

Based in UK, Spain and Middle East, SCT unleashes your potential for smarter results. Biographies of all our trainers their experience, locations and languages and so much more can be found on the website: www.smartcoachingtraining.com.



KHDA/Actvet Certified

Effective oral communication and written correspondence

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

Smart Coaching & Training is offering this two day public course delivered by SCT's experienced trainers. Can be delivered in person or remotely.



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

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 need current 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 oral and written interactions.

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 learn

- ✓ Understand key differences between British, American, and other spoken and written English
- ✓ Become skilled in behaviours with different nationalities, ages and ethnicities
- ✓ Gain cultural awareness and understand how to interact with different speakers
- ✓ Make compelling introductions to build rapport and develop business
- ✓ Self-branding, profiling, and perceptions
- ✓ Apply effective techniques for writing emails, letters, memos, etc to communicate meaning effectively
- ✓ Use a style and format that is suited to the needs of the intended audience and the business situation.
- ✓ Emotional Intelligence, Mindfulness and Personal Branding in Business
- ✓ English Language varieties, UK vs US English, acronyms U and non-U
- ✓ Cultural Diversity, class, accents and dialects, Hofstede, polychronic behaviours
- ✓ What makes good client care? Undivided attention: mindfulness, observation skills and etiquette
- ✓ Understanding Yourself and Relating to Others: communication challenges

- ✓ Each delegate will receive



report on Behaviours

This course is available in two versions – one focusing in Legal English contains training in, for example, Contract Drafting and is excellent groundwork for the Test of Legal English Skills (TOLES) which you can take.. The other version is directed to general business communication in English for countries where English is a business language but not the national language.

Your Trainers



Noouf 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. Director of



TRAINING INSTITUTE helps professionals develop relevant skills, enhance their knowledge, and advance their competence. ENLITE is registered with Global Legal English in the UK as an authorised training centre for the Test of Legal English Skills (TOLES) in the UAE. www.enlite.ae

David Rigby is native English and MD of Smart Coaching & Training with many years' training experience in Middle East.

My compliments to the trainer for his ability to deal with the challenges of a multi-cultural class. Ammroc Abu Dhabi

It's great to feel your energy and to know the myriad talents you use to develop people. Inspiring!! Coach Barcelona

David is a very effective educator, coach and speaker. His delivery is very engaging, and he presents in a way that everyone could understand. Abu Dhabi University

You can learn from him just by listening to him speaking. Rolaco Jeddah KSA

You had the best delegate engagement of all the presenters. ADNOC Abu Dhabi at Kuwait Change Management Conference

David ran International Certification in Advanced Leadership Skills leveraging a unique interpersonal style that made fun learning. Braincraft Ghana

This training was great step in my life Dewa Dubai

Very good course, very good facilitator. Congrat Mr David. Kuala Lumpur Electric

Delivery was fantastic/ delivery was exceptional. Leoron Delegates Dubai

It was very enlightening to understand myself more as a professional and understand my team better to support and enhance their skills. Al Tayer Dubai

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