

Learning to write the right English legal stuff is not enough – you need to talk the talk!



The future is here: EVRT electric vehicle road trip Including Tesla's in Ras Al Khamer UAE. Supported by SCT.

**Smart Coaching & Training and Enlite Training Institute (Dubai) are offering
“Business-Legal English Communication and Correspondence Skills”
(4 days/30 hours) 30 April- 3 May**

What is Business English? Where does it come from? What's it for? What makes it different from non-business English? Ways of communicating both verbal and written have developed over centuries, but the protocols have never changed faster than now. We must be adequately equipped with the relevant knowledge and understanding of the business that we represent to adapt to its culture, customs, norms, and practices. Who we are and what we do will be clearly reflected in our oral and written interactions.

Many business writing courses focus on just writing. While it is important, it is but a small part of doing business. This course includes some written business correspondence, whether letters, emails or texts. It also embraces the world of oral business communication, be that face-to-face, phone or social media. Networking gives opportunities only if you know how to behave, engage people and negotiate. Building rapport and improving communication are key ways of getting and retaining business, and are different when dealing with British, American, or other genres where English is used.

In this course we work towards building rapport to create a lasting impact through our interactions, presentations, negotiations, meetings, networking, socialising, listening, speaking, writing, and reading in the global marketplace to succeed in the business arena and the wider economy.

What you will be able to do after attending this course

- Understand key differences between British, American, and other spoken and written English
- Become skilled in behaviours with different nationalities, ages and ethnicities
- Compose different written business media using different channels
- Draft contracts
- Gain cultural awareness and understand how to interact with different speakers
- Make compelling introductions to build rapport and develop business
- Tailor the language and convey the meaning to the target recipient, medium, and channel
- Self-branding, profiling, and perceptions
- Compose different texts by using a simple language, and highlight pertinent information
- Apply effective techniques for writing emails, letters, memos, and other messages to communicate and convey meaning effectively
- Use a style and format that is suited to the needs of the intended audience and the business situation.

Smart Coaching & Training Ltd incorporating SCT Management Consultants UAE

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6 Key Outline components

- Emotional Intelligence, Mindfulness and Personal Branding in Business
- English Language varieties, UK vs US English, acronyms U and non-U
- Cultural Diversity and Awareness, class, accents and dialects, Hofstede History, polychronic behaviours
- What makes good client care? Undivided attention: mindfulness, observation skills and etiquette
- Understanding Yourself and Relating to Others: communication challenges
- C-me Colour Profiling - Adapted and Natural Persona, Colour Analysis, ethnicity and race



Includes C-Me Colour Profile worth 450AED and UK attendance certificate.

Who Should Attend

Professionals who know that business writing in English is essential and recognise that it is a vital part of communication. And this includes business & legal professionals, linguists, senior managers, directors, executives CxOs, HR personnel, secretaries, personal assistants, admin support personnel.

Delegates will gain most if they have a good grasp of spoken and written English and knowledge of legal practices.

The Business-Legal English Communication and Correspondence Skills training is delivered by **David Rigby** and **Noof Alkhaja**.

	<p>David Rigby is a founding director of Smart Coaching & Training both in UK and Middle East. First working in the Middle East twenty years ago with 25 years' plus experience on customer facing business change and process transformation and gaining worldwide experience in 20 countries, he has worked within financial services divisions of organisations such as PwC and as a radio presenter and producer. He has written over 40 articles for Al Arabiya News. As an executive coach and conference speaker he uses NLP and emotional intelligence specialising in personal branding, executive presence, and voice.</p>
	<p>Noof Alkhaja is expert in the design, development and delivery of topics including legal and business English, contract drafting, letter writing, time management, meeting management, and cultural awareness. At du (telecoms) she is a Senior Legal Translator, responsible for translating, editing and drafting complex legal, commercial, financial and technical documents between English and Arabic. She streamlined and aligned the legal teams' workflows enabling a better understanding of translation KPIs and SLAs, improving the quality of the translation suppliers' service and delivery by 85% and was awarded the Employee of the Month Certificate for boosting efficiency at du by 30%.</p>

Costs and Payments

The cost of the four day course from April 30 to May 3 is \$2000 per person including free C-me profile, manuals and all hotel refreshments. Until April 15 we are offering the following two discounts; please check the registration link for later offers.

- Buy two places and take a free extra place. All must come from the same organisation; available until March 30.
- Early Bird Discount – book and pay by 15 April and get a20% discount.

Please contact us for registration, payment and further information on these numbers .+971558921134, +971508589189 +443335660067. Or by mailing info@smartcoachingtraining.com

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ENLITE

In today's rapidly emerging and expanding global market economy, knowledge of modern manners, contemporary etiquette, international protocol, cultural awareness, language, legal and business English, as well as other essential soft skills is significant to cope with any situation as well as to succeed in the business and social arena. Understanding civility, courtesy, diversity, politeness, and respect is highly appreciated to make a good lasting impression, project a positive image, and maintain an effective impact within one's own and other surroundings. Mastering the relevant skills to cope with any situation is a definite key to success. In our personal and professional daily life situation, people network, socialize, interact, discuss, and conduct business with others in different fields, industries, and sectors to establish relations, build rapport, develop trust, and gain confidence. The training courses that ENLITE provides are key for professionals in all walks of life to develop relevant skills, enhance their knowledge, and advance their competence. ENLITE Training Institute, has been officially registered with Global Legal English in the UK as an authorised training centre for the Test of Legal English Skills (TOLES) in the United Arab Emirates www.enlite.ae .

SMART COACHING & TRAINING

Based in UK and UAE, SCT works with business leaders and their teams who are in highly demanding, challenging roles and find it hard to see the long term strategy. Immediate operational issues drive short term solutions which distract from strategic planning. They know they want to be more effective with their people, their culture and their money by working more effectively to achieve great results. SCT excel at providing bespoke business support, coaching, training, mentoring, consultancy services and resources to business leaders, entrepreneurs, organisations and individuals looking to grow and transform. Full information is available on our website at www.smartcoachingtraining.com. SCT delivers the above services either directly or through accredited associates and business partners.

Signature Corporate Training: SCT's 25 Signature Corporate Training Courses can be delivered in English, Arabic or by simultaneous translation. The courses are well tested over time, regularly updated and based on actual delivery using a variety of approaches: group work, team work, pairing: presentation, discussion, interactive work: video examples and work books.

C-me Colour Preference Profiling: We offer C-Me Colour Profiling to help you understand yourself, build more effective relationships and improve communication significantly. From High Performance C-me reports together we can build Personal and Corporate Development Plans using the valuable team work section.

One-to-one coaching and mentoring: Optional one-to-one coaching is offered to all delegates to review deliverables, create momentum and commitment to the learnings delivered in the workshop programmes. SCT offers dedicated leadership and executive coaching. We also offer mentoring on an individual or group basis to embed learning, ensure ongoing growth and development for individuals and across the organisation.

In-house Training: SCT runs in-house programmes for businesses with more than 10 employees requiring training in a particular area or subject. Training courses can be designed to match your requirements. All our trainers are able to customise their courses to particular industries or job functions.

Certification and Accreditation: UK course completion certificates can be requested providing the delegate has attended all the training and undertaken any additional coursework. Certification is from prestigious leadership and management bodies in the UK: Institute of Leadership and Management (ILM) and Chartered Management Institute (CMI). Bespoke programmes can be endorsed by either body for in-house delivery for you and your team. We would be happy to discuss how you might use our training experts to have your internally delivered programmes professionally accredited.

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