

CadrEnglish

La formation en stratégie de la communication persuasive en anglais

WHO THIS WORKSHOP IS FOR

- **Companies** competing internationally whose executives must speak and persuade in English.
- **Executives and managers** managing international projects and must speak and persuade in English.
- **Entrepreneurs** seeking investments who must speak and persuade in English.
- **Anybody** having an intermediate level of English or higher who wants to speak and persuade in English.

WHO WE ARE

Based in Paris, France, CadrEnglish specializes in the strategy of persuasive communication, in English.

Our intensive workshop equips executives, managers and communications professionals with the skills and confidence to negotiate communicate and persuade in English, the international business language.

Since 2010, CadrEnglish has trained +400 executives, managers and communications professionals from +15 different industries.

WHAT WE OFFER

CadrEnglish combines English training with persuasion training into one intensive workshop for companies who compete in an international business environment.

Conducted entirely in English, this intensive workshop teaches your employees:

- +70 Persuasion techniques
- +20 Powerpoint presentation techniques
- +20 Negotiation techniques
- Interpersonal communication skills
- Intercultural communication skills
- Intergenerational communication skills
- Critical thinking skills
- +40 real-world business situations
- 100s of ready-to-use sentences and templates to respond to real-world business situations
- The knowledge and experience of the +400 executives, managers and communications professionals from the +15 industries who have taken our workshop before you

PRICING STRUCTURE

Inside of Ile-de-France:

- **Individual:** 500€/day - 71€/hr
- **Group (2-10):** 1,000€/day - 15€/hr
- **Seminar (+15):** Contact Us

Outside of Ile-de-France:

- Contact us

CONTACT AND INSCRIPTION

If this workshop is of interest to you or your company, or for more information:

Website: <http://www.cadrenghish.com>
Email: jsmith@cadrenghish.com

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OUR STANDARD 2-DAY INTENSIVE WORKSHOP PROGRAM

Day 1 – Imperatives to Persuasive Communication

9:00-12:00	+70 Persuasion Techniques
	Interpersonal Communication
	Personality Profiles
	Intercultural Communication
	Intergenerational Communication
13:00-17:00	Persuasion vs Manipulation
	The “Perfect” Communication Model

Day 2 – Internal & External Interpersonal Communication

9:00-12:00	Revision of Day 1
	+40 Real-World Business Situations You Must Manage
	Communicating With Superiors
	Communicating With Colleagues
	Communicating With Subordinates
13:00-17:00	Communicating With Clients & Prospects
	Communicating With Suppliers
	20 PowerPoint Presentation Techniques

CUSTOMIZABLE TRAINING ACCORDING TO YOUR NEEDS

Day 3 – Negotiation & HR Interpersonal Communication

9:00-12:00	Revision of Days 1 & 2
	Negotiation Terminology & Strategy
	+20 Negotiation Techniques
13:00-17:00	Human Resources Terminology & Strategy
	Recruiting & Job Interview Assessment Process

Day 4 – Entrepreneur, Sales & Marketing Communication

9:00-12:00	Revision of Days 1, 2 & 3
	The Psychology of Pitching & Presentations
13:00-17:00	+40 Advertising, Branding, Sales and Marketing “Truths”