be able to listen, negotiate and be outgoing
- HR needs to be able to conduct and assess candidates, and work with business heads
- CEOs need to be able to deliver complex messages in simple terms, and interact with clients using a softer touch
- Finance teams need to be able to translate financial jargon into simple, internal communications

We teach the skills that are optimal and relevant to each learner by identifying their weaknesses and their needs.

4. A Structured Program

We create a relevant, structured program that will help you achieve your goals. From client-facing staff to senior executives, our program streamlines language training with one goal in mind: your success.

5. Quality. In Numbers

While it may seem to make sense to buy generic software in bulk for your entire staff, you may find that this focus on cost over quality quickly becomes more expensive than you realized. Without measureable improvement and quality, this investment soon turns into a junk asset.

Kings ensures that your investment has a measurable impact, as well as ensuring it is scalable and cost – effective.

6. Results Oriented

Kings takes a qualitative skill such as English and provides you with a quantitative result. Our unique methodology allows us to measure key metrics and provide reports on participation, progress and how the skills being taught benefit the company.

We provide you with regular reports that allow you to analyse your ROI so that you are always in control of your training.

K.E.S.

The Kings Employability Scale is our unique way of measuring how your workforce compares to other organizations in terms of employability: English and soft skills. This analysis allows you to understand your workforce better and unlock its potential to rise above your competitors.

Understanding your workforce's abilities and limitations is the key to success.

Our Partners



Founded in 1957, Kings Colleges is considered among the best language schools in the UK. It has centres in China, UK, and USA.

Kings Colleges has done extensive corporate training across Europe and Asia.



OUP is a division of the University of Oxford, its origins dating back to 1633. It furthers the University's objective of excellence in research, scholarship and education by publishing worldwide.

OUP has exclusively designed the curriculum being used by Kings Learning, as well as assisted in teacher training.

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Conclusion

To be a leader in your field, it is important to unlock the potential in your workforce.

The world's most successful companies use strategic language training that aligns with their business goals.

More effective English training means more confident, more successful and globally ready organizations.

Your sales team will sell more. Your customer service team will serve better. Your deals will be better. Market share will increase. Revenues and profits will go up.

Allow Kings to transform you.



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