

# Language Courses and Business Seminars 2024

Because Knowledge Brings  
People Together

**Berlitz**<sup>®</sup>



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## Because Knowledge Brings People Together

It sounds quite simple – when people work together, certain knowledge is required. A common language. An understanding of each other’s culture. And last but not least, the skills to communicate values, initiate processes, and reach goals. This was already the case in 1878 when Berlitz was founded, and it is even more relevant today. It's not for nothing that the Zukunftsinstitut in Frankfurt, Germany, has declared the knowledge culture to be a megatrend – alongside connectivity, the trend of people and organizations networking digitally with each other.

The fact is, it has never been easier to connect with people around the entire world. And it has never been so essential to possess the right knowledge to achieve positive results through communication. So let's work together to establish a strong culture of knowledge and innovation in your company – a culture in which continuing education is integral, change is embraced, and growth is encouraged.

To make this possible, we at Berlitz have developed a particularly broad range of offerings. With innovative language instruction in every conceivable format and level of intensity. And with seminars organized in thematic learning clusters that cover all the skills relevant to our highly dynamic working world – from global collaboration to leadership skills and teamwork to New Work.

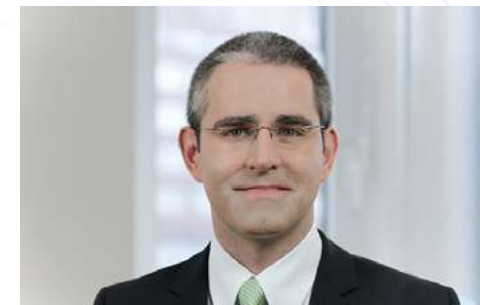
However, we know from experience that a diverse portfolio is only effective if it is paired with the highest degree of personalization. Which is why our training solutions always center on the individual. Because individuals are the most important motors driving your company, it is our mission to meet each person exactly where they are right now and grow their potential.

We are happy to develop completely individual content in house, adapted specifically to your requirements. Our business coaching offers you professional guidance within a relationship of equals. And we even have our own department dedicated to developing custom seminars. This equips you, your employees, and your organization with competencies that are particularly effective, sustainable, and forward-looking.

It is no longer a question of whether companies need knowledge – but only a question of how they need it. Let us build this knowledge together and use it for a successful future – your successful future. Are you with us?



Mattias Schwarz  
Managing Director, Berlitz Deutschland GmbH



“It is no longer a question of whether companies need knowledge – but only a question of how they need it.”

## Flexible Solutions for Your Most Important Asset

In a world that is changing ever more rapidly, successful companies require one thing above all: bright minds.

This means that actively fostering a professional development culture is more important than ever. With smart solutions from a single source that give you and your entire team the key knowledge advantage you need for a successful tomorrow – today.

With personalized training that focuses on the needs of the individual, but never loses sight of your business goals. And with flexible learning formats that can be integrated seamlessly into your daily work routines.

**Your employees' knowledge is your most valuable asset.  
Earn a high return on your investment – with smart solutions from Berlitz.**



## What Sets Berlitz Apart?

Our expertise lets us deliver optimal learning outcomes in four ways: At Berlitz, learning is more effective, faster, more flexible, and has a higher degree of practical relevance.

### Effective

#### Effective learning technique for maximum progress

The Berlitz Method® is an intensive and goal-oriented learning technique that targets rapid progress and is based on authentic professional and social contexts.

### Fast

#### Fast acquisition of new skills

Our course content is tailored to the individual goals of our participants, so you can make rapid progress in your communication abilities and apply what you have learned immediately.

### Flexible

#### Flexible and tailored training options

On site, online, or both? Berlitz courses offer tailored content and maximum flexibility. So you can achieve your continuing education goals – any time, any place.

### Practical

#### Real-world content for global challenges

Berlitz combines language skills with intercultural understanding and other business competencies. This high degree of practical relevance gives you an edge – for maximum return on your investment.

## Trust in Our Expertise

For more than 145 years, we have been applying our substantial expertise, experience, and capacity for innovation to help you achieve your goals – as a renowned language school and a successful seminar provider. Or to put it simply, as a supplier of wide-ranging solutions tailored precisely to your needs.



### Our experience

Your partner for more than 145 years: founded in 1878 and a successful provider of continuing education ever since.



### Dedicated teams

More than 7,000 Berlitz employees worldwide work with passion to ensure your success.



### Corporate customers

We are currently a continuing education partner to more than 4,000 corporate customers in Germany.



### Global standards

You will enjoy the same high standard of instruction in the more than 70 countries where Berlitz operates.



### Our customers

We offer the right training for every target group: corporate and individual clients, children and teenagers, government and non-profit organizations.



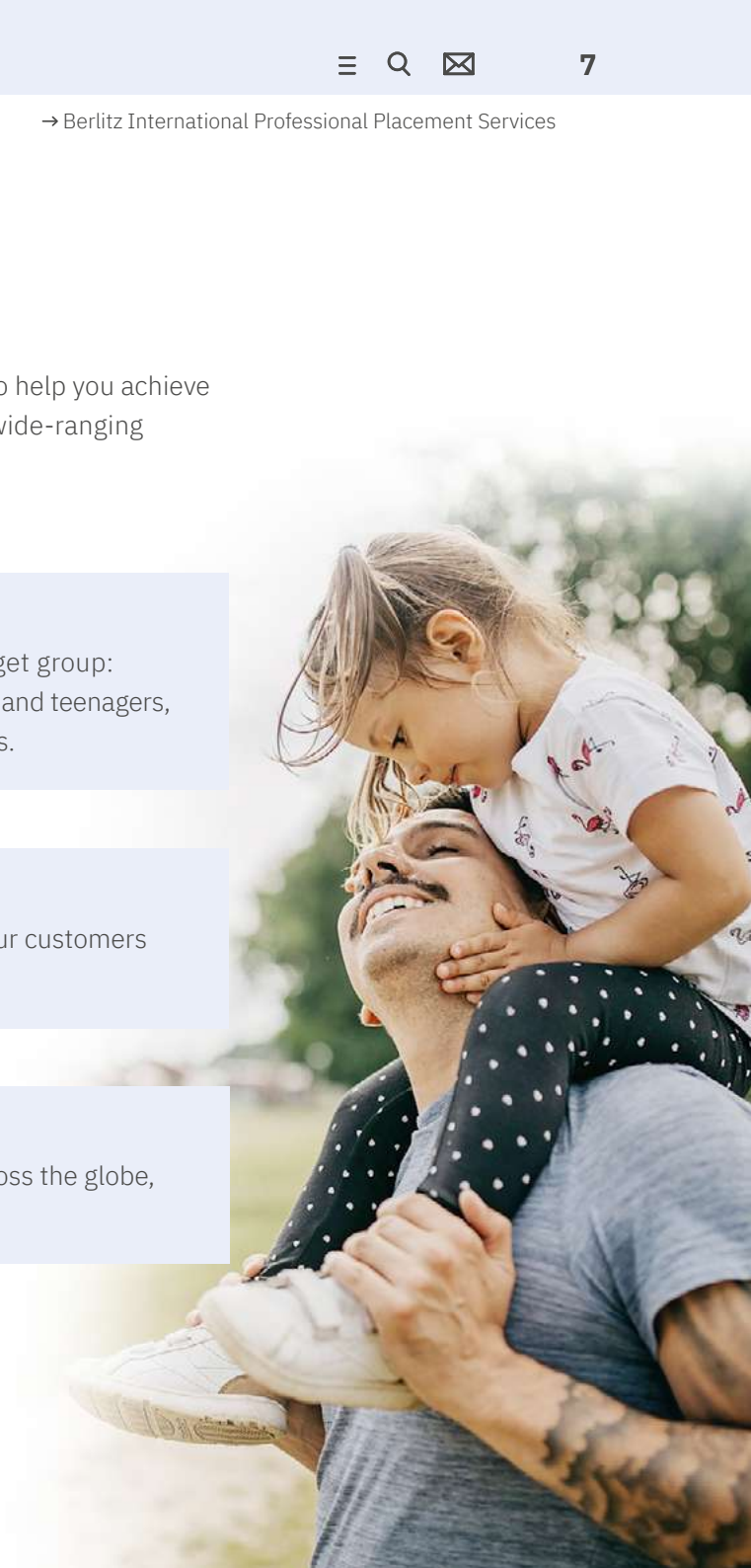
### Digital learning

As a trailblazer, we have been offering our customers virtual courses for 20 years now.



### Berlitz locations

You'll find numerous Berlitz Centers across the globe, with → [around 50 in Germany alone](#).



## Trust in Our Award-Winning Expertise



### Certified quality

Your satisfaction is important to us. Which is why since 2006, our work has been continuously certified by TÜV Rheinland under the ISO 9001 quality management system.



### Competent partner

Berlitz is a premium business partner of the [German Association of Management Consultancies](#) (BDU – Bundesverband Deutscher Unternehmensberatungen). Members are known for their particular competence, reliability, and experience.

We are an active member of [SIETAR Germany](#), the largest association for intercultural exchange in the nation.



### Commitment in action

The German [Charta der Vielfalt](#) (Diversity Charter) expresses our commitment to an organizational culture that does not tolerate prejudice, while the [Berlitz Educational Foundation](#) stands up for children's right to an education.

Since 2019, our sustainability performance has been evaluated by [EcoVadis](#), a reputable and globally active business sustainability rating organization.



### Award-winning employer

Our family-oriented corporate culture has earned us the [Erfolgsfaktor Familie](#) (Success Factor Family) German seal of approval. In addition, for a number of years we have been recognized as a top employer by Focus Business magazine and the BRIGITTE employer study.

We are also a Chamber of Commerce and Industry (IHK) certified provider of vocational training.



### Education award

Last year we received the [German Education Award](#) (Deutscher Bildungs-Award) in the category of Language Training Institute. In 2023, Berlitz was awarded the German Service Prize (Deutscher Servicepreis). Conferred on the basis of customer ratings, this award specifically recognizes the quality of our services. It is presented by the [German Institute for Service Quality](#) (Deutsches Institut für Service-Qualität/DISQ).





## Berlitz: Your Partner for Continuing Education Since 1878

1878

Maximilian Berlitz develops the Berlitz Method® and founds the first Berlitz school in the United States.

from 1888

Global expansion. The first Berlitz school in Europe opens in Berlin.

1964

**Total Immersion®**, our intensive individual instruction method, gets off to a successful start.

FOR 60 YEARS!

1984

**Berlitz Kids®** marks the introduction of language programs specifically aimed at children and teenagers.

FOR 40 YEARS!

1994

**Berlitz Cultural Consulting®** is launched to teach intercultural competence.

FOR 30 YEARS!

2007

The Berlitz seminars are officially introduced as a new field of business.

2006

Berlitz is certified annually for its quality management in accordance with ISO 9001.

2003

The Berlitz Virtual Classroom® allows live online language learning.

1999

The first **Kids & Teens language camps** open their doors in Germany.

FOR 25 YEARS!

2017

The Cultural Navigator® e-learning platform, an important tool in the field of intercultural competence, is integrated into Berlitz training solutions.

2019

The **Berlitz Digital School** offers programming classes and digital skills for kids and teens.

FOR 5 YEARS!

2020 and 2021

Launch of new blended learning and self-study programs for language and business skills.

2023

**Happy birthday, Berlitz!** We celebrate our 145th anniversary.

Learn more about the history of Berlitz here

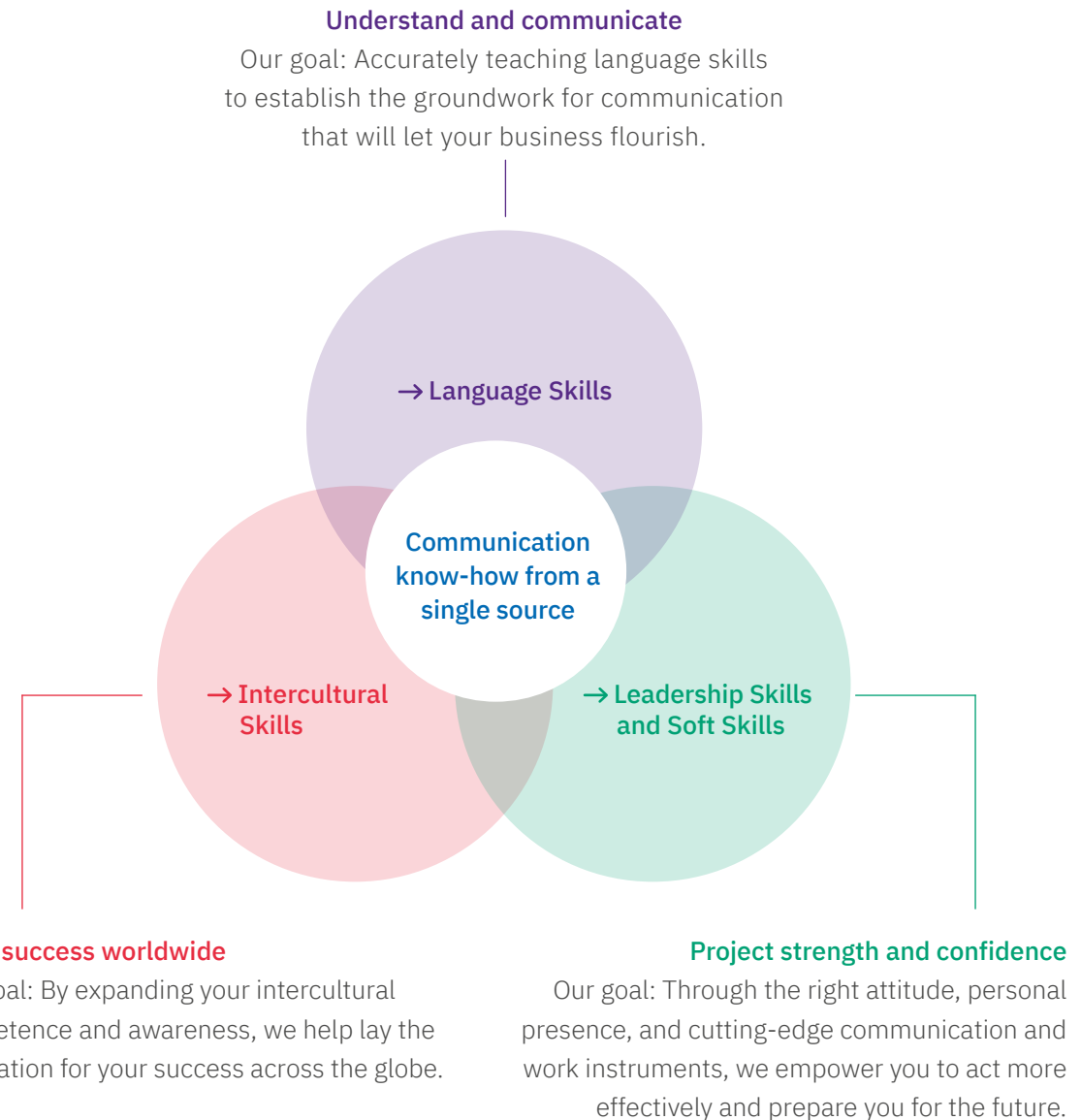
## The Berlitz Skill Areas

### The best mix for your continuing education success

We know that communication is what brings people together. So it is our unequivocal goal to improve your communication skills. At Berlitz, we offer comprehensive solutions from a single source. With our proven Berlitz Method, professional instructors, and practice-oriented expertise, we cover all aspects of the three skill areas – language, intercultural, and management and leadership – optimally preparing you to master all the challenges you face on the job.

In addition to our training topics, we offer an equally diverse selection of formats to help you reach your goal. All our training formats are personalized, interconnected, and designed to complement each other, so employees have flexible options. For instance, they can switch between face-to-face instruction at the company or a Berlitz Center and Live Online units that are not tied to a specific location. Phases of independent study through e-learning round out our innovative approach to hybrid learning.

**Benefit from this mix, develop future skills, and foster a new, modern culture of learning in your company.**



## Experience Training the Berlitz Way

### Free HR webinars – live, online, with no strings attached

On the previous pages, you learned a lot about Berlitz, our modern continuing education options, and the exciting benefits of working with us. Now is the moment to take us at our word: Get to know us in a free live webinar.

Exclusively for HR professionals and continuing education experts, we present the latest developments in the continuing education sector and offer a peek at our training courses in the fields of foreign languages, intercultural competence, and business skills.

You'll not only gain an impression of the quality of Berlitz training, but also receive valuable insights you can apply on the job every day. We look forward to welcoming you!

### Facts at a glance

- In German and in English
- 60-minute Berlitz webinar
- Live online and free of charge
- New dates each month
- Selection of different topics
- Simply sign up online

You can find upcoming dates  
and sign up here



## Managed Training Services

### Your continuing education program in good hands

Are you looking to bring together employees from separate locations for training? Or do you need to offer crossborder professional development to employees at different international sites? We can manage the entire coordination and administration of your continuing education set-up. We would be happy to work directly with your → [learning management system \(LMS\)](#) or online on a → [corporate customer microsite](#) developed specially for you.

Or you can use the Berlitz continuing education portal, a platform that gives your employees access to a wide range of courses and professional development options in the language, intercultural, and leadership and management skill areas – all perfectly adapted to the wishes and needs of your company. Classic face-to-face courses can be seamlessly combined with e-learning modules developed specifically for you or with externally purchased tools, resulting in an engaging learning experience that results in lasting progress. A broad variety of options is available.

Automated registration options, discussion forums, and digital feedback forms with automatic scoring save you time and money and tangibly boost the efficiency of your personnel development initiatives.



Overall concept



Organization



Communication



Instruments & tools



IT & data privacy



Reporting



**Everything you need for your  
continuing education program**

Further information on  
Berlitz corporate services



## Corporate Customer Microsite

### Line up all the advantages

Your learning management system (LMS) is an important component of your continuing education program – for information, communication, and organization. However, static systems sometimes hit their limits. We are here to help! With a customized corporate customer microsite – either → [integrated with an LMS](#) or as a stand-alone solution – you can gain valuable advantages by communicating clearly and organizing all participants' learning journeys perfectly from day one.

#### Time-saving administration

When it comes to managing important projects, every minute counts. Streamline the important steps in the onboarding process for both your employees and your company, freeing up time for other responsibilities.

#### Instant training information

Your employees can access the information they need through a modern user interface – in real time and on any device. In just a few clicks, they can explore program options, arrange consultations, or take a placement test. What's more, they can sign up for courses (with or without a supervisor approval function) and get all the details they need.

#### Easy to use

From the corporate customer microsite, you can manage employee queries, registrations, and evaluations, and easily edit course information.

#### Customized design

Depending on the desired level of functionality and customization, we can tailor your microsite in our Base, Standard, Standard Plus, or Customized versions.



➤ [Continued on the next page](#)

## Corporate Customer Microsite

You decide how much we will customize your new learning platform

Version	Base	Standard	Standard Plus	Customized
Company logo	●	●	●	●
Company introduction	●	●	●	●
User languages (English, German, and more upon request)	●	●	●	●
Course description	●	●	●	●
Description of the proficiency level	●	●	●	●
Online placement test	●	●	●	●
Product videos and tutorials	●	●	●	●
Contact page (Berlitz contact person)	●	●	●	●
Online calendar for scheduling placement and consultation		●	●	●
Registration page		●	●	●
Course approval process			●	●



### Benefits

- All training options for your employees at a glance
- Reduces administrative workload
- Can also be a stand-alone alternative to an LMS

## MyBerlitz Corporate

### Online reporting for language courses lets you measure the effectiveness of training

A language course is a long-term, goal- and result-oriented investment for your company. So the MyBerlitz portal also offers you a way to keep tabs on each participant's learning progress on an ongoing basis. With just a few clicks, you have the relevant metrics at your fingertips at all times – and always up to date. This serves as a valuable management tool for you and for us, of course in compliance with your company's specific data privacy guidelines.

The most important parameters are available online 24/7 and are updated in real time. Not only will you gain valuable insights into your return on investment, but you can apply the reporting data as a steering instrument to adjust learning strategies, set new priorities, or request additional support as needed.



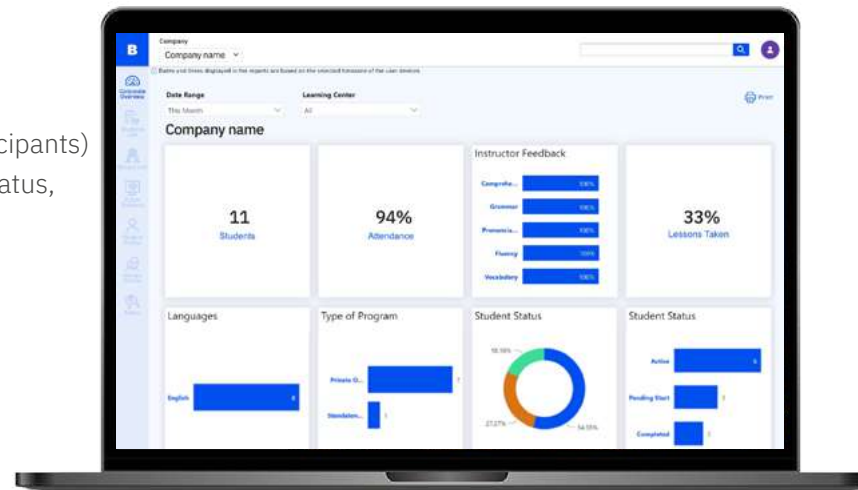
### Good to know

For language course participants, we also offer the → [MyBerlitz Student Portal](#), an innovative online tool for course organization.



### Most important features

- Detailed, comprehensive statistics about training activities
- User-defined reports based on your pre-agreed criteria (for example, for a specific time period or a specific group of participants)
- Comprehensive data for each participant's attendance, training status, learning progress, etc.
- Customizable and easy to integrate into your system



MyBerlitz Corporate offers comprehensive reporting data on your training activities

## LMS Integration

### For seamless connections

Do you already use a learning management system (LMS) to organize your employee continuing education? We can help you integrate Berlitz courses into your system for multi-functional and profitable use.

We keep this in mind when developing our programs and systems, always focusing on smooth integration with your learning management system. Today, we can implement most Berlitz solutions quickly and seamlessly in almost any LMS – to this end, we offer standardized interfaces, clear processes, and competent technical support.



### Benefits

- Easy implementation of our Berlitz solutions in your learning management system
- Participants can access our course offerings directly through your LMS
- Comprehensive reporting tools for our training are available to you
- Highest data protection and security standards
- Personal assistance and technical support from our team of IT experts

### Our process for LMS implementation

1

#### Coordination

Which LMS do you use and what requirements do you have for your Berlitz solution? We clear up any open questions.

2

#### Development

We configure the systems in coordination with your IT team and lay the technical foundation for integration.

3

#### Test phase

We test the solution with everyone involved. You sign off when everything is working the way you want it to.

4

#### Launch

You go live and enjoy the benefits of our training – single sign on, reporting, and many more functions.



## Berlitz Training Evaluation System

### Successfully implement and scale your continuing professional education programs

With the Berlitz training evaluation system, your training and continuing education courses can be systematically planned, managed, and monitored. We offer you first-class services for your learning and development strategy – starting with analysis and continuing through process coordination and administration all the way to training evaluation and calculating the business value of your activities.



#### Planning

We analyze your **training needs** and set continuing education goals. Then we conduct **placement tests** and interview participants. Following this, **training concepts** and **study plans** are created by our team of experts – always taking into account your **budgetary parameters**, of course.

We also implement the concept in your company, e.g. with the [→ Customer Microsite](#) or the Berlitz Learning Portal.



#### Implementation

Training starts with a **kick-off event** and is continuously supervised by our Local Instructional Supervisor. **Regular progress reviews** with participants provide information about the effectiveness of the program. **Feedback meetings** are held with HR Development to update the responsible staff.

With detailed [→ online reporting](#), you have the most important key training figures at your disposal at all times – and in real time.



#### Evaluation

**Feedback forms and final tests** are used to evaluate and analyze the degree of target achievement. Using various tools, we can measure the acquired skills and check their long-term effectiveness. We certify the successful completion of training with **certificates or proof of participation**.

The final step is **evaluation** with HR Development and advising on follow-up training.

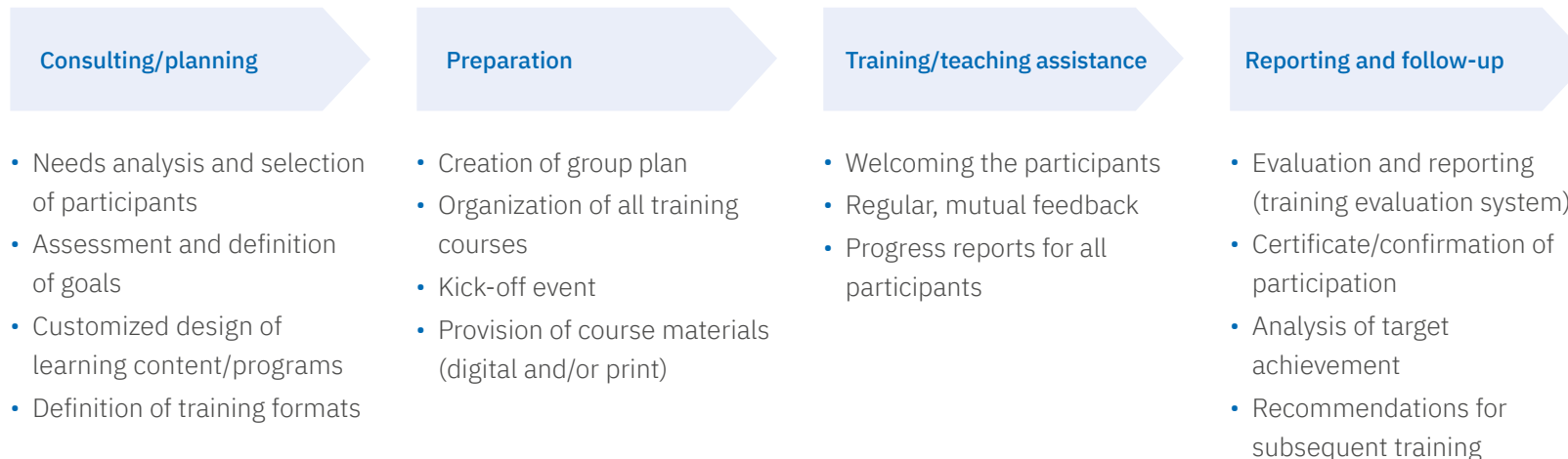
## Stages of Face-to-Face or Live Online Instruction

### Successful training simply involves more

An intensive preparation phase and comprehensive follow-up are as important as the training itself. Our team supports you throughout all of the stages – providing personal, integrated, and professional assistance. You can rest assured that you will receive services tailored to your company's needs, resulting in lasting success.

We will also be happy to help you with internal communications related to our training program, from course announcements to the evaluation of feedback surveys. You may even benefit greatly from entrusting your entire continuing education process to Berlitz. Please see our → [Managed Training Services](#).

### An example of a typical training process



The entire process is always adapted to suit your needs and requirements.



### What our customers say about Berlitz

“In Berlitz, we are pleased to have a reliable and flexible partner at our side. The individual support provided by Berlitz and the broad portfolio of training formats enable us to offer the right learning concept for each of our employees. Efficiency and enjoyment of the training are guaranteed. We were also won over by the highly competent native-speaker instructors. We are looking forward to further collaboration with Berlitz and are convinced that we have found the perfect match for our WEPA language courses.”

Julia Hartzsch  
HR Development Business Partner  
WEPA Produktion GmbH & Co. KG

## Tailored Content

### Course content tailored to your company's needs

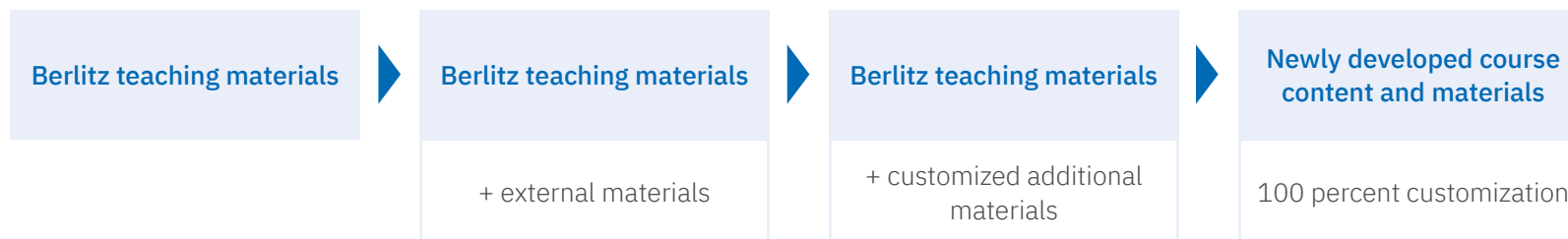
Our courses and seminars use materials that are perfectly tailored to your goals and your employees' prior knowledge – usually a blend of the following:

- Berlitz teaching materials
- External materials
- Company-specific materials

### Content can be customized to meet all defined requirements

- Course content can be coordinated with your company's decision-makers, with support provided by our experts
- Your employees complete a questionnaire in advance; the training concept can then be modified if required
- Development of the training concept can include a tailored in-house solution if required

### Maximum flexibility of course content and learning goals



**It doesn't get more hands-on than this:** Case studies from your daily business and company-specific terminology are integrated into your training concept.



### What our customers say about Berlitz

“We have been pleased to work with Berlitz for more than six years in building our employees' language skills. Thanks to the thorough preliminary discussions, the participants receive instruction that is tailored to their needs – including specialized professional language. We very much appreciate having Berlitz as a central point of contact for organizing the training.”

Ilona Mettmann  
Corporate Human Resources  
Carl Zeiss AG



## Course Content and Focus Areas of Language Instruction

### Programs and content tailored to specific language challenges

At Berlitz, we not only offer you a variety of training formats to meet every need, but also course content that is tailored to your individual language-learning goals. After all, when you face specific language challenges on the job, you need a program with authentic content that equips you with valuable knowledge to apply right away. We work closely with you to adapt the content of our language lessons to your needs and level of proficiency. In every course, the focus is always on active, self-confident, fluent speaking in the target language.

#### Possible business language topics

- Conducting professional conversations with customers
- Socializing in business situations
- Confidence on the phone and in using appropriate expressions
- Business correspondence
- Preparing, participating in, and facilitating meetings
- Holding speeches
- Preparing and giving presentations
- Understanding documents in a foreign language
- Business terminology and idiomatic expressions
- Presenting reports and project results
- Project management
- Leading and managing teams
- Communicating in a pluricultural environment

#### Department-specific content for

- Executives and managers
- Human resources
- Purchasing, sales
- Customer service
- Marketing, public relations
- Bookkeeping, accounting, finance

#### Industry-specific content for

- Automotive
- Service
- Energy
- Health and social services
- Hospitality
- Real estate
- Logistics
- Medical and pharmaceutical
- Law
- Telecommunications

# State-subsidized Courses



## State-subsidized Courses

### Berlitz is a partner for subsidy-eligible continuing education

The world of work is in a state of constant change. Digital transformation, globalization, shortages of skilled workers, and growing competition make continuing professional education more necessary than ever. The good news is that the federal and state governments of Germany offer a variety of funding programs for targeted professional development.

Berlitz can help you take advantage of these programs. Because we know that in the labyrinth of funding and training opportunities, it's easy to lose sight of all the options. Here you can benefit from our many years of experience and expertise as an ISO-certified educational institution.

### Continuing education and training formats in tune with the times

Our language programs and business seminars cover all relevant areas of the modern workplace. A qualified team of instructors and goal-oriented learning techniques based on the Berlitz Method® empower your employees to quickly develop and retain skills. The flexible nature of the courses is an added benefit: face-to-face instruction takes place on site at your Berlitz Center, or another training location, while many courses are also available as live online training.



Foreign language programs for every need



Seminars for digital competencies and soft skills



Flexible in-person and live online formats



Individual consultation on funding eligibility



Assistance with official and administrative formalities



Certified educational institution with many years of experience



### Contact us

Make an appointment for an individual consultation at [berlitz.de/subsidized](https://berlitz.de/subsidized) or send an email to [foerdermittel@berlitz.de](mailto:foerdermittel@berlitz.de)

Information on [funding for companies](#) can be found on our website.

## Berlitz Skill Sets

### Key competencies of tomorrow

Our subsidized language programs and business seminars cover all relevant areas of the modern workplace, from specific foreign language skills to next-generation business skills.

A qualified team of instructors as well as effective learning techniques based on the Berlitz Method® facilitate rapid results. The flexible nature of the courses is an added benefit: Face-to-face instruction takes place on site at your Berlitz Center or another training location, while many courses are also available as live online training.

Language Skills	Professional Skills		Digital Skills	
<ul style="list-style-type: none"> <li>• Business English</li> <li>• Business German</li> <li>• English for Specialists and Managers</li> <li>• English for IT</li> <li>• Technical English</li> <li>• German for Nursing</li> <li>• German lessons supported by the BAMF</li> <li>• French</li> <li>• Spanish</li> </ul>	<p><b>Work Methods</b></p> <ul style="list-style-type: none"> <li>• Self-organization</li> <li>• Change Management</li> <li>• Presentation Techniques</li> </ul>	<p><b>Communication Techniques</b></p> <ul style="list-style-type: none"> <li>• Managing Conversations</li> <li>• Teamwork</li> <li>• Intercultural Competence</li> </ul>	<p><b>IT Service Management</b></p> <ul style="list-style-type: none"> <li>• ITIL® 4 Foundation</li> <li>• Managing IT Meetings</li> <li>• Customer Management</li> <li>• Cloud Services</li> </ul>	<p><b>ICDL</b></p> <ul style="list-style-type: none"> <li>• Data Privacy</li> <li>• IT Security</li> <li>• MS Office Basics</li> <li>• MS Office Advanced</li> <li>• Digital Collaboration</li> <li>• Databases</li> <li>• Project Planning</li> <li>• Digital Marketing</li> <li>• Digital Instruction</li> <li>• Image Editing</li> </ul>
	<p><b>Agile Methods and Project Management</b></p> <ul style="list-style-type: none"> <li>• Traditional Project Management</li> <li>• Agile Methods</li> <li>• Scrum Master I</li> </ul>	<p><b>Customer and Office Management</b></p> <ul style="list-style-type: none"> <li>• Office Management</li> <li>• Customer Management</li> <li>• Sales Management</li> </ul>	<p><b>Web Development</b></p> <ul style="list-style-type: none"> <li>• Working on Your Projects</li> <li>• HTML, CSS, JavaScript, PHP, and MySQL</li> <li>• Programming Languages</li> </ul>	

## Funding from the Federal Employment Agency



### Make effective use of the Training Opportunities Act and short-time work

The Federal Employment Agency's Training Opportunities Act provides support to non-management staff in your companies. The Federal Employment Agency reimburses training costs and subsidizes wages. The amount of the subsidies depends on the size of the company; up to 100 percent of the cost of continuing education can be covered and wages can be subsidized up to 75 percent during the training period.

Funding can also be arranged for employees on short-time work. Berlitz offers courses that are eligible to be subsidized under the provisions for continuing education and training programs in the Act to Secure Employment (Beschäftigungssicherungsgesetz, § 106a SGB III).

	Training format		Type of funding	
	In-person	Live online	Training Opportunities Act (QCG)	Subsidies during short-time work
<b>Digital Workplace for Professionals and Executives – including Scrum Master 1</b> Modules (can be booked together or separately): Agile Methods and Project Management (Scrum Master 1), Work Methods, Communication Techniques, Customer and Office Management, Business English		●	●	●
<b>Digital Skills in IT – including ICDL and ITIL®</b> Modules (can be booked together or separately): ICDL Workforce & Professional, Web Development, IT Service Management (ITIL®), English for IT		●	●	●
<b>Business English</b>	●	●	●	●
<b>German for Healthcare and Elder Care</b>		●	●	
<b>Business German</b>	●	●	●	●



## Funding From the Federal Office for Migration and Refugees (BAMF)




Bundesamt  
für Migration  
und Flüchtlinge

### German courses for regular employees and apprentices

Breaking down language barriers is a key element in facilitating the integration of people from a migrant background into your company. As a recognized educational institution, Berlitz offers German language courses on a full- and part-time basis aimed at improving communication skills. We run a variety of basic and special modules, spanning a variety of job-related topics. The state offers up to 100% funding on our courses.

#### Our German courses at a glance

- Integration courses with a focus on learning general German skills
- Job-related German language support (DeuFöV/German language promotion ordinance), with a focus on communication at the workplace
- German courses aimed at apprentices, with a focus on specific industries

 An overview of and more information about our German courses can be found on our website

### Successful international recruitment

Job-specific German language training is also a core component of our [→ international professional placement services](#). By collaborating with numerous trade associations and partners, we offer professional services from a single source. Our particular area of expertise is the healthcare industry.

## Case Study: Customized German Vocational Language Courses for Apprentices

### The challenge

Many companies are desperate to hire young people. One option they are pursuing is to recruit apprentices with a migrant background. This presents challenges, however, particularly when it comes to German language skills, with apprentices less likely to complete their courses and some even dropping out of programs entirely. State-subsidized German courses available until now have been too general in nature and have done little or nothing to address the specific topics of vocational training.

### The objective

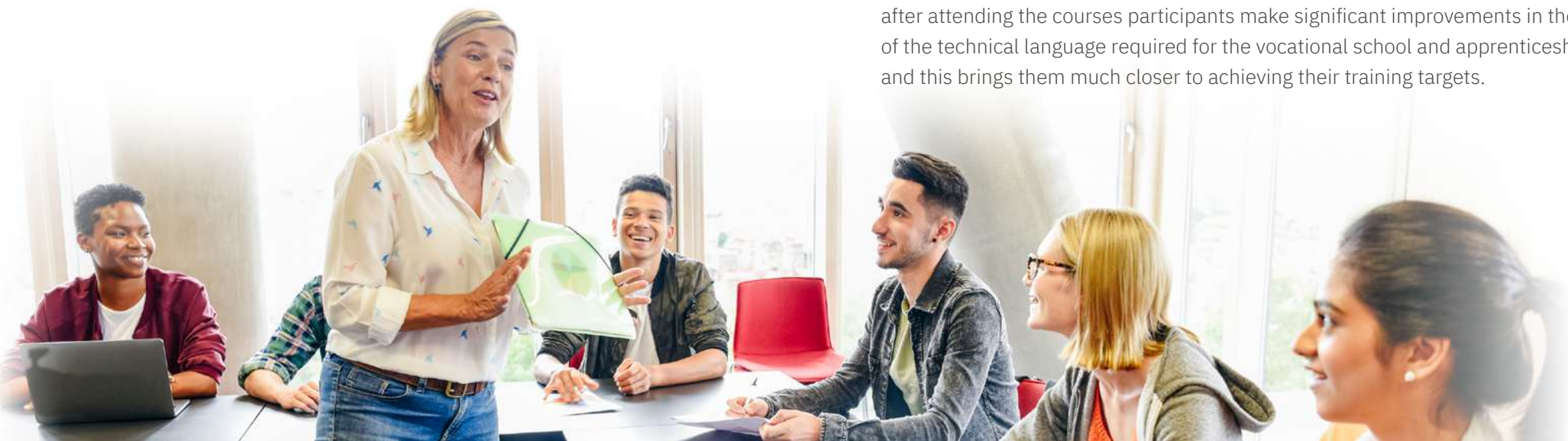
As part of a nationwide pilot project commissioned by the Federal Office for Migration and Refugees (BAMF), individual German courses were needed with content specifically designed to address the different areas of apprenticeships, including topics dealt with by vocational schools. Training should also dovetail neatly with school lessons.

### The solution

- Berlitz came up with a concept offering customized German courses for each group of apprentices, not only to match the precise language requirements of training, but also the framework curricula of vocational schools.
- Training can take place in any location, either online in a virtual classroom or as in-person instruction.
- Participants are divided into different groups according to their sector of industry. The courses we offer cover almost all fields of apprenticeships, such as nursing, IT topics, hotels and catering, warehousing and logistics, retail, and other commercial professions.
- To make it as easy as possible to take part in courses, Berlitz takes care of administrative tasks required by the BAMF, and it costs nothing to participate in training.

### The result

The courses we now offer have received an extremely warm welcome – from both the companies themselves and their apprentices. According to initial evaluations, after attending the courses participants make significant improvements in their use of the technical language required for the vocational school and apprenticeships, and this brings them much closer to achieving their training targets.



## Funding Programs by German States

### Educational leave

In most German states (except Bavaria and Saxony), employees have the right to paid time off work for educational leave. The relevant vacation law of the state in which the workplace is located determines the entitlement, which is usually one week per year.

#### Facts at a glance

- One week of paid leave
- Effective language instruction using the unique Berlitz Method®
- Specifically job-related, real-world content
- For English, German, French, Spanish, and Italian
- Maximum of 10 participants per course

[You will find more information and current dates for educational leave here](#)

### Funding options offered by individual German states

In addition to the federal subsidies available to employees and companies, there are numerous state-specific programs. In our free consultation, the Berlitz team will be happy to inform you about all available options in your state for which you could be eligible. All groups of employees are eligible for subsidized training, including professionals and managers, people with €450-a-month jobs (“mini-jobs”), and individuals on parental leave. The programs have different requirements and levels of funding depending on the state in question.

#### State-specific subsidy programs include

- QualiScheck in Rhineland-Palatinate
- Continuing education bonus in Schleswig-Holstein
- Education check in North Rhine-Westphalia



# Berlitz International Professional Placement Services

## Berlitz International Professional Placement Services

### Work with us to find the best people to fill your job openings

The shortage of skilled professionals is a major challenge in the healthcare and nursing sector, as well as many other industries in Germany. Is your company also looking for qualified staff and ready to explore new recruiting options? The Berlitz International Professional Placement team helps you hire skilled professionals from abroad.

From an initial consultation with our experts through professional German courses for international applicants to intercultural training to prepare them for living and working in Germany, we offer all these services from a single source.

### An overview of our services

- Individual consultation on recruitment abroad, including funding opportunities
- Our services focus on the nursing and healthcare sector in particular
- Definition of selection criteria and processes for finding applicants
- Selection and recruitment directly in the country of origin
- Coordination with government agencies and other necessary institutions
- Implementation of training in the countries of origin and destination, and administration of recognized language exams



#### Competent placement

We prepare skilled employees while they are still abroad – offering language courses, certificate examinations, and intercultural training focusing on life and work in Germany – through face-to-face instruction as well as live online sessions.



#### Consistent quality

Our worldwide network guarantees you uniform teaching methodology and consistent quality as we conduct German courses in the applicants' country of origin and then continue this language instruction in Germany.




#### Reliable coordination

Both in the applicants' country of origin and in Germany, we work closely with our partners and the government agencies that play a key role in the process of recruiting skilled professionals from abroad.



### For physicians and nurses

Berlitz's special [→ German instruction for physicians and nurses](#) consists of customized and job-oriented courses. Many courses are also subsidized by the government.

More about our international professional placement services on our website 

## Special Language Instruction for Nurses and Healthcare Workers

### German for Healthcare and Nursing

Targeted German communication skills for daily work in nursing and healthcare, including exam preparation.



#### Selected content

- Planning, carrying out, documenting, and evaluating patient care
- Giving instructions and advice and holding discussions
- Participating in medical diagnostics and therapy
- Building professional vocabulary for specific topics (diabetes, dementia, home care service) and target groups (children, seniors)
- Legal and institutional parameters of nursing work
- Assisting with quality assurance measures in nursing
- Preparation for and administration of telc German for Healthcare

### German for Elder Care

Modular course for participants who need to quickly gain a confident command of German along with workplace-related language skills for elder care.



#### Selected content

- In-depth discussions with patients and their families
- Providing guidance to patients and the elderly, daily routines, admission interviews
- Coordinating duties and working hours, professional competencies
- Handling conflicts, specific situations on the phone, e.g. patient consultation with seniors
- Building professional vocabulary for specific topics (diabetes, dementia, home care service) and for working with seniors
- Professional skills for elder care, hygiene training
- Preparation for and administration of telc German for Healthcare



#### What our customers say about Berlitz

“With Berlitz, we are holding thirteen German for Nursing Professionals courses for 119 nurses on site in Mexico and Brazil. Upon completion, the participants will work as nurses caring for the elderly here in Berlin. We would like to warmly thank Berlitz for their competent assistance and flexible organization. Even though the situation around the globe was new and challenging for everyone at times, we always found a good solution together. Our most important responsibility is of course making sure that the participants continue to be motivated and receive support and the highest quality of instruction. We are very happy that Berlitz is on the job!”

Antje Bollinger and Madlen Franz  
Vivantes Forum für Senioren GmbH



## Special Language Instruction for Physicians

### German for Physicians

Practice-based German course with job-specific content for physicians as well as preparation for and administration of the relevant language exams.



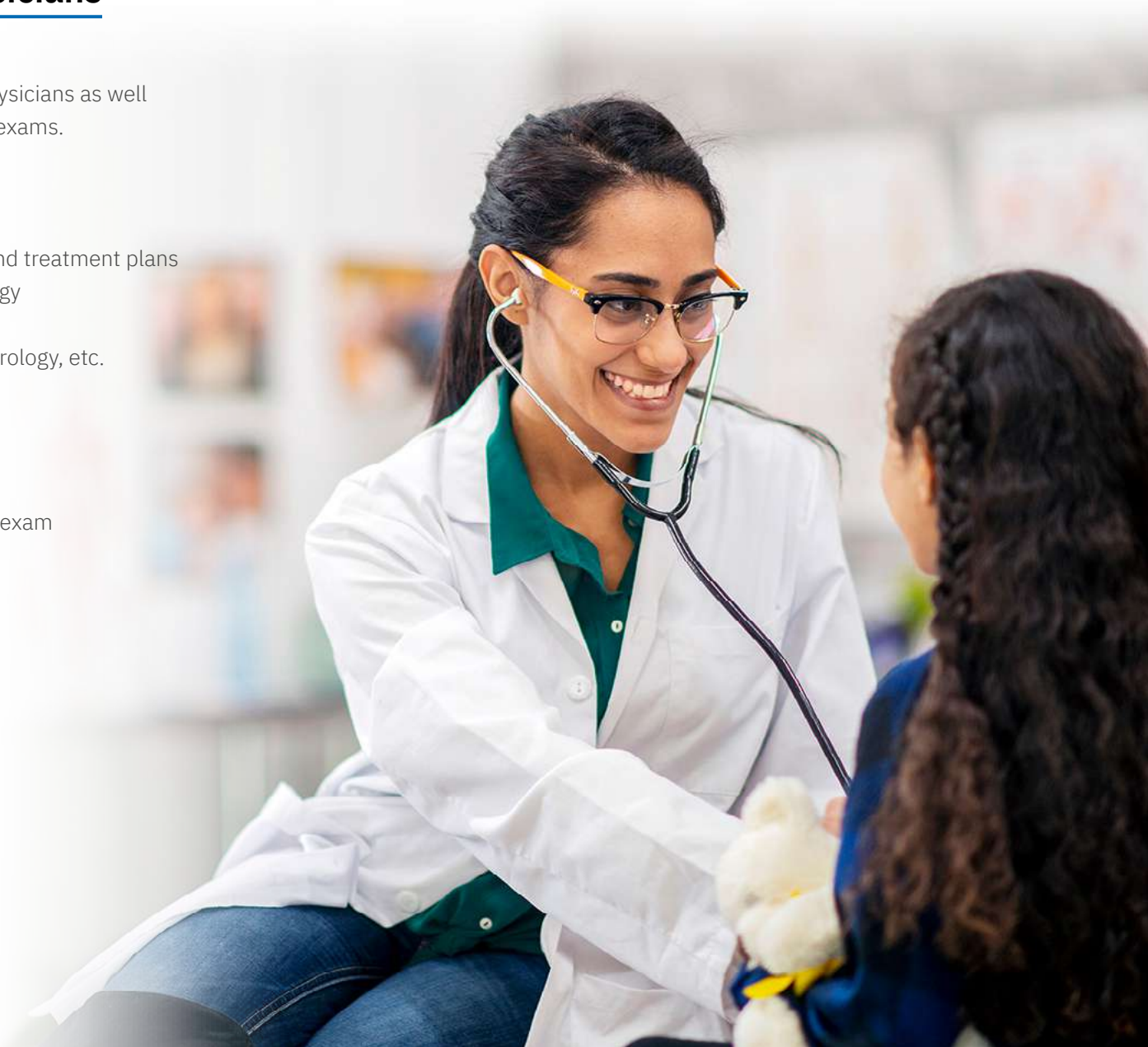
#### Selected content

- Understanding and explaining symptoms, diagnoses, and treatment plans
- Medication plans, effects, side effects, and pharmacology
- Using language to communicate empathy to patients
- Terms used in anatomy, surgery, internal medicine, neurology, etc.
- Professional rounds
- Communication in the OR and on the ward
- Language techniques for taking medical history
- Documentation
- Preparation for and administration of the telc language exam



#### Specialized Language Exam for Doctors

The Berlitz portfolio now includes prep courses for the “Specialized Language Exam for Doctors at level B2/C1” (Fachsprachenprüfung für Ärzte – telc B2/C1). Currently, this course is offered as live online one-on-one instruction. We will be happy to provide you with more information!



## What our customers say about Berlitz

“Klinikum Saarbrücken employs around 2,200 people and is one of the biggest employers in the region. Given the shortage of skilled nursing staff, we decided to lighten the burden on the existing team by recruiting nursing staff from abroad, which would also strengthen the team. To train new nursing staff from abroad, our hospital turned to Berlitz as a provider of language services. Within the space of eight months, Berlitz trained no less than 23 qualified nurses in Mexico – up to B1 level, which is required for obtaining a visa – and they were prepared on intercultural aspects affecting their future in Saarland. Berlitz has also continued to support our new nurses after arrival and is working with them in small groups in rooms at our training center to prepare them for the German B2 exam, which they need to gain full recognition as registered nurses. We and our new nursing staff have always felt very well looked after and advised by Berlitz, especially given the situation with the ongoing pandemic during the subprojects in Mexico and Germany. As an experienced service provider, Berlitz has demonstrated its international expertise and competence.”

Thomas Hesse, Human Resources Director/Authorized Officer, Klinikum Saarbrücken gGmbH



“The UKS is a world-class medical center spanning 30 hospitals and 20 institutes. We treat over 50,000 inpatients and over 200,000 outpatients each year. Our aim is to offer our patients the very highest standards of care. Accordingly, we continuously improve our work, infrastructure, and all processes. It also goes without saying that we do not turn a blind eye to the prevailing shortage of skilled workers. We never lose sight of our dedicated team of around 2,000 caregivers, providing them with support and assistance, for example by regularly recruiting qualified nursing staff from Latin America. This year alone, we have successfully brought 28 qualified caregivers to Homburg from Mexico. Before welcoming them on board, they were prepared for their future in Saarland with language and intercultural training. To do this, we decided to use Berlitz. As a global and local provider of training services, Berlitz is in a position to offer us a variety of services from a single source. From the very beginning, our nursing staff made very quick progress and reported that they feel well looked after at all times. This was particularly important to us, since the pandemic meant that language training and all meetings and discussions with specialist staff could only take place virtually. The team at Berlitz also provides language support after our newly recruited specialists arrive at the UKS, accompanying them on the journey toward official recognition as care workers. We have already embarked on the next project in Mexico and, based on our extremely satisfactory collaboration until now, we have again chosen Berlitz as a professional and reliable training partner.”

Christian Müller, Head of Department I – Personnel, Saarland University Medical Center





## Three Questions For...

### **An interview with Lena Heinrich, Executive Assistant at the AZURIT Group**

The AZURIT Group operates inpatient facilities and services for the elderly and runs more than 70 retirement and nursing homes throughout Germany. For some years now, the company has been responding to Germany's shortage of skilled nursing staff by recruiting nursing professionals in non-EU countries.



### **How important is it for your potential nursing employees to learn German, and what level of language proficiency do they have to reach?**

Language and gestures (non-verbal communication) are an extremely important part of the job of a geriatric nurse, who can use words and signs to encourage patients, soothe them, or make them laugh. For our foreign staff in particular, good language skills are essential. Language certificates are often required as part of the application for recognizing foreign qualifications. But unfortunately, language certificates are often like school report cards – they do not always say a lot about true proficiency. What matters to us is how well our staff members can actually speak.

### **What topics are covered in the language classes?**

In addition to general job-related language skills, the focus is on communication with doctors, colleagues, and our residents and their families. The primary goal is to break down language barriers and boost communication skills. Speaking makes up a major part of the class time. If you use the language every day, at some point you will master it – it is a kind of learning by doing. We trust the job-related language courses and integration seminars offered by Berlitz because they are based on educationally sound concepts and have achieved excellent results.

### **What advice do you have for German companies who are experiencing staff shortages and urgently seeking skilled employees?**

The shortage of qualified nursing professionals can be felt across Germany. Do not wait for assistance from politicians or employer associations. Recruiting employees abroad, despite the red tape, is one important way of overcoming staff shortages. Get your current staff involved in the process, because they often have contact with potential applicants both in and outside of Germany. Success in recruiting and hiring depends on having a positive reputation with your employees.

## Language Skills

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## The World of Languages

### **A new take on language instruction**

Having a strong command of a foreign language is a key career qualification. From face-to-face instruction to online lessons and hybrid solutions, Berlitz has the right courses to meet your personal language learning requirements and help you develop the skills you need for the international workplace.

### **The search is over: language instruction tailored to your company's needs**

We take a maximally structured and transparent approach to advising you, always keeping our focus on the individual requirements of your company. Our unique learning methods and quality of instruction, specific course content tailored precisely to the needs of your employees, and a clearly defined training plan with perfectly integrated elements all come together to deliver rapid learning progress. A Berlitz advisor works with you as well as your employees throughout the entire continuing education process and reviews their individual progress with them.

As one of the world's leading providers of language services, our wide-ranging course offerings mean that we can precisely meet your individual language learning needs. We offer instruction in the most commonly learned foreign languages in all training formats. For many of our formats, such as individual language instruction and corporate group courses, we even offer all actively spoken languages. Instruction is offered from Berlitz levels 1 to 10, or CEFR A1 to C2.

**Flexible, individual, and transparent:  
Learn language skills the Berlitz way.**



## Flexible Training Formats

### The added value offered by Berlitz: language learning tailored to your needs

You need foreign language skills in your company. We have the right training formats to precisely tailor a continuing education program to meet these needs. Work with us to develop a forward-looking learning and development strategy and benefit from our flexible language training – available on site or online.

**We will be happy to advise you on which course best suits your requirements and needs!**

#### In person or live online

##### → Individual instruction

Also available as a Total Immersion® intensive course

##### → Group courses

Available as corporate group or open-enrollment courses

#### Available in these languages



and more

#### Blended learning

##### → Berlitz Flex

Online language training for your proficiency level with live coaching sessions

##### → Berlitz Connect

Topic-based self-guided learning with live individual or group instruction

#### Available in these languages



#### Self-study

##### → Berlitz On Demand

Self-guided language study for your proficiency level

##### → Berlitz Connect

Topic-based self-guided language study

#### Available in these languages



### What our customers say about Berlitz

“Very competent advice coupled with hassle-free, flexible implementation.”

Heinrich Thorwesten  
Human Resources  
KAMPF Schneid- und  
Wickeltechnik GmbH & Co. KG



## Are You Ready for a New Learning Experience with Berlitz?



### State-of-the-art

Modern technology, innovative features, and extremely user friendly.



### Qualified

More than 8,000 qualified native-speaker or native-speaker-trained instructors worldwide.



### Interactive

Live conversations, direct exchange of information, and instructor feedback.



### Results-oriented

Goal-oriented program structure based on language levels.



### Flexible

A variety of formats to suit every need.



### Anywhere and everywhere

Language instruction – wherever you happen to be.

Our entire selection of corporate language courses can be found here



## The Berlitz Method®

### Experience that keeps up with the times

The Berlitz Method has been at the heart of all Berlitz language instruction since 1878. It has been continuously developed in line with the latest linguistic research. Today, for instance, our courses include an individual needs analysis, digital course materials, and live online and e-learning options.

No matter the format, you always learn the new language in a natural fashion. This means that in your Berlitz course, you'll only speak and hear your target language – creating an authenticity and vibrancy similar to visiting the country where it is spoken. Instruction always centers on your own experience, needs, and language-learning goals.

### The most important elements of the Berlitz Method

#### Immersive

Instruction takes place in the target language, and all communication is in the target language as well. The language is taught in the context of real-life situations, with an emphasis on grammar and vocabulary.

#### Goal-driven

Each lesson has specific learning objectives that are achieved through active practice. This allows you to immediately put your new language skills to use in specific situations.

#### Present, practice, perform

The structure of the course ensures that you retain the new language well. New content is presented by your instructor. You then participate in guided and general practice exercises before finally applying what you have learned.

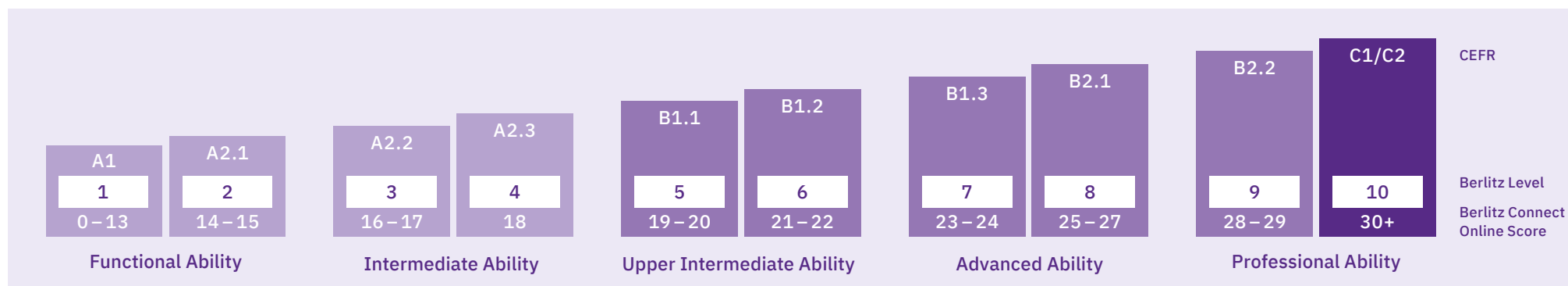
You will find additional information and a video on the Berlitz Method® here



## Berlitz Levels

### Standard definitions for language skills

The Council of Europe's Common European Framework of Reference for Languages (CEFR) defines different levels of language proficiency to make the learning of languages and evaluation of language skills more transparent and easier to compare. These CEFR levels correspond to the ten Berlitz levels.



#### Berlitz Level 1/CEFR A1

Your language skills are sufficient to make yourself understood with questions and answers in simple everyday situations.

#### Berlitz Level 2/CEFR A2.1

You possess basic skills in the language and can conduct simple conversations in at least one tense.

#### Berlitz Level 3/CEFR A2.2

You can follow the gist of a conversation on familiar subjects. You can initiate, maintain, and end a conversation and discuss a range of topics.

#### Berlitz Level 4/CEFR A2.3

You can understand information on familiar subjects in the relevant context and can hold a conversation on a range of general subjects.

#### Berlitz Level 5/CEFR B1.1

You can hold a conversation and describe things in a coherent manner. You can ask and respond to questions in the workplace. You can understand all sentence structures.

#### Berlitz Level 6/CEFR B1.2

You can communicate effortlessly in a variety of professional and personal situations using a variety of expressions.

#### Berlitz Level 7/CEFR B1.3

You can express views and defend them in discussions. You can handle challenging professional situations and also use the language in complex contexts.

#### Berlitz Level 8/CEFR B2.1

You can communicate efficiently and correctly in challenging activities and situations and participate in discussions in all environments. You can express yourself in a nuanced manner.

#### Berlitz Level 9/CEFR B2.2

You can communicate in detail and use targeted expressions to add nuance to discussions on complex topics.

#### Berlitz Level 10/CEFR C1/C2

You can express yourself at an extremely high linguistic level, virtually on a par with a native speaker.

## Berlitz Tests for the Assessment of Language Skills

We offer three general language tests to help you determine which Berlitz language program is right for you. The tests take place before you start language instruction, so we can recommend the perfect course for you based on your current proficiency level.

### Language Audit for Virtual Training

Lasting around 30 minutes, this online multiple-choice test is used for placement and needs analysis (questions about learning goals and professional fields) for our Connect program and individual instruction by phone/Skype. It tests knowledge of English, French, Spanish, or German; one of the 14 available support languages can be selected in advance. A re-test at the end of the course documents learning progress.

### Oral Placement Test

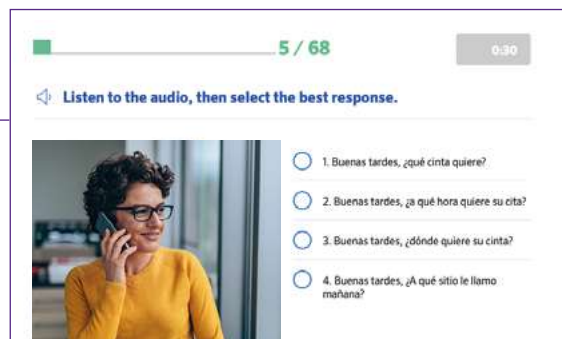
Our oral placement test is available for all languages and can be conducted at a Berlitz Center, on company premises, or by phone. The oral placement test, which takes approximately 15 minutes, can also be combined with the online placement test described above.

### Online Placement Test

This flexible [online test](#) is multiple-choice and is excellent for quick and simple determination of your proficiency level. It provides a valid evaluation of listening and reading skills in around 35 minutes. The test is available for English, French, Italian, Spanish, and German, with instructions available in 22 languages. The placement results are sent immediately by email. Companies also have different customization options, for example by adding their logo to the registration page. The entire structure of the test is very straightforward:

### Written and audio questions

Answer a series of multiple-choice written and audio questions.



### Placement Test Result

Mrs. Jane Doe

Thank you for taking the Berlitz Online Placement Test. You have achieved the following result:

**Berlitz Level 4 / Level A2.3 on the CEF scale.**



### Good to know

Find out more about our extensive range of [testing services](#), including exam preparation and administration for internationally recognized language certificates such as TOEFL®, TOEIC®, and telc.

### Score

The test results will be sent to you right away by email to inform you of your current proficiency level.



## Berlitz Language Instructors

### Our experienced team of instructors opens the door to success

One essential component of our language courses is the interaction and communication with the Berlitz instructors. We firmly believe that a good instructor plays a key role in your motivation and your learning progress. This is why Berlitz sets the highest possible standards for its language instructors. Initial training and continuing education for our teachers is an integral part of our quality management certification under DIN standard ISO 9001.

- Recruitment inside and outside of Germany
- Professional backgrounds, primarily in business
- Intercultural expertise
- Intensive training in the Berlitz Method as well as language teaching, classroom management, etc.
- Teaching qualifications:
  - Special University of Cambridge trainer certification series
  - Certified expertise and skills in the principles and practice of language teaching
- Quality assurance by local pedagogical teams
- Regular classroom observation for quality assurance purposes
- It goes without saying that all instructors who conduct virtual language training have outstanding skills in teaching in a digital environment – both from a methodological and a technical point of view (whiteboards, tools for participants, webcams)



Authorised Exam Centre



### What our customers say about Berlitz

“We’re 100% happy with the quality of Berlitz – right from the personal and individual advice beforehand, which makes it much easier for us to plan and run the language courses. Thanks to the dedicated trainers, the courses have been a source of inspiration to our employees and that’s motivated them to learn. And last but not least, it’s worth highlighting the professional support when difficulties arise, which focuses on finding a solution. Thank you so much – to everyone at Berlitz.”

Judith Hörner  
HR Officer/HR Development  
Krombacher Brauerei Bernhard  
Schadeberg GmbH & Co. KG



**Krombacher**

## Intercultural Competence

### Because it's not just what you say, but how you say it

Speaking the same language as the person sitting across from you is a good start. But cultural understanding takes you a step further, letting you communicate respectfully and effectively. It has been shown that culturally aware teams are more able to build sincere and trusting relationships with customers, avoid misunderstandings, and work successfully across national boundaries.

That's why Berlitz combines languages with intercultural understanding – not only as an integral part of every Berlitz language course, but also through additional services that you can book with us, all from a single source.

### Build intercultural expertise

#### Integrated with language instruction

Short, topic-related lessons during and between the language-learning sessions create a deeper understanding of intercultural requirements.

#### Supplemental e-learning or seminar

Our → [Cultural Navigator®](#) e-learning platform provides a fast-track introduction to working with people of different cultures. Our → [Berlitz seminars for intercultural skills](#) also cover the most important topics related to intercultural collaboration.



## MyBerlitz Student Portal

### One portal – everything at your fingertips

This is how learning works today: MyBerlitz is a one-stop online student portal that lets you organize your language-learning experience – around the clock and independent of your location. From a comprehensive course overview and scheduling to communication with instructors, our new portal offers maximum convenience and transparency.

Its many features also include technical support and additional services. Enroll now in the language course of your choice and take your learning to the next level.



### Benefits

- Personal learning path provides a course overview along with current progress
- Access to the digital training materials and supplementary documents and exercises
- Download function for all materials to allow offline practice as needed
- Personal calendar with an overview of all course dates and options for booking or rescheduling
- Direct login to Berlitz Live Online courses and access to lesson recordings
- Send messages or files to the Berlitz instructor team
- Detailed tracking of your progress

➤ For selected features, please see the next page



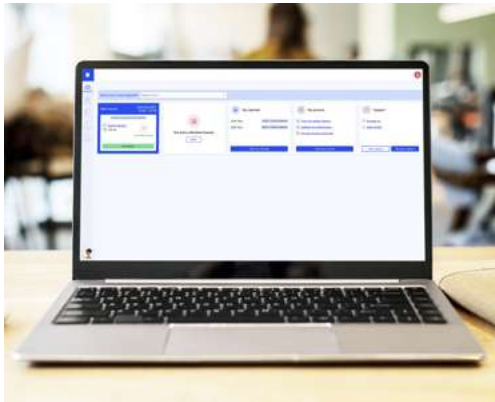
### Also available as a corporate solution

With → [MyBerlitz Corporate](#), we deliver excellent and customized online reporting for companies.

## MyBerlitz Student Portal

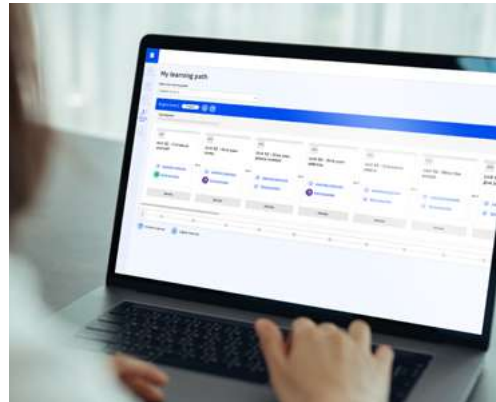
### Selected features

The very first click will win you over: MyBerlitz's intuitive and modern user interface lets you instantly navigate through the system. You will benefit from numerous useful features that perfectly complement your language training!



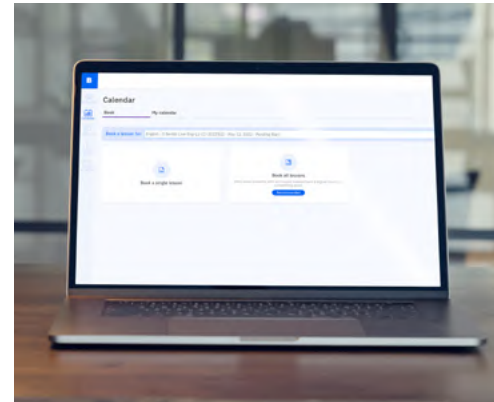
### MyBerlitz dashboard

Your personal homepage with all the important functions needed to organize your courses at your fingertips. And if you have signed up for the Berlitz Online Classroom, you can log in to your course here.



### MyBerlitz learning path

This is where you'll find a complete overview of your training. You have access to supplementary digital material corresponding to your language level and your objectives, as well as documents which can be downloaded.



### MyBerlitz scheduling

In your individual calendar, you can view all upcoming course dates at all times. Likewise, you can conveniently book or reschedule appointments 24/7 with a click of the mouse.



### Good to know

You automatically receive access to MyBerlitz with every Berlitz Live Online language course. → [Berlitz Flex and Berlitz On Demand](#) are also organized through MyBerlitz.



# Language Learning Tailored to Your Needs

## Individual Instruction

### Move toward language proficiency – fast, individual, and flexible

If your priority is to achieve your language-learning goals as quickly as possible, Berlitz individual instruction offers customized solutions. Your learning adviser will work with you to determine the content, learning speed, and course times that best suit your schedule and professional needs.

### You can choose between the following formats:

#### Individual Instruction Premium

You enjoy full flexibility with regard to the number of lessons, timetable, and length of contract.

#### Individual Training Compact

Book 20, 40, or 80 units as a package and achieve your goals within only a matter of months.

#### → Total Immersion®

Our intensive training at a center near you, with 12 lessons daily for between 1 and 6 weeks.



### Blended individual instruction

We combine e-learning with targeted live individual coaching in these programs:

#### → Berlitz Flex

A level-based format that includes live online coaching sessions as an integral part of the program

#### → Berlitz Connect

A topic-based program that can be optionally booked with individual telephone coaching sessions.



### Benefits

- Participant speaks for a very high proportion of the time
- Rapid learning progress
- Incorporation of learner experiences
- Individual timetable
- Job-relevant content, aligned with the required skill sets



### Flexible learning options

- In-person lessons at one of our many Berlitz Centers
- Learn anywhere and everywhere in the Berlitz Online Classroom
- Hybrid learning that combines the best of face-to-face and online instruction



### In 50+ languages and for all language levels



and more

## Total Immersion® Intensive Individual Instruction

### For 60 years, our recipe for maximum progress in the shortest time possible

Exactly 60 years ago, Berlitz worked with the psychology institute at McGill University in Montreal to develop a special program that successfully delivers the most rapid language-learning progress possible: Total Immersion®. The concept is based on regular individual instruction, made significantly more effective by more hours of instruction and greater intensity. The goal is to be able to conduct advanced conversations in the new language after just a few weeks.

To this end, the course days are clearly structured – typically with individual instruction in the morning, a business lunch with small talk in a real-life environment, periods of independent study, and discussion sessions with two Berlitz instructors.



### Concept

- Intensive instruction with 12 daily lessons, 60 sessions per week
- Individually tailored duration of 1 to 6 weeks
- Daily business lunch plus one lesson with two language instructors
- Accurate and confident communication in the foreign language within a few weeks
- Ideal for mastering language challenges swiftly



### In 50+ languages and for all language levels



### Interessant für Sie

With → [Berlitz Study Abroad](#), you can learn languages in the places they are spoken. We offer you a wide selection of Berlitz locations in more than 70 countries.



### What our customers say about Berlitz

“The Total Immersion® program helped me to have a condensed and intense learning experience which accelerated my confidence and comfort with the German language. The continuity that this experience offers is useful in maintaining focus. I would recommend this to anyone who finds it difficult to maintain continuity and focus on German language learning due to work and family reasons, and needs additional confidence in speaking the language.”

Riju Mukhopadhyay, SAP SE



## Berlitz Study Abroad

### Learn languages where they are spoken worldwide

Do you enjoy travelling? Would you like to discover other cultures while receiving professional support to improve your language skills? Berlitz Study Abroad is the perfect solution for you. Our experience shows that there is nothing better than learning a language in the place where it is spoken. Because there you can experience language up close in its social and cultural context, and you can automatically join in the conversation. Berlitz can organize your stay in many attractive locations.

What makes Berlitz Study Abroad so special? Our program focuses on individuals, who receive a detailed personal consultation so that we can get to know their specific needs and tailor the program accordingly. You choose your learning strategy: You can use the mornings for individual or group instruction in your chosen language – offered at the Berlitz Center with our usual first-class quality. In the afternoon, you can take time to immerse yourself in the culture of the country and try out your newly acquired language skills.



### Benefits

- Organized language program in another country
- A wide selection of locations in 70+ countries
- Language instruction at local Berlitz Centers
- Instruction in small groups, as individual instruction, or Total Immersion®
- Active application of a foreign language around the clock
- Stay with a guest family, in an apartment, or at a hotel



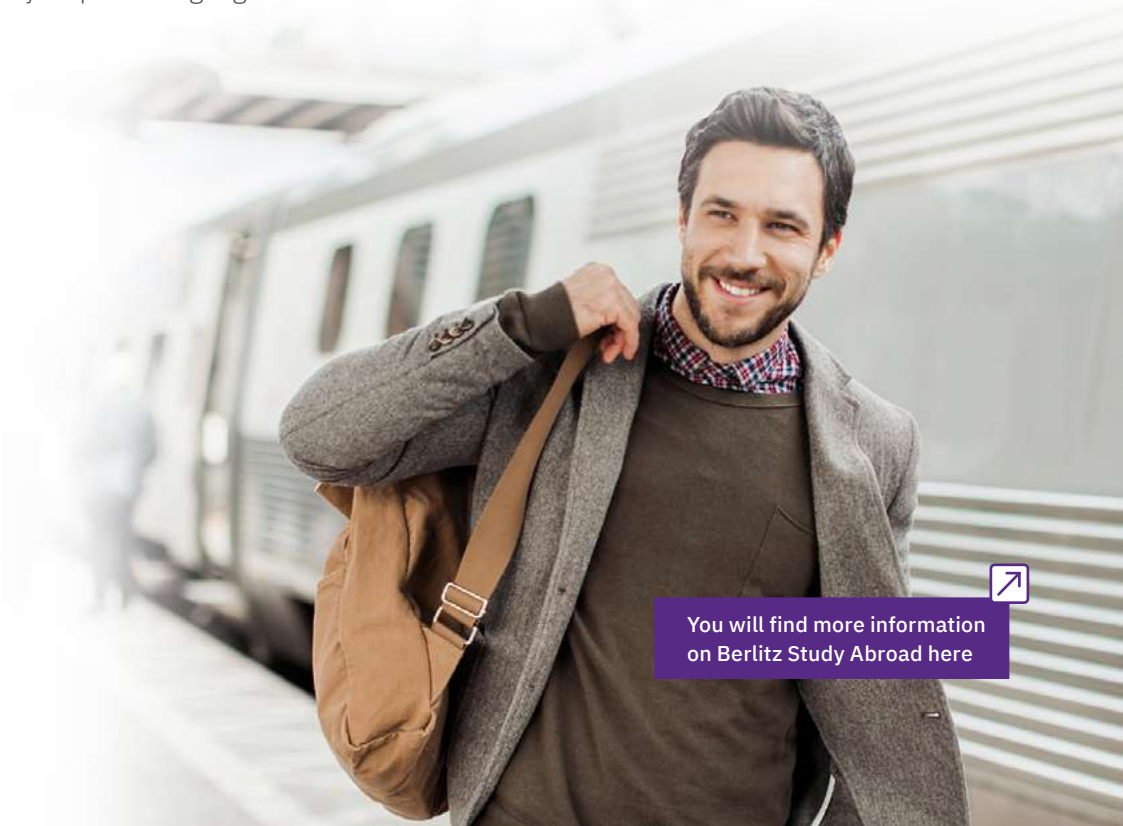
### Our top locations

- United Kingdom: London, Manchester, and Oxford
- United States: New York, Orlando (Florida), and Washington, D.C.
- Ireland: Dublin
- Spain: Palma de Mallorca, Valencia
- Germany: Berlin, Munich



### Good to know

Our → **Total Immersion®** language program offers you an even more intensive learning experience and rapid progress at the location of your choice. This concept is based on regular individual instruction and will bring you to your goal even faster.



You will find more information on Berlitz Study Abroad here



## Corporate Group Courses

### Shared success for your employees

Our corporate group courses are an effective way of targeting the development of several employees' language skills. Take advantage of all the benefits of our comprehensive training evaluation system, starting with a precise assessment of needs and continuing through the definition of individual content and placement tests, all the way to a detailed evaluation of participants' progress. Always included (of course): the accustomed Berlitz quality as well as maximum flexibility for a smooth and successful training program.

#### Corporate Group Premium: maximum of ten participants

The course is entirely flexible to meet your needs; the number of lessons and timetable can be arranged as required. There is no fixed contract length.

#### Corporate Group Compact: maximum of six participants

Employees learn the foreign language according to a predetermined timetable. This option is an affordable alternative to the Corporate Group Premium course.



### Good to know

If you do not have enough participants to make up your own corporate group course, you can also sign up individual employees for our → [open-enrollment group courses](#).

### Intensive format also available

Our → [business workshops](#) are the perfect complement to our regular language instruction.



### Benefits

- Learning pace tailored to the course participants
- Job-relevant content, aligned with the required skill sets
- Standardized, scalable solution for companies of all sizes
- Includes a comprehensive → [training evaluation system](#)



### Flexible learning options

- In-person instruction in the Berlitz Center, on company premises, or at another location
- Learn anywhere and everywhere in the Berlitz Online Classroom



### In 50+ languages and for all language levels



and more

## Open Group Courses

### Achieve your language goals effectively – together

Our open-enrollment group courses are very popular, and we are continuously expanding our offering. There are lots of reasons that these courses are in high demand – open groups are available immediately and mean no administrative work for you. You simply register your employees for a suitable course; our wide selection ranges from topic-specific business courses to courses aimed at achieving a certain language level. The schedule is prearranged, which gives you certainty in your planning.

#### Intensive groups with 3 to 6 participants

Learn in an evening course once or twice a week, or in intensive courses with daily lessons.

#### Semi-private course with 2 participants

In a group of two, you can learn your target language more intensively. We take an individual approach to your needs.



#### Blended Group Courses

→ [Berlitz Connect](#) is a blended learning program that combines the flexibility of an online self-study program with unlimited live online group classes to practice speaking. The courses are led by a Berlitz instructor and focus on a variety of topics.



#### Benefits

- Motivating dynamics in small groups
- Group of learners at the same level
- Courses for different proficiency levels and topic areas
- Many courses recognized as → [educational leave](#)
- Experience our live online group courses in a → [free trial lesson](#)



#### Flexible learning options

- In-person lessons at one of our many Berlitz Centers
- Learn anywhere and everywhere in the Berlitz Online Classroom



#### In-person courses for 5 languages



**Additional live online courses** for Arabic, Danish, Dutch, Finnish, Japanese, Korean, Portuguese, Russian, and Swedish

## Don't Miss Out: Free Trial Lesson

### Try out our language instruction in an online group course

We are already convinced of the benefits of our language training – but are you? We invite you to participate in a free trial lesson in a Berlitz live online group course. You will find out all about our teaching methods, our qualified native-speaker and native-speaker-trained team of instructors, and the quality of our classes – and experience first-hand how Berlitz language lessons work. You will find all current courses on our homepage – so why not have a look and book a class right away?



#### Benefits

- Free and no strings attached: 45-minute language lesson in Berlitz online live group course
- Good introduction for anyone interested in language instruction at Berlitz
- Available for German and English
- Suitable for CEFR levels A2, B1, and B2 (equivalent to Berlitz levels 3 to 9)



#### How you'll learn

- Method and content like our regular group sessions
- Live and interactive in a virtual classroom
- Small groups
- Participants at similar levels of proficiency
- Taught by a native-speaker instructor using the Berlitz Method®



#### What our customers say about Berlitz

“Berlitz offers exactly what our employees are looking for: learning in an interactive environment as part of a program that’s tailored to their needs. Being able to choose between different group courses, which are conducted online or on site, is particularly appealing.”

Michelle Neidhardt  
Specialist Personnel Development  
BASF Services Europe GmbH

[Click here for upcoming dates of our live online trial lessons](#)

## Three Questions For...

### Interview about our open group courses with Christopher Macchini, Senior Center Director, Berlitz Ulm

#### Who usually books the open-enrollment group courses at Berlitz?

We've noticed that these courses are particularly popular among companies who don't have enough participants for an in-house group. The open groups provide a very good opportunity for individual employees to start language courses immediately. Secondly, there are many people who simply prefer to learn languages as part of a group – so they also enjoy our course concept. I always find it fascinating to see the synergies that develop within the open groups. Not only is this a fun way to learn, but it also promotes successful learning.



#### In addition to the group dynamics mentioned above, what other factors contribute to the success of the participants?

First of all, it's important to put together the right group. We bring together participants with very similar skill levels and goals. This fosters interaction within the group and prevents the frustration that comes from being overwhelmed or insufficiently challenged. In addition to this level playing field for communication, our Berlitz instructors play a decisive role in the success of the courses. They're specially trained in group instruction and make sure everyone participates actively in the dialogue. Because speaking yourself is essential to staying motivated.

#### Which languages are offered as open-enrollment group courses, and are there also special business courses?

Our focus lies in the core languages of English, German, French, Spanish, and Italian. We're currently seeing a very high level of demand for German courses in particular, because we're a reputable provider offering high-quality instruction. There are also live online group courses for Arabic, Finnish, Danish, Japanese, Korean, Dutch, Portuguese, Russian, and Swedish. The courses focus on a variety of content, including business topics. Our business courses for English and German are particularly popular.

## Business English Workshops

When a specific English-language problem needs resolving or you want to focus on certain topics, the Berlitz Business English workshops are the ideal alternative to our regular language courses.

Working in small groups or one-on-one, the participants learn precisely the topics that match their language needs and goals. This might take the form of a two-day intensive course or could be spread over a longer period. Interactive exercises, role-playing, and simulated situations guarantee lasting language success.

We offer a large number of specialized courses for you to choose from. Upon request, course content can also be tailored to your company's specific needs. A small selection of our workshop topics is presented on the next page.

[> Workshop topics on the next page](#)



### **Even more effective in combination**

We recommend combining periodic continuing education workshops with our instruction in the [→ Berlitz Online Classroom](#). This gives you a hybrid solution for long-term, active language proficiency.



### **What our customers say about Berlitz**

“I was asked to organize the English courses for our company, which are provided and run by Berlitz. Personally, I derived great pleasure from working with them, not only because it was so amiable and pleasant, but also because it was also extremely professional and reflected a high level of dedication. Regarding the course participants, I regularly received highly positive feedback on how the courses were conducted, and from the progress reports I could see that the course participants made quick and good progress. I would recommend this approach to language courses to any company.”

Katrin Flemming  
HR Recruiting  
JYSK Germany



## Business English Workshops

### Business English Workshops for Key Qualifications

Daily business is not always about major projects, but also the smaller, no less important tasks. So it's important to get the little things right. Our workshops ensure that your employees make a confident impression and continue to develop important soft skills.

- English for Meetings
- English at the Office
- English for Negotiations
- English for Business Small Talk
- English for Emails
- English for Presentations
- English for Telephoning

### Business English Workshops for Your Department

Professionals who want to build and maintain international business relationships have to focus on numerous details. Experience has taught us the most important questions and conversational situations encountered in business, and these form the focus of these courses.

- English for Human Resources
- English for Sales
- English for Finance and Accounting
- English for Customer Service
- English for Marketing and Advertising

### Business English Workshops for Your Industry

Every industry has its own rules. So it's all the more important that this know-how is correctly communicated in a foreign language. We provide you with the necessary knowledge, using case studies to help you practice for the many challenges of your profession.

- English for Legal Professionals
- English for IT Professionals
- English for the Energy Industry
- English for Insurance
- English for Real Estate
- English for the Automotive Industry

## Business German Workshops

Whether as a first step toward integrating into the labor market or as targeted training to help you communicate with German coworkers, a confident command of the German language opens up new opportunities.

Our German courses can be booked flexibly by companies and are based on specific professional requirements, such as:

- German for Business Communications
- German for Effective Meetings
- German for Physicians
- German for Presentations
- German for Professional Customer Service
- German for Negotiations

German language instruction is also a key element in → [international professional placement services](#) – here primarily in the fields of healthcare and nursing – as well as within our portfolio of → [government-subsidized courses](#). Please get in touch – we will be happy to advise you in detail about all the options!

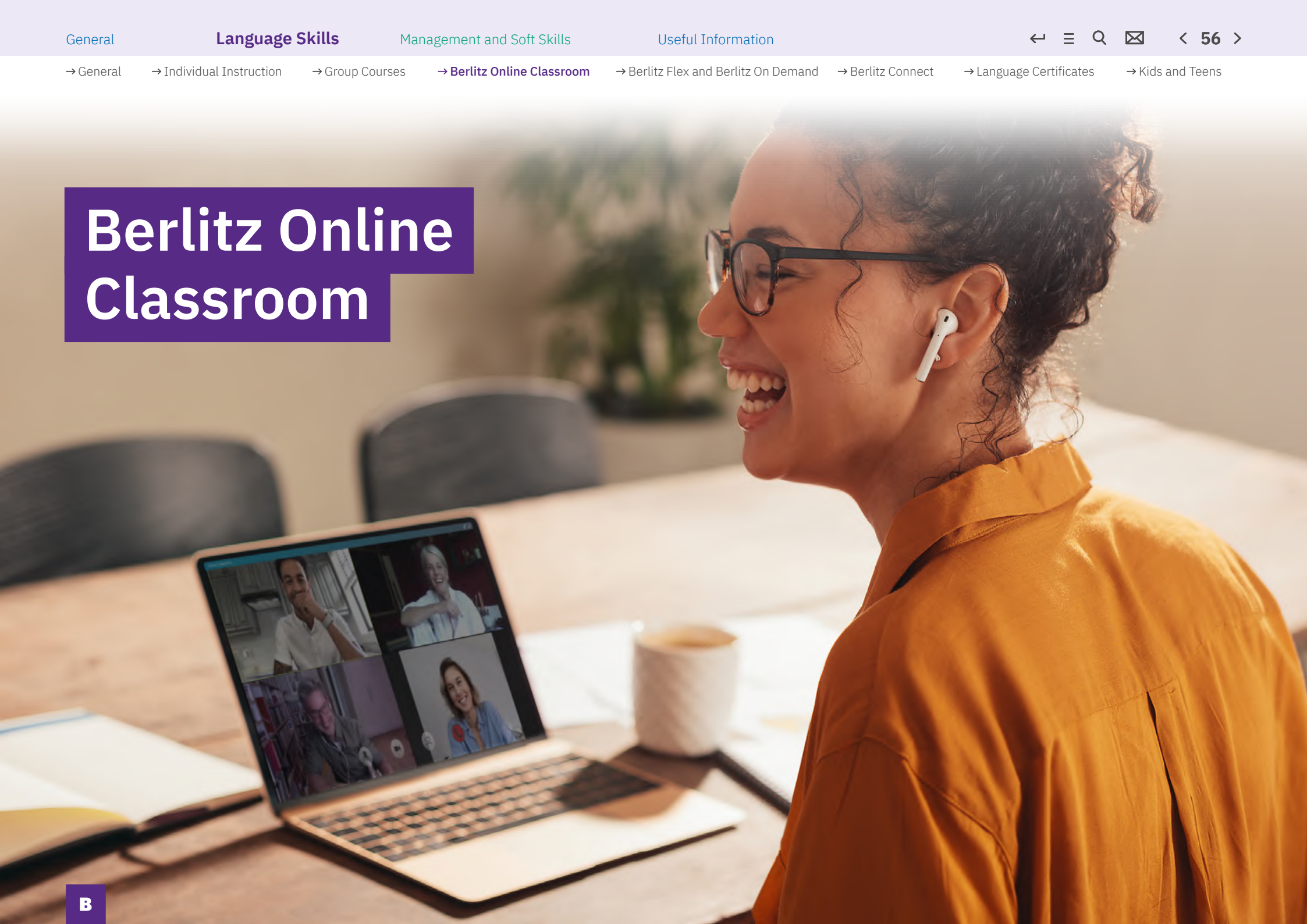


### What our customers say about Berlitz

“Berlitz has allowed us to extend the languages we offer to include German as a foreign language and Dutch. One thing I’d point out in particular is the flexibility offered by Berlitz and that you have the possibility of tailoring training to individual needs. There was detailed up-front discussion to ensure we set the bar at the right height so our employees are neither under-challenged nor over-challenged, and that they really enjoy taking part in the training courses. The high standards and the personal support have made it fun working with Berlitz and they can definitely be recommended to others.”

Thomas Keuschen  
HR Development  
Landgard Service GmbH

# Berlitz Online Classroom





## Berlitz Online Classroom

### 100% live – 100% success

Welcome to the Berlitz Online Classroom! Make progress in learning a language without being tied to a specific location. Whether in intensive private lessons or a small group, you will be deeply immersed in the foreign language from the very first session. Our popular Berlitz Online Classroom offers numerous features for active conversation and rapid learning progress.



### Benefits

- Live online language lessons taught by native-speaker and native-speaker-trained instructors
- The same high quality as classic Berlitz face-to-face instruction
- Level-based courses for all proficiency levels
- Communication in line with the Berlitz Method®: active, practice-oriented, and exclusively in the target language
- Numerous interactive features such as virtual whiteboards, breakout rooms, quizzes, and lesson recording
- Learning path with practice-oriented lessons and language skills that can be applied immediately
- Berlitz certificate of completion
- Easy organization, preparation, and follow-up via → [MyBerlitz](#)



Berlitz Online Classroom with numerous interactive tools for active communication

### Available training formats in the Berlitz Online Classroom

#### → Individual instruction

Customized intensive program with personal Berlitz instructor for particularly rapid results.

#### → Corporate group courses

Group courses with Training Evaluation System for targeted development of employees' foreign language skills.

#### → Open-enrollment group courses

Regular training in small groups of a similar skill level, on a fixed schedule, and covering a variety of topics.

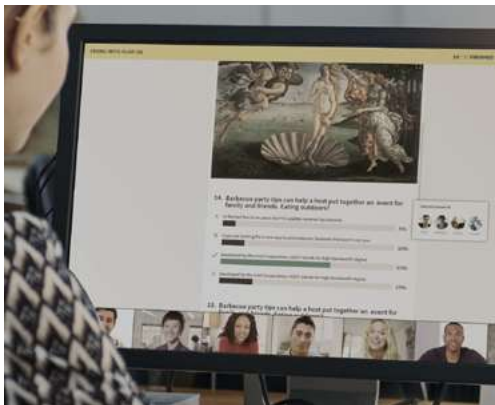
Watch our video about live online training in the Berlitz Online Classroom here



## Berlitz Online Classroom

### Selected features

This language course is more than just a video chat. To make your language lessons as varied and effective as possible, we use numerous innovative features on our training platform. And it's all browser-based, so you don't even have to download a program.



### Interactive tools

Multiple interactive tools such as live quizzes, digital whiteboards, live chat, videos, and audio files make for a holistic and varied learning experience.



### Breakout rooms

In the breakout rooms, participants are divided into small groups so they can focus on applying the language in role-playing activities.



### Collaborative notes

Notes on the lesson can be written in real time and downloaded at the end of the session for review.



### What our customers say about Berlitz

“We've been working with Berlitz for several years now and offer virtual and face-to-face language courses across the group. The virtual courses in particular foster networking between colleagues in our group and enable them to learn together across national borders. Structurally and educationally, the lessons are very well thought out and of high quality. We have received very positive feedback from the participants.”

Friederike Hübner  
Team Manager Human Resources  
TENTE-ROLLEN GmbH



# Berlitz Flex and Berlitz On Demand



## Berlitz Flex

### The perfect combination of online self-study and live coaching

With its innovative program structure, Berlitz Flex is extremely user-centric and offers maximum self-determination in language learning – so it is particularly well suited for integration into modern learning ecosystems.

With our online self-study program, employees are not tied to a specific location and can learn at their own pace. Our instructors provide them with targeted support in regular live coaching sessions. The result is genuine blended learning with a well-defined learning path and lessons that build on one another.



#### Benefits

- Effective combination of 70% self-study and 30% live coaching sessions
- Learn completely online at your own pace, wherever you are – on a laptop, tablet, or smartphone
- Organized, level-based structure with the same content and materials as classroom instruction
- All content is coordinated and integrated
- Introduction and practice session included
- Short lessons in intercultural skills
- Berlitz certificate of completion



#### Highlights

- **Unlimited possibilities:** After completing the learning path, live coaching sessions can be booked as often as you like until the license expires.
- **Interactive video learning:** Learning videos presented by native-speaker instructors teach pronunciation, sentence structure, and vocabulary, and encourage you to speak along.
- **Innovative voice recognition:** Practice the pronunciation of entire sentences, not just individual words.
- **Flexible scheduling:** Berlitz Flex is organized through our [→ MyBerlitz Student Portal](#), where participants can manage their self-study lessons and schedule their live coaching sessions flexibly.



#### Available languages



Levels 1 to 8 (CEFR A1 to B2.1)



Levels 1 to 4 (CEFR A1 to A2.3)

Levels 5 to 8 (CEFR B1.1 to B2.1) in development



#### Even faster and more flexible?

You can book Berlitz Flex as a cost-effective self-study program without live coaching sessions through [→ Berlitz On Demand](#).

#### Give it a try

Learn more about Berlitz Flex in a free demonstration

[↗ Contact your corporate customer advisor.](#)

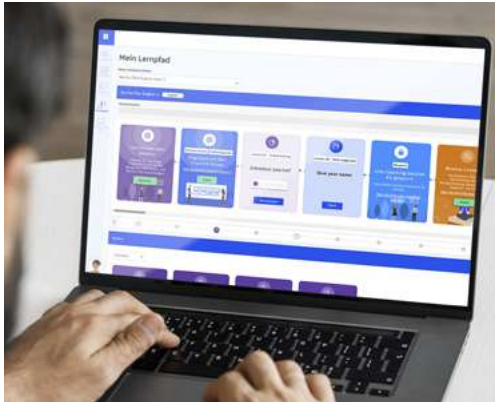
Watch our video about Berlitz Flex here



## Berlitz Flex

### Selected features

Smart, modern, and personal: Berlitz Flex is the perfect program for everyone who is looking for a digital solution for learning language skills – but doesn't want to forego the human touch.



### Personal learning path

For methodical and structured learning, the individual self-study lessons, live coaching sessions, review lessons, checkpoints, and culture lessons can be worked through in the specified sequence.



### Modern voice recognition

One of the true highlights of Berlitz Flex is the use of AI-based voice recognition. Practice your active speaking and pronunciation whenever you like – using full sentences, not just individual vocabulary words.




### Only with Berlitz Flex: live coaching sessions

The 1:1 live coaching sessions with a Berlitz instructor last 25 minutes each. In these sessions, you receive direct feedback and assistance for optimal learning progress.



### Reach language goals with the help of AI

The partnership between Berlitz and Microsoft makes it possible for Berlitz online language training to be even more interactive and personalized. Thanks to the integration of  Microsoft Azure AI Speech, an intelligent text-to-speech tool, learners get more accurate real-time feedback on their pronunciation and can practice their language skills in authentic situations – to name just a few benefits!

## Berlitz Flex and Berlitz On Demand: An Overview

Discover the powerful features designed to facilitate fast language learning and choose the version that best suits your needs.

Berlitz Flex and Berlitz On Demand	
Target languages	English, German, French, Spanish
Length of license	6 months or 12 months with “all you can learn” option
Levels covered	1 Berlitz level in 6 months; or as many Berlitz levels as you can complete in 12 months

Sample learning path for one level		Number	Learning time/unit	Berlitz Flex	Berlitz On Demand
Live introduction session	In a live session with a Berlitz instructor, you receive an introduction to the program as well as the most important features and exercises.	1	approx. 25 minutes	●	●
Practice lesson	Here you get an idea of how a live coaching session is conducted and you can clear up any unanswered questions.	1	approx. 30 minutes	●	●
Self-study lessons	Each self-study lesson has a learning objective and contains educational activities such as interactive videos, exercises, and more.	36	approx. 1 to 2 hours	●	●
Self-study review lessons	For each self-study lesson, there is the option of doing review exercises to improve long-term recall.	36	approx. 20 minutes	●	●
Self-study checkpoints	As you progress along the learning path, regular checkpoints are unlocked to monitor your learning progress.	4	approx. 10 to 20 minutes	●	●
Self-study culture lessons	Optional intercultural modules are available in English, German, Spanish, and Japanese.	4	approx. 2 minutes	●	●
Live coaching sessions	You receive live assistance from an instructor. After you complete the learning path, the sessions can be repeated as often as you wish.	20	approx. 25 minutes	●	
Final exam and certificate	After you have completed all the steps in the learning path, the final test is unlocked. Upon passing the test, you receive a Berlitz certificate.	1	approx. 40 minutes	●	●

## **Case Study: Amazon Career Choice – Successful Professional Development through Partnership**



### **Because languages connect people**

Berlitz Germany was selected as an education partner for the Career Choice program run by Amazon. Employees eligible to participate in the program are offered access to a selection of German and English courses.

### **The challenge**

Amazon was quick to spot a key emerging trend. It recognized the importance of multilingual employees when it comes to the success and growth of the company as a global player. As a result, the e-commerce retailer was looking for a flexible approach to language training, one that would enable employees on its Amazon Career Choice program to acquire new skills and climb the career ladder at the company – or elsewhere.

### **The objective**

Amazon applies rigorous selection procedures when choosing its external training partners. It was looking for a training provider capable of bringing learners on board at the exact place they have reached on their education journey. It was also keen to ensure the language training program would be as flexible as possible, not only guiding employees through their programs, but also offering them effective and sustainable training in preparation for taking on new responsibilities.

### **The solution**

The Berlitz Flex program made a strong impression on Amazon, offering the company the flexibility it required across the board. In addition to making it extremely easy for course participants to learn online – at their own pace and independently – the program also offers individual support through live online coaching sessions with Berlitz instructors. Furthermore, Berlitz language courses are not only available to Amazon staff in Germany, but also their colleagues in other European countries such as Italy, Poland, France, and Spain.

### **The feedback**

“We’re delighted to have Berlitz on board as our training partner. They provide world-class language training to our colleagues in a variety of countries. The Berlitz Flex language program offers all of our employees plenty of free choice regarding when and where they want to learn – with a learning program that matches their proficiency levels. The live coaching sessions provide an additional boost to motivation.”

## What our customers say about Berlitz

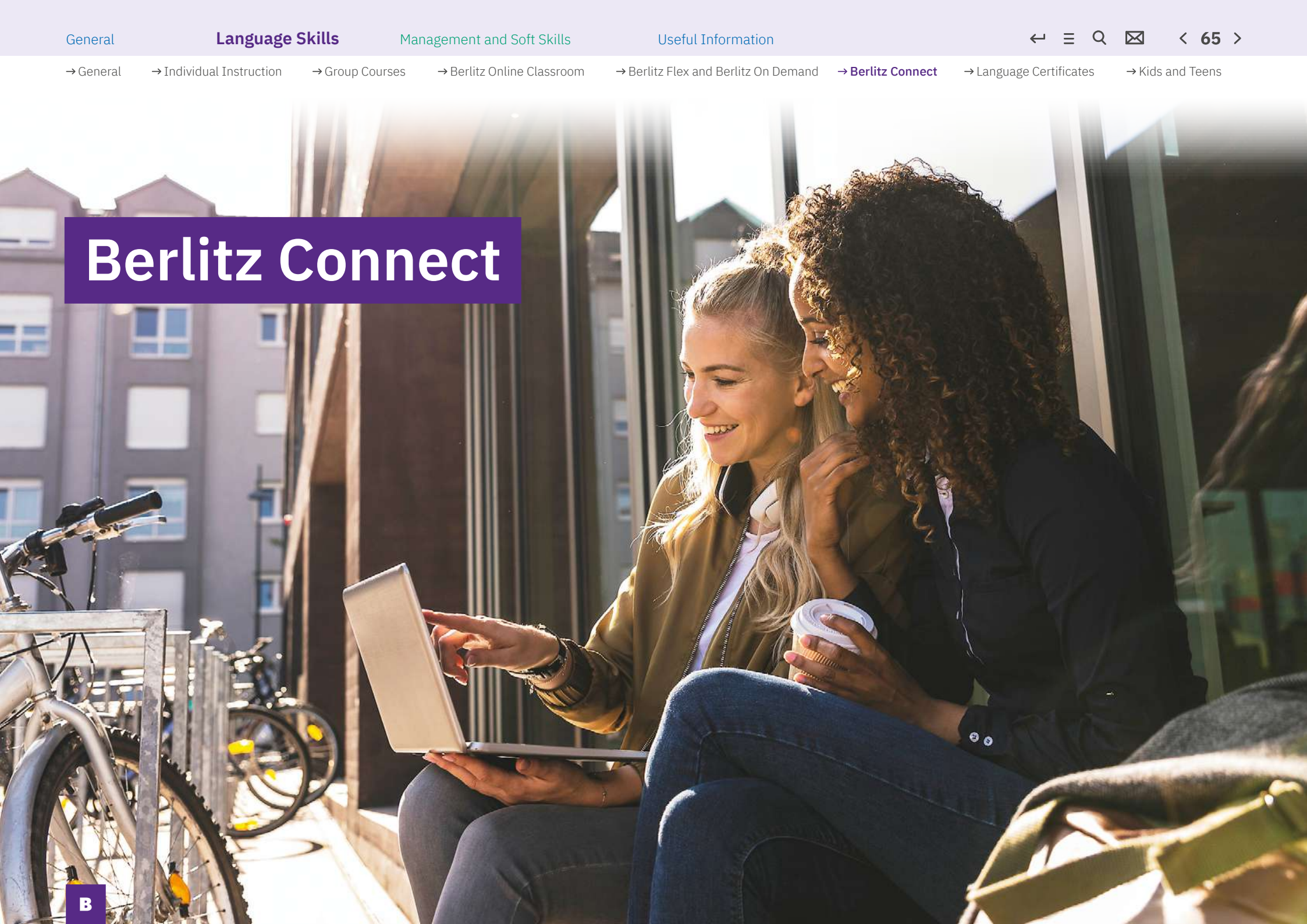
“The thing we really like about Berlitz Flex is that we can be flexible when it comes to the timing of courses. All participants can learn at their own pace and pause things at any time. It’s also really convenient for our everyday work that the live coaching sessions are available 24/7. It’s the variety of the course content that makes the format so interesting, but also having all the different listening, reading, and writing in a digital space. Also, the speech recognition helps with the correct pronunciation. But the really big highlight is the live coaching sessions. The trainers are professionals and they give you individual feedback, so you get so many tips. Bottom line for us, Berlitz Flex is fun and it’s great if you want to keep the learning process flexible, or if for example you can only find time in the evenings or on weekends. It means you can learn around the clock.”

Karolina Okulicki, Specialist Recruiting & Talent Acquisition, Human Resources, Gerresheimer Regensburg GmbH

**gerresheimer**  
innovating for a better life



# Berlitz Connect



## Berlitz Connect

### Online self-study with extras

With Berlitz Connect, you can learn your chosen language entirely according to your personal preferences. You have around-the-clock access to our online platform, where you can practice independently at your own pace and following your own interests. E-lessons form the core of your training and are part of your personal learning path. Each lesson consists of several different activities and takes about 30 minutes to complete.

Depending on the version you choose, you can use Berlitz Connect as a strictly **online self-study solution** (Berlitz Connect Classic), or combine it with live online group conversation courses or live coaching sessions (Berlitz Connect Plus/Premium) for a **blended learning solution**. The choice is yours!



### Benefits

- Personalized instruction with an individual learning path consisting of a variety of e-lessons
- Online language audit including a language placement test, a needs analysis, and a selection of professional fields
- Content from more than 200 professions and over 25 industries
- Numerous micro-learning units for flexible integration into your daily work routine
- Interactive exercises, pronunciation trainer, speed memorization tool, and gaming area
- Over 2,000 interactive video lessons in English, including pronunciation training, available 24/7 on demand
- Content coordinated with other Berlitz language courses
- Free participation in instructor-led online group conversation courses
- Optional 30-minute one-on-one phone coaching sessions with Berlitz instructors



### Available languages



CEFR A1 to C1



CEFR A1 to B1 (some basic knowledge of the language required)



### Give it a try

Discover Berlitz Connect in a free demonstration.

➔ [Contact your corporate customer advisor.](#)



Well-structured and easy to navigate: the Berlitz Connect homepage with e-lesson and your personal progress tracker

## Berlitz Connect

Choose the right type of training from our three Connect programs.

Berlitz Connect programs	Classic	Plus	Premium
<b>Target language</b>	English, German, French, Spanish		
<b>My Program</b> Individual learning path with e-lessons that build on one another	●	●	●
<b>My Resources</b> Additional learning activities and support tools	●	●	●
<b>My Progress</b> Detailed mapping of your personal learning progress	●	●	●
<b>Flash Lesson</b> Daily email with three short exercises	●	●	●
<b>SOS Teachers</b> Written assistance from our instructors within two working days	●	●	●
<b>Gaming Area</b> Collect points and awards for learning progress	●	●	●
<b>Live Coach</b> Live chat with Berlitz instructors should language problems arise		●	●
<b>Community Room</b> Chat function to converse and learn with other participants		●	●
<b>Live Classroom</b> 30-minute group conversation courses several times daily		●	●
<b>Live one-on-one coaching</b> 30-minute phone individual coaching sessions			●



### What our customers say about Berlitz

“We discovered Berlitz Blended Learning and came to value it greatly – especially Berlitz Connect and one-on-one instruction over the phone. The course set-up was excellent both for beginners and more advanced participants. Everyone who took part was able to improve their language skills, as clearly demonstrated by a comparison of the initial placement tests and the final tests that all participants took. The phone-based instructors were excellent and adapted to the participants’ individual wishes and abilities. The great support was the icing on the cake.”

Marco Nübling  
Head of HRM  
AVS Holding GmbH



Watch our video about Berlitz Connect here



## What our customers say about Berlitz

“We opted for the Berlitz Connect e-learning platform as the perfect complement to our existing face-to-face language learning, since it allows our employees to work on their language skills independently and according to their individual needs. The Berlitz Connect learning tools are especially helpful and are used a lot – for instance to assist our employees with writing emails and letters in the foreign language. Overall, the effective coordination of face-to-face and online language instruction is a major advantage of working with Berlitz.”

Dr. Rüdiger Keller

Apollo-Optik Holding GmbH & Co. KG

**Apollo** 

“At first we were looking for an entirely online solution for English instruction. Because of renovations, we weren’t able to conduct face-to-face training on our premises. After looking at several service providers, we chose Berlitz. Following a pilot phase, the participants and the HR department were equally impressed with the benefits of the virtual version – functionality, flexibility, and learning progress. Today a lot of people at our company use the platform and apply their new knowledge on the job. The instruction provided by Berlitz boosts employee satisfaction, which helps contribute to employee retention.”

Markus Block

Director of Human Resources, emz-Hanauer GmbH & Co. KGaA

**emz**  
smart solutions

“As an international company, what we most appreciate about Berlitz is its many locations around the world. The many learning options, such as face-to-face instruction and the Berlitz Online Classroom, offer our employees a variety of solutions tailored to every individual learning need. In addition, our employees are able to use the Berlitz Connect e-learning platform to expand their personal language development outside the regular learning program. The direct support and professional advice from Berlitz helps us keep things running smoothly.”

Sabrina Lüthi

HR Development Business Partner, dormakaba Deutschland GmbH

**dormakaba** 

## Online Training Programs as a Company License

### The efficient and economical solution for companies

We make it particularly easy for your company to integrate selected Berlitz online programs for building language skills or intercultural competence. Get your employees on board faster – → [integration into your LMS](#) can be done easily and seamlessly. Users can have direct access to training without time-consuming registration or log-in procedures. You save resources: administration, time, and costs.

Comprehensive reporting tools also provide transparency and scalability at all times. And last but not least, you will enjoy the attractive price advantages of multi-user licenses.

These Berlitz program are available with a company license:

#### → Berlitz On Demand

Structured, step-by-step language course with end-of-level test

#### → Berlitz Connect

Individual self-guided language study with personal learning path

#### → Cultural Navigator®

Flexible e-learning platform for intercultural competence



### Talk to us!

Our experts will provide you with detailed advice and will be happy to show you real-world case studies that will help you optimize your continuing education processes through centralized and digital learning management.



### Advantages of a company license

- Easy to integrate into your existing learning management system
- Participants have direct access to the language lessons and can start immediately
- Convenient reporting in your LMS or with a Berlitz tool
- Meets the highest security standards
- Suitable for companies of all sizes
- Individual advice and guidance from our Berlitz experts
- You save valuable resources and can concentrate on your key responsibilities

# Language Certificates



## Preparation for Internationally Recognized Language Exams

### Earn the language certificate of your choice – with Berlitz

Are you looking to have your current language skills officially tested or to prepare for a specific language exam? Berlitz is the right partner to help you reach your goals. We offer effective preparation for internationally recognized language certificates – as a live online course, online self-study, in-person instruction, or a combination of these options. Furthermore, many Berlitz Centers serve as certified examination centers where you can also take the exam.

Earn your official language certificate in just three steps:

**1**

#### **Selection:** Which examination do you wish to take?

- You will find the most important internationally recognized language exams at Berlitz.
- We offer examinations and prep courses for more than 10 languages.
- We will be happy to advise you on which certificate suits your specific needs or how we can offer testing as a corporate solution on your premises.

**2**

#### **Format:** How would you like to prepare for the examination?

- In a face-to-face or Live Online course with individual or group instruction.
- Self-study on an online platform with a personal study plan.
- A combination of flexible online self-study and Live Online course for focused preparation for your selected exam.

**3**

#### **Examination:** When and where would you like to take the exam?

- At a licensed Berlitz Center close to you. You can select one of our many test dates throughout the year.
- Directly from the official language exam provider.
- We will be happy to advise you as to when and where you can take your exam and assist you with registration.

You will find additional information on our language tests and prep courses here



## Recognized Language Tests and Certificates

### The most important official test certificates are available from us

Prepare effectively for your certificate exam with Berlitz and take the examination right at one of our certified test centers. We have listed the most important international exams for you below. We would also be happy to help you prepare for many other language certificates such as Cambridge (English), DELE (Spanish), DELF (French), and HSK (Chinese).

#### TOEIC® (Test of English for International Communication)

The TOEIC® test of English is used by companies as a hiring criterion and training standard. Academic institutions also use the exam as an admission requirement or a final certification. It consists of a listening section and a reading section. In addition, there is the TOEIC® 4 Skills Test, which evaluates writing and speaking as well as listening and reading.



#### TOEFL® ITP (Test of English as a Foreign Language)

The TOEFL® ITP test for English frequently serves as an admission requirement for universities and colleges. However, government institutions and companies may also ask for a TOEFL® certificate. The test comprises two sections, reading and listening.



#### Versant™ Professional English Test (VPET)

Developed by experts in psychometrics and linguistics, the Versant™ Professional English Test uses real-life professional scenarios to assess key English communication skills – listening, reading, writing, and speaking – in a 60-minute online test that is particularly accurate, reliable, and fast. The auto-scored test provides personalized score results in minutes, in line with the CEFR levels.



#### WiDaF® (Test Deutsch als Fremdsprache in der Wirtschaft)

The WiDaF® exam tests German as a Foreign Language for business, covering all economic sectors and workplace situations. This internationally recognized language certificate boosts candidates' chances in the job market.



#### telc (The European Language Certificates)

The telc certificates document language proficiency in listening, reading, speaking, and writing and are recognized by companies, government agencies, schools, and universities. They are available for German, English, French, Italian, Spanish, Russian, Arabic, Polish, Portuguese, and Turkish. The telc exams for German B2 and C1 are important for the successful integration of international professionals.





## Online Self-Study Exam Prep

### Perfectly prepared for your language examination – online

Exam prep – anytime, anywhere? With our self-study program, it's easy to use a computer, smartphone, or tablet to study for your language examination on our modern online platform. With your own profile and a personalized study plan, you learn at your own pace while benefiting from a variety of interactive exercises as well as mock tests that effectively simulate the exam. And of course the content is entirely based on the official test requirements.



#### Benefits

- Study for the examination at your own pace
- Individual learning path for your chosen language examination
- Vocabulary exercises, grammar practice, videos, and study sheets
- Specific practice exercises for each part of the examination (writing, speaking, etc.)
- Practice tests under exam-like conditions
- Usage statistics for tracking your learning progress
- License can be booked for three months



#### Available languages (for more than 15 tests)



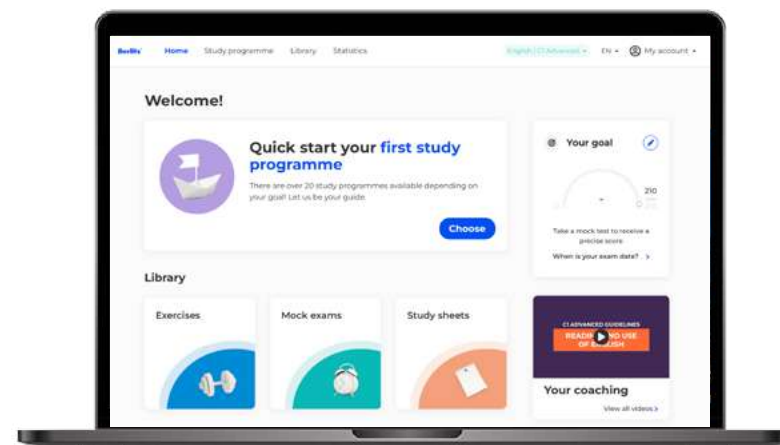
#### Available language tests

- English: TOEIC® Listening & Reading, TOEIC® Speaking & Writing, TOEIC® 4 Skills, TOEFL® iBT, TOEFL® ITP, TOEFL® Junior, IELTS Academic, IELTS General, Cambridge A2 Key, Cambridge B1 Preliminary, Cambridge B2 First, Cambridge C1 Advanced
- German: WiDaF®, telc B1, telc B2
- French: DELF
- Spanish: DELE
- Chinese: HSK



#### Flexible options

Our self-study exam preparation program can also be used in combination with a live online prep course or as an e-learning supplement to your language course.



You can choose from interactive exercises, study sheets, mock exams, and videos

## **Berlitz Language Tests for Assessment and Recruiting**

### **Verify and assess language qualifications efficiently**

In addition to our partners' official language examinations, Berlitz also offers online language tests with our own certificate. The tests are designed to provide companies and HR teams with a flexible, valid, and cost-effective way to assess language skills.

Used as part of an assessment center, Berlitz tests are an ideal tool in the recruitment and evaluation process. The tests can also be used flexibly in a company's in-house development programs or as a selection tool in promotion decisions. All four language skills can be tested in numerous languages, with results quickly available.

#### **Berlitz Test of Listening and Reading Skills (BTLR)**

Check your listening and reading comprehension in a 60-minute multiple-choice test.

- For English, French, Spanish, German, Italian, and Portuguese (Brazilian)
- Flexible online test with easy, around-the-clock access; can also be carried out remotely
- Automatic scoring and immediate results
- Results in line with the Common European Framework of Reference (CEFR)

#### **Simulated Oral Proficiency Interview (SOPI)**

Precise assessment of active language skills in a business context with a 20-minute online test.

- For more than 30 languages
- Flexible online test with audio recordings and easy, around-the-clock access; can also be carried out remotely
- Review of the results by at least two examiners
- Results in line with the Common European Framework of Reference (CEFR)
- Test results available online

#### **Writing Proficiency Exam (WPE)**

Written skills used in daily work (emails, memos, reports, etc.) are tested in 60 minutes.

- For more than 20 languages
- Flexible online test with easy, around-the-clock access; can also be carried out remotely
- Review of the results by at least two examiners
- Results in line with the Common European Framework of Reference (CEFR)
- Test results available online

## International Certification of Digital Literacy (ICDL)

### Bringing digital skills to light

With IT knowledge and digital skills now more important than ever, the digitalization of the working world is leading to new demands on employees. The ICDL (International Certification of Digital Literacy) – the global standard for digital skills with more than 16 million candidates in over 100 countries – certifies knowledge of basic computer and online skills, office applications, IT security, and data protection. As an authorized ICDL exam center, Berlitz is your one-stop shop for exam preparation and certification – completely online and with self-study.

### + Benefits

- Certification of your digital and language skills
- Exam prep and testing are held 100% online
- Internationally recognized certificates
- Berlitz is an official test center

### Our ICDL options at a glance

Version	ICDL single certificate	ICDL profile	ICDL profile + TOEIC
Access to ICDL online self-study platform (12 months)	●	●	●
Number of ICDL online examinations (your choice of module)	1	4	4
ICDL scoring	●	●	●
TOEIC Live Online Q&A exam preparation in group			●
TOEIC online self-guided exam preparation (3 months)			●
TOEIC online language exam and certificate			●



### The perfect combination: ICDL and TOEIC

Digital transformation processes often require foreign language skills as well. Which is why we offer ICDL in combination with → TOEIC, the globally recognized standard for professional English. Here, you also prepare for the language exam flexibly in an online self-study program.



# Kids and Teens



## Language Programs for Kids and Teens

### More than just a language class

We know from experience that the earlier you start learning a foreign language, the easier it becomes. This is one of the reasons that for 40 years now, Berlitz has offered programs aimed at kids and teens. Today, Berlitz represents the most exciting and effective way for young people to learn a language while at the same time developing cultural and communication skills.

With Berlitz Kids & Teens, we prepare language learners for life and motivate them to always give their best.

Berlitz language programs get kids and teens actively involved in the lessons from the outset – through fun role-playing activities, language games, varied exercises, and age-appropriate topics. Cramming vocabulary and grammar is completely off the table. Instead, we offer modern, real-life content and flexible formats.

Part of our portfolio since 2019: the Berlitz Digital School, where we teach valuable programming and digital skills.

Our participants enjoy:

- Rapid progress thanks to our specially trained instructors
- Sound educational concept that motivates participants and makes learning easy
- Age-appropriate topics and modern course materials
- Ideal supplement to foreign language lessons at school
- Fosters development and boosts future career prospects
- Valuable building block for lifelong learning

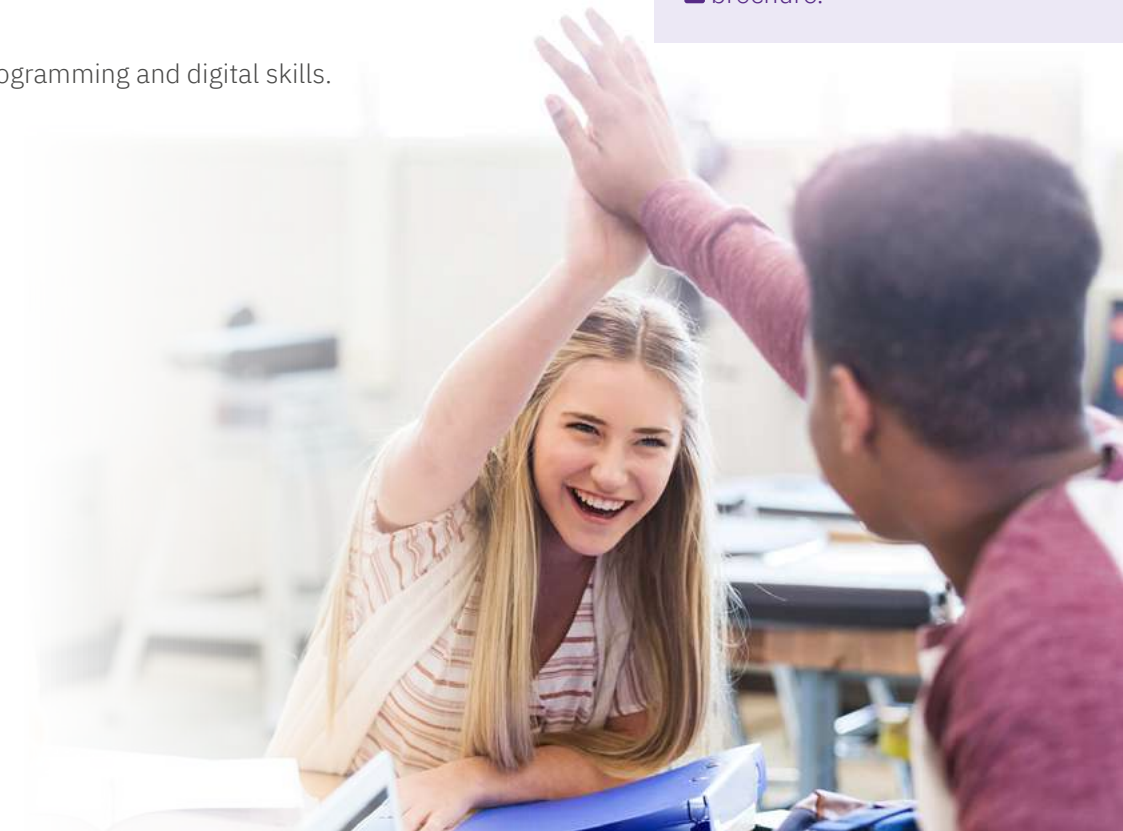
➤ [Overview of all programs and formats on the next page](#)



### Vacation programs with valuable lessons

We can also offer language camps and the Berlitz Digital School for the children of your employees right in your company.

You will find more information on the following pages and in this [brochure](#).



## Language Programs for Kids and Teens

### Flexible programs and formats for new learning experiences

Berlitz offers individual and group instruction for a variety of age groups, as well as special vacation programs. For kids and teens who wish to enter the digital world, the Berlitz Digital School offers the necessary know-how in our courses.

For 40 years!

#### Individual Instruction

More than tutoring: Our instructors adapt their lessons to the young person's current level of language proficiency.

- Individually tailored language instruction
- In person at a Berlitz Center or live online
- Quick and constant sense of achievement
- High level of active speaking in the target language
- Flexible scheduling

[↗ More information](#)

For 25 years!

#### Group instruction

Achieve language goals through teamwork: learn a language in small groups for fun and motivation. Everybody gets their turn!

- Motivating group dynamics
- In person at a Berlitz Center or live online
- As a regular weekly class or an intensive vacation course
- Fixed schedule for more consistency
- Attractive rates

[↗ More information](#)

For 25 years!

#### Language camps

A language adventure for kids and teens – for 25 years now. Our camps have offered the perfect combination of fun, sports, action, and language instruction.

- A wide selection of locations in Germany and abroad
- Held during all German school vacations
- More than 100 different activities and sports programs
- The foreign language is spoken around the clock

[↗ More information](#)

[→ Language camps in your company](#)

For 5 years!

#### Berlitz Digital School

Ready for the digital world! At Berlitz, participants learn the basics of programming, digital skills, and media literacy.

- Programming classes
- Intensive vacation courses and camps
- In person at a Berlitz Center or live online
- Qualified Berlitz IT instructors
- Available in German or English

[↗ More information](#)

[→ Berlitz Digital School in your company](#)

You will learn more about our programs for kids and teens in our brochure [↗](#)

## Language Camps in Your Company

### Added value for your employees

Connect the dots between fun and foreign languages – the Berlitz language camp concept, which has been a hit for 25 years, can also be held right on your company premises during school vacations. The children and teenagers can expect the perfect combination of engaging language lessons in the morning and fun, sports, and activities in the afternoon. Some of the course content can be tailored specifically to your company (interviews with staff members, guided tours, etc.).



#### Concept

- Berlitz organizes and conducts vacation language camps on your company premises or at a location provided by you
- For your employees' children aged 7 to 11 years or 12 to 17 years
- Participants are placed in groups of approx. 12 children according to age and proficiency level
- Aligned with working hours to make it easier for employees to drop off and pick up their children



#### Benefits

- Balance work and family – even during school vacations
- Employees with children have more flexibility during school vacations
- Fast implementation and minimal organizational effort for you
- You decide if the company will carry the costs fully or the employees pay a share



#### Available languages



### What our customers say about Berlitz

“The vacation language camps held on site at our company were an enormous success. The camps offered a variety of activities – from fun English lessons to creative group projects. It was a great experience for everyone – parents and their kids – to ‘go to work’ together in the mornings and home again in the evenings. We thank the Berlitz team for their outstanding planning and implementation.”

Samsung Electronics GmbH

**SAMSUNG**

## Language Camps For Apprentices and Trainees

### Invest in the talents of the future – today

We also offer a special version of the popular Berlitz language camps as a highlight for the young employees in your company. Customized for your organization, the program includes intensive Business courses that address specific professional challenges faced by the apprentices and trainees, as well as age-appropriate recreational activities with the Berlitz team of instructors.



#### Concept

- Berlitz organizes and conducts language camps especially for your company's apprentices and trainees
- Customized language course in the morning and fun activities in the afternoon
- Language lesson topics tailored to your company and the training program
- Depending on the location, can be conducted in seminar rooms in nearby hotels, on the company premises, or at a Berlitz Center



#### Benefits

- Ideal supplement to the academic component of the vocational training program, e.g. intensive practical training during college vacations
- Bridges the gap between vocational school and language skills for the workplace
- Builds skills and strengthens apprentices' and trainees' ties to your company with an attractive package of professional development opportunities



#### Available languages



#### Good to know

For apprentices and trainees with a migrant background, we also offer special German language courses for specific professions and industries. Participation is 100% subsidized by the BAMF. Learn more by reading our [→ case study](#).



#### What our customers say about Berlitz

“The language camp concept for apprentices completely won us over. Berlitz was flexible in designing a program tailored to the needs and wishes of our Continental commercial apprentices. The language instruction and free-time activities were well suited to the target group and the native speakers employed by Berlitz did an excellent job.”

Elena Beck  
HR Business Partner Education  
Continental Automotive GmbH





## Berlitz Digital School in Your Company

### Digital skills for the future – for your employees' children

Our Berlitz Digital School is a program that keeps pace with current trends. Because digitalization is everywhere these days, and of course plays a key role in the workplace of today and tomorrow. This makes it all the more important for children to learn how to use digital media and data correctly and safely.

We invite you to join us: As a forward-thinking employer, your company can offer the Berlitz Digital School to the children of your employees.



#### Concept

- The Berlitz Digital School program is offered to your employees' children during the school vacation
- Held on your company premises, or alternatively as a live online course so the kids can participate from home
- Engaging topics such as artificial intelligence, web design, cybersecurity, presentations, etc.
- Use of original programs and programming languages
- With qualified Berlitz IT instructors




#### Benefits

- Flexible planning and implementation completely tailored to your needs
- Content can be adapted to individual needs and the program itself can also be customized, e.g. for your company's apprentices
- An ideal instrument for strengthening employee loyalty
- Boost your employer brand with a cutting-edge program



#### Available languages



You will find videos, interviews, and consultation options for the Berlitz Digital School on our website 

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## The World of Berlitz Seminars

### Business excellence for your future success

The way we work and learn has changed a lot across the globe in recent years and it is still in a state of transition. In terms of media, the world seems to have become smaller through virtual working, increased networking and more intensive use of conference tools and other channels.

For this situation, we at Berlitz have created ideal learning and teaching structures: flexible learning concepts that are not tied to a specific time – or, above all, location – which can be carried out by instructors or as e-learning in a virtual environment and are thus perfectly tailored to your needs. At the same time, the situation has greatly limited direct human contact, travel, and in-person interactions.

Our seminar portfolio is remarkable for its sheer variety: from relevant aspects of global collaboration and New Work to the key requirements of traditional work methods; from agile methods to workplace basics. And we have grouped all of these topics into thematic learning clusters for you. Let us get you perfectly prepared for the workplace of today and tomorrow!

[→ You'll find the Berlitz seminar portfolio here](#)



### What our customers say about Berlitz

“Collaboration between Berlitz and our HR development department is going extremely well. It’s about as uncomplicated, supportive, and flexible as it gets. Our key contact is always available and 100% reliable. I couldn’t imagine a better long-term partner, not just for all kinds of issues relating to language courses, but also for specialist seminars and coaching topics, and I can recommend Berlitz without reservation.”

Katarina Bahnsen  
HR/Personnel Officer  
GARBE Industrial Real Estate  
GmbH

**GARBE.**  
Industrial Real Estate

→ **General** → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## The Berlitz Seminar Portfolio

### **Continuing education exactly the way you want it – face-to-face or virtual**

At Berlitz, you will always find the right training format for your needs. Simply select from the following successful formats: face-to-face instruction at the location of your choice, virtual courses, e-learning – or the best continuing education mix with our blended-learning options.

Our seminar topics can usually be booked as face-to-face and virtual courses for your company, are available worldwide, and can be combined with other offers and conducted in many languages.



#### **In-house seminars: Single- or multi-day continuing education courses**

You decide on the topics, dates, and instruction format (in-person or virtual seminar). Our in-house seminars last a day or longer, depending on how much depth you prefer. All our in-house seminars can be conducted in English upon request. Our corporate customer advisors and training development team will be happy to discuss your needs and advise you on seminar concepts. Learning success is further boosted by the use of case studies and specialist terminology from your organization.



#### **In-house seminars: Half-day workshops**

Many of our seminar topics are available as half-day intensive courses, which can be taught in-person or online. They offer an ideal way to provide fresh momentum, boost motivation, and work your way into a complex topic. The content is aimed primarily at actual business practices and can be applied on the job right away.



#### **Open-enrollment seminar program: Half-day virtual courses**

Perfect for those looking to enroll individually. Our open-enrollment virtual half-day seminars are short, concise, and interactive – and teach the essentials about relevant topics. This is where you can exchange ideas with people from other companies and in different functions, sometimes even internationally.

[🔗 Please find additional information here](#)

➤ [Additional seminar formats on the next page](#)

→ **General** → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## The Berlitz Seminar Portfolio



### **Interactive guest lectures: Aha moments and knowledge nuggets**

Our new, interactive, condensed format sparks new energy and ideas among your employees with its activating content. In 45 to 90 minutes, a Berlitz speaker will engage them with a mixture of practical knowledge, inspiration, and motivation. Book your choice of topic now – perhaps as a coffee-break or brown-bag session?

→ [You will find additional information here](#)



### **Coaching: Reach your personal goals**

Working with a coach in a one-on-one dialog helps you reflect on your questions, develop new points of view, gain a clear perspective, mobilize new resources, and be well prepared for an important situation or new role. It also provides you with a safe space to sound out new plans of action.

→ [Overview of coaching scenarios and target groups](#)



### **Organizational development: When your company is facing complex changes**

We firmly believe that an organization can only change if leaders and employees are also on board. This is where our concepts for organizational development and the fostering of a learning organization come into play. Organizational development is a planned, long-term development and a change process that extends throughout the entire organization. We will be happy to put together a tailored action plan to advise and guide your company through the change process.

→ [Find out more here](#)

➤ [Additional seminar formats on the next page](#)

→ **General** → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## The Berlitz Seminar Portfolio



### E-learning: Virtual instruction at your own pace

When employees need to work on special, defined learning content independently and remotely, e-learning is the training format of choice. Take advantage of the Cultural Navigator®, our intercultural learning platform, or the e-learning courses offered by our business partner Berlitz Oncademy.

- [Detailed description of our intercultural learning platform](#)
- [More information on the e-learning courses with video lectures](#)



### Berlitz blended-learning seminars: Modern and flexible hybrid learning

Our virtual solution is particularly flexible and intensive while still maintaining a high level of focus and engagement through the use of well-structured learning modules. In this format, we combine our compact virtual half-day seminars with e-learning. Our modules are learning nuggets that are efficient, flexible, readily available, and particularly easy to integrate into your daily work routine.

- [More information and two learning modules](#)



### Let's talk about this!

We will be happy to advise you on the relevant course content for your objectives and put together a program tailored to your needs (content, duration, format). Contact us at [seminare@berlitz.de](mailto:seminare@berlitz.de).

Watch our video about the Berlitz seminars here



→ **General** → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Three Questions For...

### **Interview with our training development team – our in-house creative workshop for seminar design**

#### **Where do you get the inspiration and input to develop new courses?**

We actively research emerging trends and megatrends in adult education. Based on this research, we add a number of new, HR-relevant topics to our portfolio each year. The deciding factor here is that new seminars must be a good fit – both for our customers, where our aim is to deliver lasting results from the training, and for our instructors, who teach these topics with enthusiasm and passion. In addition, we often develop seminars based on direct suggestions from our customers, who regularly approach us with requests for specific topics.

#### **Are there any seminars that are currently in particularly high demand?**

Definitely, above all in the field of intercultural competence. Now that the COVID situation has relaxed, more employees are being sent on international assignments again. We provide them with guidance through our practice-based training. Diversity training is also increasingly in demand, as our customers recognize the opportunities and growth potential of a diverse corporate culture.

And it's not surprising that New Work also remains a popular topic. New structures have developed, and remote and hybrid work are becoming increasingly common. For this to succeed, roles, responsibilities, and tasks must be clearly defined – and this is where we come in with our seminars. Last but not least, the topic of mental health is also attracting more attention. Our experienced trainers help participants to become more mindful in their own lives and work, giving them tools to fight stress and mental overload.

#### **What value does it add for a continuing education partner to have its own in-house training development department?**

The most important aspect is that all Berlitz courses share our signature approach and are aligned with our quality standards. The common thread that runs through all our seminars is our commitment to teaching substantive content using an interactive and practice-oriented method.

In addition, in-house development means we're not dependent on external services and can implement customer requirements precisely, promptly, and in direct consultation – and of course everything comes from a single source. We offer a wide range of topics because we have a diverse set of competencies, talents, and experience in our training development team, which we can draw on when developing our concepts. A further benefit that should not be underestimated: Even with the most specialized topics, we ensure that the training is repeatable. In other words, the training materials we develop can be used again and again by any instructor qualified in the subject – this is a huge advantage, especially for larger projects or corporate training catalogues.

→ **General** → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## The Berlitz Instructors, Consultants and Coaches

### Highly qualified experts for training success

Berlitz has an extensive global network. One thing that all our instructors, consultants and coaches have in common: They are experts in their fields and have extensive training and consulting experience with national and international clients. In addition to their professional expertise, they also bring solid methodical competencies, helping them provide participants with a high level of interaction and success.

### How we ensure quality

- Multi-stage selection process
- Supervision and ongoing feedback

### What sets our instructors apart

- Extensive national and international professional experience
- Certification in the fields of training, facilitation, coaching, agile methods, and assessment
- Continuing education in areas relevant to fields taught
- Certification as a Cultural Orientations Practitioner® based on the Cultural Orientations Approach™ (COA™) and the Cultural Orientations Model™ (COM™)

➤ [Meet some of our instructors, consultants and coaches on the following pages](#)



### What our customers say about Berlitz

„We have worked with Berlitz as a partner in our internal human resources development since 2009. For SAP, Berlitz develops customized and standardized training concepts and materials, coordinates all aspects of training administration, and is conducting seminars virtually and at 38 locations in 25 countries in German, English, Spanish and many other languages. Berlitz has proven to be an extremely reliable global training partner, providing high quality in planning and implementation while at the same time reacting quickly and flexibly to new requirements. In our work with Berlitz, we highly appreciate their team's customer focus and smooth communication. We look forward to our continued collaboration, which will surely expand to new topics and locations.“

SAP SE





→ **General** → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Meet Some of Our Instructors and Consultants

### Monika Krause

- Certified intercultural trainer, coach, MA in Sinology
- Regions of focus: China, Southeast Asia, and Germany
- More than 10 years of experience in leadership development
- Working as equals to develop solutions together



### Stephan Hild

- Intercultural advisor, business instructor, team coach, facilitator, and mediator
- Certification for LEGO® Serious Play®
- Dynamic, effective learning
- Support for people who regularly engage in international communication at work



### Maurice Angres

- Certified trainer, systemic business coach, MSc in Global Human Resource Management, resiliency consultant
- Almost 20 years of experience in leading seminars and workshops
- Practice-oriented training and a hands-on mentality
- Training objective: Gaining knowledge and changing behavior



### Joanna Sell

- Certified instructor and coach
- DEI expert (Diversity, Equity & Inclusion)
- Specialist in developing intercultural competence and virtual global teams
- Works with storytelling and storylistening in a leadership context; has her own podcast and several publications on storytelling across cultures
- Performs moderating and facilitating in formats such as World Café, Open Space, and Story Circles



➤ [More instructors and consultants on the next page](#)

→ **General** → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Meet Some of Our Instructors and Consultants

### Stephen Ash

- Certified trainer, facilitator, and more
- Specialist in communication, meeting organization, and leadership
- Drives success with insightful questions and active listening
- Combines cultural models with interactive and collaborative approaches



### Raoul Koether

- Expert in project management, communication, international management, and error management
- Corporate consultant, certified project manager, university instructor
- Training experience from startups to global players
- Soft skills for analytical types



### Alexandra Metzger

- Creative and solution-oriented instructor
- Subjects: international leadership, collaboration, communication, and negotiation
- Learning that is interactive, fun, and has a lasting effect
- Seminars in German, English, Spanish, and Portuguese



### Alexander Wurz

- Trainer and coach for more than 25 years
- Subjects: intercultural management, leadership, and communication
- Objective: motivated participants who are more satisfied and successful
- Very interactive and hands-on approach with a touch of humor



➤ Our coaches can be found on the next page

- **General** → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
 → Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Meet Some of Our Coaches

### Verena Boldorf



- Certified systemic coach and change manager (INeKO Institute, University of Cologne)
- Specialist in leadership development, change management, stress and health management, agile work environments, Scrum, and virtual teams
- Target group: managers, leaders, and other employees involved in change processes

### Martin Lengefeld



- Systemic business coach (ICA)
- Specialist in leadership skills, communication and managing conversations, personality development (persolog), presentation skills, and negotiations
- Target group: everyone for whom the above topics are relevant, such as CEOs and managers
- Guiding principle: “Coaching motivates. Everyone involved.”

### Susanne Braun



- Systemic coach and consultant (CAS/ECA) based on the scientifically validated St. Gallen Coaching Model (SCM)
- Specialist in all areas of business coaching including preparation for overseas assignments, as well as support and reintegration when people return to their home country
- Target group: non-management employees, (junior) managers, (sub-)project managers, expatriates and their partners
- Guiding principle: “When the winds of change blow, some build walls, while others build windmills.”

### Sandra Reitmeier



- Certified career coach, Coaching and Consulting Center Regensburg
- Specialist in stress management, resilience, decision-making, and career coaching
- Target group: One-on-one coaching and coaching for staff at all levels
- Guiding principle: “Mental health isn’t everything, but without mental health, nothing matters.”

- General
- **Global Collaboration**
- Leadership Skills
- Teamwork
- Basics in Daily Work
- Solution-Finding
- New Work
- Self-Guidance and Mental Health
- Efficient Meetings and Presentations
- Guest lectures
- Business Coaching
- Organizational Development
- Online Training



# Global Collaboration

- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Intercultural Competence Workshop

**Your starting point for successful intercultural collaboration.** Today intercultural skills are considered a core competency for managers and employees. No matter whether you travel overseas on business or manage international customer accounts, work in an international team or lead one, or are assigned to a foreign office as an expat – intercultural skills are always relevant. Our seminar sensitizes you to the issues of intercultural collaboration, offering a valuable theoretical foundation as well as practical knowledge that you can apply directly on the job.

We recommend combining the one-day seminars with the → [Cultural Orientations Indicator® \(COI®\)](#) – learn how to gain professional benefit by applying your personal cultural profile to the specific context.



### Content

- Intercultural competence
- Self-perception and how others perceive you
- The four key cultural competencies
- What is culture?
- The six levels of culture
- The KPS model
- Opportunities and challenges of intercultural collaboration
- Intercultural communication
- The Berlitz Cultural Orientations Model™ (COM™)
- Working with your own cultural preferences



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn the basics of intercultural competence
- Develop a practical understanding of culture
- Discover solutions to challenging situations that arise during intercultural collaboration



### Related topics

- [Cultural Orientations Indicator® \(COI®\)](#)
- [Cultural Navigator®](#)
- [COI® Individual Debrief](#)
- [COI® Group Debrief](#)



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
 → Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Successful Collaboration with China

**Ni hao.** For years now, business with China has been booming. For many trading partners, especially those from the West, the country's rich, millennia-old cultural history – which also influences its business culture – is just as present as its political structures, an underlying factor in any collaboration with China. It is, however, impossible to imagine firms – from global players to small and medium-sized enterprises – operating without Chinese companies as business partners. But for many, communication poses a challenge. With our intercultural Berlitz experts, you will develop strategies for interacting with Chinese colleagues and business partners. Our seminar covers topics such as hierarchy, business etiquette, negotiation methods, communicating with Chinese colleagues and supervisors, and overcoming stereotypes and bias.

We recommend combining the one-day seminars with the → **Cultural Orientations Indicator® (COI®)** – learn how to gain professional benefit by applying your personal cultural profile to the specific context



### Content

- Business-relevant country information on China
- Culture and intercultural competence
- Intercultural collaboration with China
- Managing your expectations
- Cultural dimensions, orientations, and preferences
- Cultural orientations relevant to doing business with China
- Your collaboration with China
- Case study



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Build intercultural competence with a focus on China
- Develop approaches for handling challenging situations during international collaboration
- Apply your newly gained knowledge directly in hands-on exercises



### Related topics

- Cultural Orientations Indicator® (COI®)
- Cultural Navigator®
- COI® Individual Debrief
- COI® Group Debrief



### Good to know

Our one-day seminar is available for around 60 countries. We also offer half-day seminars for selected countries.

→ General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
 → Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Successful Collaboration with Germany

**Guten Tag.** Punctuality, directness, orderliness - these stereotypical characteristics are probably familiar to anyone who has had business dealings with Germans. And it is precisely such attributes that can make collaboration with Germany seem challenging to other cultures. How do you handle the so-called German virtues in everyday business practice? And how does communication work in this context? In this course, you will explore such questions and more with our Berlitz experts. Our seminar covers topics such as hierarchy, business etiquette, negotiation methods, communicating with German colleagues and supervisors, and overcoming stereotypes and bias.

We recommend combining the one-day seminars with the → **Cultural Orientations Indicator® (COI®)** – learn how to gain professional benefit by applying your personal cultural profile to the specific context.



### Content

- Business-relevant country information on Germany
- Culture and intercultural competence
- Intercultural collaboration with Germany
- Managing your expectations
- Cultural dimensions, orientations, and preferences
- Cultural orientations relevant to doing business with Germany
- Your collaboration with Germany
- Case study



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Build intercultural competence with a focus on Germany
- Develop approaches for handling challenging situations during international collaboration
- Apply your newly gained knowledge directly in hands-on exercises



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Related topics

- Cultural Orientations Indicator® (COI®)
- Cultural Navigator®
- COI® Individual Debrief
- COI® Group Debrief



### Good to know

Our one-day seminar is available for around 60 countries. We also offer half-day seminars for selected countries.

- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
 → Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Successful Collaboration with India

**Namaste.** “Incredible India” is the slogan of an Indian government tourism campaign that hits the nail right on the head. With its diversity, its size, its growth in recent decades, and, not least, its rich cultural heritage, the country exerts an incredible fascination. Working with India, however, often poses challenges – particularly for Western companies. The combination of traditionally hierarchical work structures and a strong desire among the (often still young) workforce to make progress raises particular issues when working with them – as you will discuss with our Berlitz intercultural experts in this course. Our seminar covers topics such as hierarchy, business etiquette, negotiation methods, communicating with Indian colleagues and supervisors, and overcoming stereotypes and biases.

We recommend combining the one-day seminars with the → **Cultural Orientations Indicator® (COI®)** – learn how to gain professional benefit by applying your personal cultural profile to the specific context.



### Content

- Business-relevant country information on India
- Culture and intercultural competence
- Intercultural collaboration with India
- Managing your expectations
- Cultural dimensions, orientations, and preferences
- Cultural orientations relevant to doing business with India
- Your collaboration with India
- Case study



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Build intercultural competence with a focus on India
- Develop approaches for handling challenging situations during international collaboration
- Apply your newly gained knowledge directly in hands-on exercises



### Related topics

- Cultural Orientations Indicator® (COI®)
- Cultural Navigator®
- COI® Individual Debrief
- COI® Group Debrief



### Good to know

Our one-day seminar is available for around 60 countries. We also offer half-day seminars for selected countries.



- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
 → Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Successful Collaboration with Japan

**Konnichiwa.** Japan is a country situated between ancient tradition and almost futuristic modernity. As an important economic partner in the Asian region, it offers many companies – including small and medium-sized enterprises – unique opportunities to enter into successful partnerships, not least because of its strong technological affinity. Yet Japanese culture still seems to hold many secrets for outsiders. Particularly with regard to communication and interpersonal relationships, there are special factors to consider here. With the guidance of our Berlitz intercultural experts, we will empower you to recognize and understand those special factors. Our seminar covers topics such as hierarchy, business etiquette, negotiation methods, communicating with Japanese colleagues and supervisors, and overcoming stereotypes and biases.

We recommend combining the one-day seminars with the → **Cultural Orientations Indicator® (COI®)** – learn how to gain professional benefit by applying your personal cultural profile to the specific context.



### Content

- Business-relevant country information on Japan
- Culture and intercultural competence
- Intercultural collaboration with Japan
- Managing your expectations
- Cultural dimensions, orientations, and preferences
- Cultural orientations relevant to doing business with Japan
- Your collaboration with Japan
- Case study



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Build intercultural competence with a focus on Japan
- Develop approaches for handling challenging situations during international collaboration
- Apply your newly gained knowledge directly in hands-on exercises



### Related topics

- Cultural Orientations Indicator® (COI®)
- Cultural Navigator®
- COI® Individual Debrief
- COI® Group Debrief



### Good to know

Our one-day seminar is available for around 60 countries. We also offer half-day seminars for selected countries.

- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
 → Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Successful Collaboration with the United States

**Hi!** As the world's largest economy and political power, the United States plays an enormous global role as an economic partner. To this day, this nation represents a call to freedom and unlimited opportunity for many people. But many also have questions about topics such as management, leadership, and interpersonal communication. Under the guidance of our Berlitz intercultural experts, you will be able to explore precisely such questions and work together to find answers. In our seminar, we discuss and practice topics such as hierarchy, business etiquette, negotiation methods, communicating with US colleagues and supervisors, and overcoming stereotypes and bias.

We recommend combining the one-day seminars with the → [Cultural Orientations Indicator® \(COI®\)](#) – learn how to gain professional benefit by applying your personal cultural profile to the specific context.



### Content

- Business-relevant country information on the United States
- Culture and intercultural competence
- Intercultural collaboration with the United States
- Managing your expectations
- Cultural dimensions, orientations, and preferences
- Cultural orientations relevant to doing business with the United States
- Your collaboration with the United States
- Case study



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Build intercultural competence with a focus on the United States
- Develop approaches for handling challenging situations during international collaboration
- Apply your newly gained knowledge directly in hands-on exercises



### Related topics

- [Cultural Orientations Indicator® \(COI®\)](#)
- [Cultural Navigator®](#)
- [COI® Individual Debrief](#)
- [COI® Group Debrief](#)



### Good to know

Our one-day seminar is available for around 60 countries. We also offer half-day seminars for selected countries.

→ General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Case study: Cross-cultural team development

### **Two teams, two countries, a lot of questions – and one Berlitz solution**

How a global player solved the challenges of cross-cultural collaboration between teams in Germany and Poland during an important transformation process.

#### **The challenge**

More than 50 employees from Germany and Poland would first receive training about the other culture, and then would work in mixed groups to define ways to communicate successfully and collaborate to reach goals. Team leads and representatives from the mixed groups would then take part in an interactive workshop to develop important rules for improving collaboration during the transformation process.

#### **The objective**

The goals of the process, which lasted a total of three months, were multifaceted: gaining insights into the other culture, finding a way of communicating that was considered acceptable to all, and working out “golden rules” for improving the cross-cultural collaboration.

#### **The solution**

- Development, planning, and organization of a training concept tailored to the employees’ daily work routines which could be fully integrated into the company’s operations
- Series of multi-module training sessions and workshops, consisting of interactive country-specific training in small groups, culminating in a joint, forward-looking workshop with experts
- To achieve the objective, almost 50 training sessions and workshops were held over a period of around six weeks
- The Cultural Orientations Indicator® was used as a basis for individual examination and group discussion of the work practices of their counterparts and their culture
- Regular communication took place between the team leadership and the Berlitz team of experts throughout the entire process

#### **The result**

In just three months, two groups from different countries that were constantly challenging each other developed into a team that works together to develop ideas, supports each other, and is keen to collaborate across cultural boundaries.

→ General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## New! Intercultural Coaching

**Tailored intercultural solutions for individuals.** Intercultural collaboration is an exciting and enriching experience, but it also poses challenges: communication barriers, differences in leadership styles, and different approaches to building relationships. In our intercultural one-on-one coaching, we work closely with you as your cultural mentors. In individual sessions, the coach and coachee look at culture and its broader as well as country-specific meaning(s). They switch perspectives and work together to develop an awareness of the other culture(s) as well as a spirit of appreciation and openness in interacting with them. The coach also provides information and teaches practical skills, offering all the ingredients needed for professional success when collaborating and leading in an intercultural environment.

We recommend combining intercultural coaching with the → **Cultural Orientations Indicator® (COI®)** to learn how to benefit professionally from applying your personal cultural profile to the specific context.



### Areas of focus

- Intercultural collaboration with coworkers, customers, or business partners from one or several target countries
- Leading an intercultural team
- Leading a team in the target country
- Intercultural communication
- Acquiring country-specific expertise
- Managing international projects



### Available formats

- Several 60- to 90-minute coaching sessions as needed (in person and virtual)



### Target group

- Professionals, managers, new leaders
- Individual project managers, subproject managers, team leads
- Individual employees at all levels



### Benefits

- Acquire customized, practical know-how for your personal success
- Learn about and leverage cultural similarities and differences
- Build intercultural competence



### Related topics

- Intercultural Competence Workshop
- Cultural Orientations Indicator® (COI®)
- Cultural Navigator®

- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## New! Intercultural Competence For Managers

**Leadership skills for global success.** Leading intercultural teams is a unique challenge, requiring you to adapt your leadership style to the situation and the culture-specific expectations that others have of you as a manager. At the same time, you have to keep your eye on the cultural realities across the entire playing field as you mediate between cultures, markets, and, not least, your diverse employees. In this position, intercultural competence is crucial to your success. Simultaneously, you are required to demonstrate leadership, persuasiveness, and methodological strengths. Which is why in this seminar, we hone your ability to act across cultures.

We recommend combining this seminar with the → [Cultural Orientations Indicator® \(COI®\)](#) to learn how to benefit professionally from applying your personal cultural profile to the specific context.



### Content

- Leadership and leadership styles – an intercultural perspective
- Intercultural competence for managers
- The Berlitz Cultural Orientations Model™ (COM™): lead with your own cultural preferences
- Building trust and relationships in intercultural teams
- Communication and constructive feedback
- How to handle hierarchies
- Your action plan



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Managers, new leaders
- Project managers, subproject managers, team leads



### Benefits

- Develop stronger powers of persuasion through awareness of your own cultural preferences
- Acquire international leadership know-how that can be applied immediately
- Toolbox for handling challenging intercultural situations



### Related topics

- [Cultural Orientations Indicator® \(COI®\)](#)
- [Cultural Navigator®](#)
- [COI® Individual Debrief](#)

→ General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Intercultural Training for Expatriates

**Get set for living and working abroad.** Sending employees abroad should be a beneficial experience both for your company and the expatriate. The positive outcomes of a successful international assignment include the optimization of structures through direct insights into local ways of working, the forging of new and important contacts, and the improvement of intercultural collaboration. But international assignments also carry the risk of early termination, which can mean a financial loss for the company. This risk cannot be entirely ruled out by thorough preparation, but it can be minimized. Because to live happily and work effectively in another country, it's important to be as well equipped as possible for this new adventure.

At Berlitz, we are ready to assist your employees as they prepare for their international assignments with our Intercultural Training for Expatriates, which draws on country specialists from our global network of instructors. The training we offer is based on our proven training methods, the → [Cultural Navigator®](#) (our intercultural learning platform), and our intercultural online analysis tool for exploring personal cultural profiles (the → [Cultural Orientations Indicator®, or COI®](#)). Berlitz offers you a customized blended-learning package that helps ensure that the relocation will be a success for both your company and your employees.

In our seminars, we help your employees take the first steps toward intercultural competence by learning how to handle the local red tape and make new friends, as well as teaching them the most important aspects of doing business in their new region: How do you lead in the new culture? How do teams work there? How do you communicate effectively with stakeholders from different cultures in presentations and meetings? During training, we explore and answer these questions and more.

➤ [Seminar information on the next page](#)

- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Intercultural Training for Expatriates

### Features

- Supplemented by our Cultural Navigator® learning platform for a more in-depth look and analysis of individual cultural orientations
- 12 months of unlimited usage of the Cultural Navigator® including learning paths, country information, and expert network
- Spouses and partners can participate in the training at no extra cost
- Business lunch with an instructor (face-to-face instruction)
- Experienced coaches offer your expats a high level of support and help them prepare individually for their international assignments



### Content

- Getting to know your host country: business, government, religion, and society
- Culture and intercultural competence
- Personal perspective: the individual COI®
- Everyday, regional, and corporate culture
- Coping with culture shock: strategies for feeling at home in the new culture
- Personal action plan



### Available training formats

- One- to two-day seminar (in-person or virtual)



### Target group

- Future expatriates
- Couples and families



### Benefits

- Coaching content tailored to your individual needs
- Acquire lasting knowledge about culture and business in your host country
- Effective analysis and comparison of your own culture using our COI® intercultural tool



### Related topics

- Safety Training for Business Travelers and Expatriates



### Do your employees have special requirements for their partners or children?

We would be pleased to put together a tailored coaching package for all family members.

- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Repatriation Coaching

**Welcome home.** When your employees return home after an extended period abroad, many things often are no longer as they were. The returnees have gained new experience and internalized new cultural elements and ways of working. At the same time, life and work in their home country has moved on. A certain amount of dissonance is inevitable, and their return and reintegration are often more difficult than anticipated – both professionally and personally.

Our repatriation coaching helps your employees manage their expectations and goals. Our experienced coaches work with them to explore possible challenges, examine expectations and objectives, and draft a concrete action plan for the period following their return – so the international assignment is also a success after repatriation.



### Content

- Challenges and reality of repatriation
- Reintegration into professional and private life
- COI® and cultural values
- Looking back: the expat experience
- Looking forward: applying the benefits of your international experience



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Individual employees returning from an assignment abroad
- Employees and their spouses or partners returning from an assignment abroad



### Benefits

- Coaching content tailored to your individual needs
- Define clear goals by developing a concrete action plan for your return
- Manage your professional expectations through guided perspective change analysis



### Related topics

- Cultural Orientations Indicator® (COI®)
- Cultural Navigator®



- General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Safety Training for Business Travelers and Expatriates

**Assess situations – act confidently.** Are you sending employees on international assignments? Do your employees make regular trips abroad? Depending on the country and the security situation, a business trip can quickly become a nightmare for travelers. We offer Safety Training for Business Travelers and Expatriates in partnership with GEOS Germany. These 3-hour or 90-minute modules are a perfect complement to our other relocation training.

GEOS Germany is a branch of GEOS SAS, the French specialist in crisis management, corporate security, and business intelligence. GEOS experts are crisis managers, political analysts, and communication consultants. With years of experience in their field, they take account of regional and country-specific conditions and prevailing risks in each country.



### Content

#### 3-hour safety and security training module

- Briefing on the geopolitical and security situation of the travel zone
- Advice on preparing for relocation, alone or accompanied by family
- How to behave in an emergency or a situation involving personal threat

#### 90-minute safety and security training module

- Overview of the region and its geopolitical situation



### Available training formats

- The safety training can be held as an in-person or a virtual seminar



### Target group

- Business travelers and expatriates



### Benefits

- Learn rules and recommended behavior for everyday life in your host country
- Raise your awareness of specific risks in the region and host country
- Receive information about current risks in the host country



### Related topics

- [Intercultural Training for Expatriates](#)

→ General → **Global Collaboration** → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Your Network of Experts for International Assignments

**Berlitz is part of CROSS GLOBE.** Whenever employees, departments, or entire companies operate internationally – or plan to – there is a lot to keep in mind. The CROSS GLOBE network of experts offers comprehensive professional support and coordination across all relevant areas.

Berlitz is a part of this network, offering customers the benefit of our outstanding expertise in the fields of language and intercultural skills. In addition, the network also provides assistance with:

- Entry and residence permits
- Insurance and travel assistance
- Taxes and social security benefits
- Housing searches and moves
- School education and integration
- Safety/security and emergency management

CROSS GLOBE develops tailored and safe solutions – putting your mind at ease so you can concentrate fully on your international business.

### Additional information

CROSS GLOBE

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[www.crossglobe.de/en](http://www.crossglobe.de/en)

Watch our video about  
Berlitz as a member of  
CROSS GLOBE here



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# Leadership Skills



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## Our Career Development Programs for Your Leadership Success

**For your leaders – local, global, or virtual.** Whether your leaders work in traditional or agile structures and manage teams locally, virtually, or globally – today, leadership skills are more important than ever. The expectations placed on managers are constantly growing; methodology alone is not enough to see you through. The right attitude, a clear understanding of the role, intercultural competence, motivating visions and communication, charisma, and persuasive powers are all essential to winning the trust of employees and meeting desired objectives.

And it's exactly these factors that we address in our career development programs for managers. In addition to sharpening the instruments and methods in the leadership toolbox, we focus on effective implementation and follow-through to achieve results quickly.

### **For your new leaders**

So many expectations are placed on people new to a leadership role. It's important to gain a foothold quickly in the new function, approach new responsibilities in a structured manner, and know and apply the most relevant management instruments. Not least, new leaders also have to learn how to manage expectations and pressure.

It's helpful to have a clear picture of yourself so you can be aware of the impact you have on others. In our seminars, we focus on clearly defining the role of the new leader, exploring the most important tools for strengthening leadership and supervisory skills, and applying individual feedback to improve your sense of authority.

➤ [For a sample career development program for managers, please see the next page](#)



### **Let's talk about this!**

We will be happy to advise you on the relevant course content for your objectives and put together a program tailored to your needs (content, duration, format) – for your leaders and your high potentials.

Contact us at

[seminare@berlitz.de](mailto:seminare@berlitz.de).

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### Example of a modular career development program for managers

Module	1	2	3
Topic	Leadership Basics	Efficient Communication in Everyday Leadership	Team Leadership and Motivation
Duration	2 days	2 days	2 days
Content	<ul style="list-style-type: none"> <li>• Leadership and management</li> <li>• Different leadership styles</li> <li>• What's expected of me as a manager</li> <li>• My own role and behavior as a manager: values and mindset</li> <li>• Self-motivation</li> <li>• The limits of leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Communicating effectively as a manager</li> <li>• Empathetic and appreciative communication as a management tool</li> <li>• Inner attitudes</li> <li>• Tools for leadership communication</li> <li>• Feedback as a management tool</li> <li>• Efficient feedback methods</li> </ul>	<ul style="list-style-type: none"> <li>• The manager and the team</li> <li>• Features of a good team</li> <li>• Team development based on the Tuckman model</li> <li>• Team roles (Belbin)</li> <li>• 12 keys to a successful team</li> <li>• Motivation as a task of leadership</li> <li>• Motivating employees through clear goals</li> </ul>

### To reinforce what has been learned, the modules can be supplemented with:

- One-on-one virtual coaching sessions
- Tandem learning
- E-learning in the → [Berlitz Oncademy](#)

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## What our customers say about Berlitz: Merck KGaA



“As a science and technology firm, at Merck we attach great importance to providing our employees with a working environment that empowers them to contribute to their full potential. Diverse teams who work in an inclusive environment are more successful – especially when it comes to developing creative ideas into genuine innovations. To us, an inclusive environment means that everyone feels appreciated and respected – regardless of factors such as gender, ethnicity, nationality, religion, sexual orientation, or physical ability.

We decided to offer seminars on ‘unconscious bias’ to ensure our employees are always inclusive in their daily work at Merck and that they make unbiased decisions in a professional context. And Berlitz is the strong training partner at our side. In a series of seminars specially developed by Berlitz for Merck, participants have a safe space to critically and constructively explore their own thought patterns and experiences, and are sensitized to the experiences of others. The goal of the training is to become more aware of the impacts of possible biases and ways of thinking in the workplace and foster inclusive behavior.

Something we especially value at Merck is the strong customer focus of Berlitz, its highly competent and knowledgeable instructors, and the practical approach of its business seminars. By incorporating international perspectives and in coordination with the Cultural Navigator®, the training could be adapted to local requirements. Berlitz gives our employees tools and resources that help them become effective and inclusive members of the Merck team – driving innovation and ensuring our corporate success.”

Kathrin Schugens  
Head of Global Diversity & Inclusion  
Merck KGaA

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## Leading Diverse Teams

**Diversity: the key to success.** Compared to others, diverse teams are considered to be more innovative because they benefit from different perspectives, different experiences, and many different ideas. But how do we manage this diversity in teams? What challenges do managers have to overcome if they want to lead their diverse team successfully? And how do they deal with these varied challenges? Our seminar offers you an up-to-date overview of the various aspects of diversity management. It also teaches you how to leverage diversity appreciatively and efficiently – whether it is to foster the potential of individuals in a team or to improve team culture and have a lasting impact on productivity.



### Content

- Diversity, equity, and inclusion
- A brief look at stereotypes, prejudice, bias, and discrimination
- Diverse teams
- Inclusion and exclusion
- Inclusive leadership



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Managers, new leaders
- Project managers, subproject managers, team leaders



### Benefits

- Develop lasting awareness of diversity issues in teams
- Know how to show appreciation while fostering an innovative team culture
- Use diversity to boost success



### Related topics

- Intercultural Competence Workshop
- Team Culture Analysis
- E-learning: Diversity & Inclusion – Managing and Promoting Diversity

- General → Global Collaboration → **Leadership Skills** → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
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## Healthy Leadership

**Healthy management style, healthy team.** As job requirements multiply and the work environment changes, the pressures on both managers and their teams often increase as well. It's particularly important for managers to keep a cool head and remain creative in stressful situations – also so that they do not pass on the pressure from the top down. In addition to possessing professional know-how and people skills, managers also need an open mind and a strong mindset – as well as resilience in the face of stress, plus the courage to delegate responsibility. The fact is, only a healthy team can achieve peak performance – even under challenging circumstances. In our seminar, together we explore how managers can keep themselves and their team resilient, motivated, and – most importantly – healthy in their working lives.



### Content

- Fundamentals of leadership and health
- How do I lead myself?
- Positive self-management through a resilient approach to stress
- How do I lead others?
- Healthy management through transformational leadership
- Transfer: from knowledge to application



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers



### Benefits

- Learn about your role and responsibilities as a healthy leader
- Become more resilient under pressure
- Use courage to boost the motivation of your employees



### Related topics

- Mindfulness
- Stress Management
- E-learning: Delegating Tasks



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## New to Leadership

**Shine in your new role.** Your new responsibilities as a manager go hand in hand with a multitude of challenges. To master them, it's important to understand your role, stay focused on your goals, and know what you expect from yourself and your team – and of course, to have the most important tools for successful management at your disposal. In our intensive seminar for new managers, you will learn to develop your own leadership style and motivate yourself as well as your employees.



### Content

- The role and competencies of a leader
- Overview of leadership styles
- Effective leadership communication: appreciation, empathy, and inner attitude
- Tools for leadership communication
- Giving motivating feedback
- Your action plan



### Target group

- Management trainees and high potentials



### Benefits

- Gain intensive leadership know-how for your new position
- Understand the most important tools for getting started
- Boost your professional development with individual feedback from the instructor



### Related topics

- Communication as a Key Competency
- Feedback
- E-learning: New to the Leadership Role



### Available training formats

- One- to two-day seminar (in-person or virtual)

- General
- Global Collaboration
- Leadership Skills
- **Teamwork**
- Basics in Daily Work
- Solution-Finding
- New Work
- Self-Guidance and Mental Health
- Efficient Meetings and Presentations
- Guest lectures
- Business Coaching
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# Teamwork

- General
- Global Collaboration
- Leadership Skills
- **Teamwork**
- Basics in Daily Work
- Solution-Finding
- New Work
- Self-Guidance and Mental Health
- Efficient Meetings and Presentations
- Guest lectures
- Business Coaching
- Organizational Development
- Online Training

## Teamwork Seminars and Workshops

**More than a group.** Regardless of their size and function, teams are complex and challenging systems. Mutual trust, a healthy and solution-oriented culture of conflict resolution, the commitment of each team member, clear roles and responsibilities, and a focus on achieving shared objectives – all these lay the groundwork for a successful team. Teamwork is an integral part of the working world, yet teams often don't simply function of their own accord.

We offer your team professional support for its processes – defining shared team goals, improving communication, or taking a closer look at roles and responsibilities. We can also assist you with conflict resolution within the team.

We offer workshop and seminar formats that allow us to work alongside you and your team to foster your own unique culture of togetherness.



### Workshop options

- Establishing No-Blame Culture
- Resilient Teams
- Team Development
- Team Culture Analysis



### Seminar options

- Collaboration in Agile Teams
- Working in Diverse Teams
- Working in Hybrid Teams
- Working in Virtual Teams
- Establishing No-Blame Culture

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## Collaboration in Agile Teams

**Master the fundamentals of the agile mindset.** Agile work methods are the organizational form of the future. And communication and interaction play a central role in agile teams. With the application of agile principles, new challenges for teamwork arise. In our seminar, you will explore the factors that make an agile team a success. The content is tailored to your needs and adapted to the group during the seminar.



### Possible content

- Self-organization in agile teams
- Developing an agile mindset in your team
- Communication/interaction in agile teams
- Defining clear roles when responsibility is shared
- Agile team development
- Decision-making strategies for agile teams
- Successful examples of agile work
- Everyday conflicts in agile teams



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Strengthen your agile soft skills for successful teamwork
- Actively shape the seminar to your needs
- Apply the full potential of agile development methods to the benefit of your team



### Related topics

- Basics of Agile Working
- Working on Agile Projects
- E-learning: Developing an Agile Mindset

- General → Global Collaboration → Leadership Skills → **Teamwork** → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
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## Working in Diverse Teams

**Use diversity to boost innovation.** In the workplace of today, teams are becoming increasingly heterogeneous. It is said that diversity in teams leads to better decisions because different points of view can be taken into account when looking for solutions. Working in diverse teams requires open-mindedness, a mindful approach to individual (sometimes unconscious) bias, and an appreciation of the many facets of the different team members. This allows the team to achieve innovative results together. In this seminar, you will sharpen your awareness of the positive aspects of diversity and explore methods for successful collaboration in diverse teams.



### Content

- Introduction to the topic of diversity
- Leveraging the diverse working styles and strengths of every individual
- Identifying unconscious biases in the team and working together to overcome them
- Creating team spirit and trust despite differences
- Communicating in diverse teams



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Employees at all levels



### Benefits

- Learn to appreciate diverse experiences
- Develop awareness of how stereotypes and unconscious biases are formed
- Recognize the opportunities and challenges associated with diverse teams



### Related topics

- Team Culture Analysis
- Cultural Orientations Indicator® (COI®)
- E-learning: Unconscious Bias – Recognizing and Reducing Prejudices and Stereotypes

## Working in Hybrid Teams

**New forms of collaboration for today's new workplace.** Growing globalization and digitalization, as well as more flexible forms of work, are having a major impact on team structures and the nature of collaboration. This has resulted in the evolution of hybrid teams – in other words, teams that are partly on-site and partly remote, yet still work together in pursuit of a common goal. Such teamwork is not only challenging in organizational terms, but also requires new ways of building trust and meeting the different needs of individual team members. In our seminar, you will not only explore the opportunities and challenges of this new working environment, but we will also show you how to leverage this form of collaboration to achieve maximum success as a team.



### Content

- Opportunities and challenges in hybrid teams
- The impact of technology on collaboration
- Building trust and team culture in a hybrid environment
- Fostering team resilience
- Strategies for handling conflicts



### Target group

- Employees at all levels



### Benefits

- Understand and leverage the opportunities of collaboration in a hybrid setting
- Build trust in your hybrid team
- Foster resilience together



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Related topics

- Collaboration in Agile Teams
- Working in Diverse Teams
- E-learning: Feedback between Colleagues

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→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Working in Virtual Teams

**The art of virtual teamwork.** As work has become more globalized and flexible, this has had a strong impact on both team structures and how teams work. Virtual teams are increasingly replacing direct daily contact in the office, resulting in new challenges for communication, organization, and collaboration. In our seminar, we teach you how to skillfully overcome the barriers of culture, space, time, and often even language to improve virtual teamwork – even when situations become challenging.



### Content

- The risks and opportunities of virtual teams
- The rules of virtual communication
- How technology affects collaboration
- Building trust in a virtual environment
- Paying attention to team phases in the virtual team
- Strategies for handling conflicts



### Available training formats

- Half-day seminar (virtual)



### Target group

- Employees at all levels



### Benefits

- Leverage the benefits of virtual teamwork
- Operate with greater self-assurance and confidence within virtual teams
- Build trust within your virtual team



### Related topics

- Intercultural Competence Workshop
- Digital Productivity and Organization
- E-learning: Virtual Teams – Communication

- General → Global Collaboration → Leadership Skills → **Teamwork** → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
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## Establishing No-Blame Culture (Half-Day Seminar)

**Foster trust and growth.** In a team, everyone makes mistakes that have minor or major repercussions. The question, however, is how the team lead and members deal with mistakes. If mistakes are not allowed to happen or are penalized, intense pressure and a culture of fear quickly develop within the team. However, teams can also benefit from mistakes if they are seen as an opportunity to work together and actively learn from the error. This helps the group gain experience and communicate with each other as equals. Such a positive, no-blame culture requires courage, a constructive attitude toward mistakes, and letting go of the need to be error-free.

Good to know: The → [full-day format](#) is interactive (like a workshop) and can be booked separately.



### Content

- Definitions and causes of mistakes
- What is a no-blame culture?
- Positive and negative cultures of handling mistakes
- Error management
- Constructive feedback



### Target group

- Employees at all levels



### Benefits

- Recognize the advantages of a no-blame culture
- Handle feedback constructively
- Establish a positive approach to errors



### Available training formats

- Half-day seminar (in-person or virtual)



### Related topics

- Solution-oriented Strategies for Handling Conflicts
- Feedback
- E-learning: Communicating with Respect and Appreciation



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## Establishing No-Blame Culture (One-Day Seminar)

**Your workshop for fostering a no-blame culture.** In our guided, interactive workshop, you and your team will engage with the fundamentals of healthy approaches to dealing with mistakes. Working alongside our experts, you will establish a no-blame culture that is tailored to the needs of your team. The aim is to find a sustainable way of dealing with mistakes effectively, efficiently, and collaboratively – without retribution or threats.

Good to know: The → [half-day format](#) can be booked separately as a seminar without workshop elements.



### Workshop content

- Definitions and causes of mistakes
- Positive and negative cultures of handling mistakes
- What do mistakes mean for us in our team?
- Working together to develop and agree on the team's culture regarding mistakes



### Target group

- Teams and their team leaders



### Benefits

- Reflect on your experience with mistakes as a team
- Work together to develop a no-blame culture
- Establish a positive approach to errors



### Related topics

- Solution-oriented Strategies for Handling Conflicts
- Feedback
- E-learning: Communicating with Respect and Appreciation



### Available training formats

- One-day seminar (in-person or virtual)

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## Resilience in Teams

**Strong and resourceful together.** Resilience is the ability to muster resources and energy to deal with the challenges, conflicts, and stress of the workplace. This is a talent that's not just important for individuals, but for teams as well. In our team workshop, you will apply a resilience model to analyze which factors supporting resilience are already firmly in place in your team. You will also learn how to foster potential within your team so that you can continue working together in challenging situations as well as collaborate efficiently and effectively. Using effective techniques and under the guidance of experienced Berlitz experts, you will not only boost the performance of your team, but also help safeguard the health of your employees.



### Workshop content

- The R.E.S.O.U.R.C.E.® wheel of resilience
- Analysis of resilience factors in the team
- Working together to develop techniques for increasing your team's resilience



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Teams and their team leaders



### Benefits

- Know the resilience factors that make your team stronger
- Develop techniques to foster the potential of your team
- Increase the resilience of your team



### Related topics

- Stress Management
- Mindfulness
- E-learning: Resilience – The Power of Inner Strength

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## Team Development

**Boost the effectiveness of your team.** Successful companies are built on well-functioning teams – but they need to be nurtured and developed. Establishing trusting and supportive collaboration between all team members takes time and requires attention to interpersonal relationships. When there are changes in the composition of the team (e.g. new members) or its work processes; when there are conflicts, communication problems, or a lack of structure, team development can be useful. This process allows you to define common goals, discuss responsibilities, identify strengths within the team, and cultivate a spirit of openness toward each other.

Our team development workshops do not adhere to a fixed agenda, but are specifically adapted to the needs of your team by our skilled team developers in close consultation with the team lead and the team. Because after all, every team is different!



### Available focus topics

- Team goals
- Team vision and team identity
- Communication in the team
- Roles within the team
- Processes in the team
- Conflict resolution in the team



### Available training formats

- One- or multi-day seminar (in-person or virtual)



### Target group

- Teams and their team leaders



### Benefits

- Create a shared vision of the team
- Develop your team according to your needs
- Foster appreciative collaboration



### Related topics

- Team Culture Analysis
- Collaboration in Agile Teams
- E-learning: Diversity & Inclusion – Managing and Promoting Diversity

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## Team Culture Analysis

**Develop team standards and boost teamwork.** New team members, new challenges, or new projects – there are any number of situations that reveal if a team works together well or if it is not living up to its full potential. When friction develops, the question often arises of how to talk about expectations, standards, and differences without creating further tensions. This often has to do with the team culture. The → [Cultural Orientations Indicator® \(COI®\)](#) is a very useful tool for identifying personal cultural patterns in the workplace environment. In the workshop that follows, you will use the preferences identified by the COI® to develop new strengths and synergies in your team with the aim of developing shared standards for working together



### Workshop content

- Prepare for the seminar by completing the Cultural Orientations Indicator®
- Strengths and preferences in our team
- What is expected of each team member
- How we can create more synergies



### Available training formats

- One-day workshop (in-person or virtual)



### Target group

- Teams and team leaders



### Benefits

- Workshop tailored to your team's needs
- Get to know your team's cultural preferences in a work context
- Enjoy better cooperation and higher productivity



### Related topics

- Team Development
- Working in Diverse Teams
- E-learning: Unconscious Bias – Recognizing and Reducing Prejudices and Stereotypes

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# Basics in Daily Work

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## New! Business Socializing

**Mix and mingle like a professional.** In today's world, socializing is more important than ever. Competition is fierce and markets and customers are highly contested. More and more, forging a human connection can help you win over potential partners and new customers. Skillful and focused business socializing that goes beyond friendly chit-chat can give you an edge. The way you present yourself should be carefully planned: choosing the right location, creating a pleasant atmosphere, selecting the topics of conversation, and establishing a social media presence all play a part. In our seminar, you will learn how to make a favorable impression through socializing so that you can generate new business.



### Content

- The basics: What shapes our socializing skills?
- Perception and impact: The power of the first impression
- Communication: The right word at the right time
- Gauging the atmosphere: What is “professional” in different situations?
- Digital socializing: Presenting yourself professionally online



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Develop a sense for place and mood when socializing
- Find the right words and topics when engaging in small talk
- Leave a lasting impression – in person and online



### Related topics

- Appreciative Communication
- Self-Leadership and Personal Effectiveness
- E-learning: Targeted Networking

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## Efficient Communication

**Your toolkit for clear communication.** Ineffective communication and “getting your wires crossed” can hamper project success, lead to lost sales opportunities, and short-circuit cooperation in teams. Our communication seminar will teach you simple techniques to avoid just such situations. We will focus on how language is used to establish an efficient connection based on mutual respect, whether holding a face-to-face discussion or exchanging emails or other written communications. You will receive simple yet effective communication tools that bring you positive results.



### Content

- The four keys to being understood
- Using more succinct, concise, and interesting phrasing
- Writing more efficient emails
- Preparing efficiently for discussions
- Understanding cultural differences in communication



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Acquire a toolbox of methods for communicating clearly
- Optimize your language using simple techniques
- Practical and direct applications



### Related topics

- Appreciative Communication
- Communication as a Key Competency
- E-learning: Basics of Communication

## Feedback

**Take full advantage of constructive feedback.** Strong communication skills are important for success within your company or team. Learning to give and receive feedback empowers you to develop professionally – and to help others do the same. But how do you give and receive feedback respectfully? What can you do if feedback hurts your feelings? In our seminar, you will work out the best solution for these questions – and more. Learn to understand feedback as a method, attitude, and gift, as well as how you can ask for high-quality input with the aim of making a constructive contribution to the feedback culture of your company.



### Content

- Know and understand the usefulness of feedback
- Self-perception and how others perceive you – the Johari window
- The ground rules for giving and receiving feedback
- Communication tools for constructive feedback
- Know and apply a variety of feedback techniques



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn effective feedback tools for your personal success
- Make your perspective heard in a respectful and convincing way
- Handle feedback from others confidently



### Related topics

- Appreciative Communication
- Establishing No-Blame Culture
- E-learning: Feedback between Colleagues



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## Increase Your Workday Efficiency (Taught in English)

**Learning to prioritize.** In the digital age, we are constantly confronted with new information and interruptions. It's challenging to stay on top of things and simultaneously minimize distractions. We teach you the fundamentals you need to better handle interruptions, streamline your work processes, and use email productively. In addition, you learn how to effectively manage competing priorities and discover valuable techniques that you can apply on the job immediately.



### Content

- Setting priorities and organizing information
- Keeping track of tasks and appointments
- Using your calendar and notepad
- Optimizing email processes
- Thinking in terms of results and acting strategically
- Establishing new structures
- Sharpening your focus and managing stress
- Action planning and tools for practical applications



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- No longer let interruptions throw you off track
- Prioritize correctly and always stay on top of things
- Achieve more with less effort



### Related topics

- Digital Productivity and Organization
- Managing Yourself and Your Time
- E-learning: Becoming More Productive and Satisfied at Work



### Available training formats

- Half-day seminar (virtual)

→ General → Global Collaboration → Leadership Skills → Teamwork → **Basics in Daily Work** → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Positive Customer Interaction

**Create customer enthusiasm and loyalty.** When you work with customers, there are many facets to your role: fielding requests, handling complaints, keeping customers happy, and much, much more. To bring a customer-focused approach to this multi-faceted job, you not only have to demonstrate politeness and flexibility, but also have detailed knowledge of the company's products and services, a clear understanding of how to behave toward customers, and outstanding communication skills.



### Content

- The etiquette of customer contact
- Appreciative and effective customer communication
- Identifying and understanding customer needs and wishes
- Handling customer complaints professionally



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Employees with customer contact



### Benefits

- Behave professionally and confidently in dealings with customers
- Understand the needs and language of your customers
- Handle complaints professionally



### Related topics

- Communication as a Key Competency
- Appreciative Communication
- E-learning: Identifying Needs

→ General → Global Collaboration → Leadership Skills → Teamwork → **Basics in Daily Work** → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Managing Your Email Inbox Effectively Using Outlook (Taught in English)

**Insider tricks for your inbox.** In this seminar held in English, you will discover completely new aspects of Outlook. The useful pointers and techniques will save you both time and effort going forward. For example, learn how to categorize your incoming emails with Outlook, how to use your calendar effectively, how to quickly retrieve all relevant information with the advanced search function, and how to efficiently archive your messages for later use.

Please note: Course content includes exercises in email management and organization that are also covered in our → [Increase Your Workday Efficiency](#) seminar. If you book both seminars, Managing Your Email Inbox Effectively Using Outlook is a perfect refresher that includes additional tips and tricks for Outlook.



### Content

- Organizing your inbox for practical use
- Finding unresolved emails more quickly
- Organizing and archiving messages
- Tips for time management and prioritization
- Shortcuts and techniques for daily use



### Available training formats

- Half-day seminar (virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Boost your effectiveness with new Outlook skills
- Save time in your daily work
- Stay on top of things even when your inbox is overflowing



### Related topics

- [Increase Your Workday Efficiency](#)
- [Digital Productivity and Organization](#)
- [E-learning: Overcoming the Digital Information Overload](#)

→ General → Global Collaboration → Leadership Skills → Teamwork → **Basics in Daily Work** → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Project Methods and Tools

**Effective tools for a successful project.** In this seminar, you will learn the most important basics of project work – from project planning to communication. Using practical methods, you will learn how to plan your project strategically from day one, organize the individual project phases professionally, and foster an appreciative atmosphere in your team. You can apply what you have learned directly in authentic case studies – including examples from your own workplace if desired.



### Content

- Effective planning of project phases
- Successful collaboration in the project team
- Organizing effective team meetings
- Wrapping up projects successfully



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Project managers, subproject managers
- Project members
- Project teams
- Experts and managers with project responsibilities



### Benefits

- Learn the most important basics for working on projects
- Effectively combine methods and practical know-how
- Apply authentic examples and case studies to your projects



### Related topics

- Working in Virtual Teams
- Meeting Design and Facilitation
- E-learning: Delegating Tasks

## Professional Stakeholder Management

**Analysis and strategy for success.** In corporate and project management, stakeholder management is an essential tool for reaching the defined objectives. In our seminar, you will learn how to identify and classify relevant stakeholders and how to effectively and persuasively build positive relationships. In this context, a good communications strategy is just as important as effectively managing expectations in accordance with the needs of the stakeholder in question. All with the aim of achieving your shared goals – so everybody wins.



### Content

- What is stakeholder management?
- Stakeholder management plans
- Preparing for and conducting a stakeholder analysis
- Managing expectations
- Communication plans
- Lessons learned



### Available training formats

- Half-day seminar (in-person or virtual)



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn methods for identifying your most important stakeholders
- Use good communication to boost success
- Discover tools and instruments for effective interactions with your stakeholders



### Related topics

- Communication as a Key Competency
- Project Methods and Tools
- E-learning: Targeted Networking

## Professional Negotiations

**The right strategy gets the right results.** Skillful negotiations are based on a number of factors. You need good strategic and mental preparation, strong arguments and knowledge of the facts, confident speaking skills, an understanding of the psychology of negotiations, and a clear goal that you pursue systematically until the end. All of these skills can be developed and practiced. In this course, you will learn what specific techniques you can apply for optimizing your negotiating style as well as how to structure your arguments for maximum effect, take the wind out of the other party's sails, and fend off attempts at manipulation.



### Content

- Know and understand the principle of negotiation
- Preparing professionally for negotiations
- The different stages of the negotiation process
- Skills for conducting negotiations
- Applying best practices to real-world challenges – case studies and negotiation simulation



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Purchasing and sales staff
- Freelancers



### Benefits

- Know and effectively apply your own negotiating profile
- Present your arguments with confidence
- Conduct yourself more professionally in negotiating situations



### Related topics

- Appreciative Communication
- Solution-oriented Strategies for Handling Conflicts
- E-learning: Difficult Negotiations

→ General → Global Collaboration → Leadership Skills → Teamwork → **Basics in Daily Work** → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Communication as a Key Competency

**Your key to effective interpersonal interactions.** Communication is a constant feature of our daily work – whether verbally or non-verbally, we are always communicating. But communication skills are like muscles: If we exercise them regularly, they become strong and well-defined, while if we neglect them, they lose their power and effectiveness. Stay in shape with our seminar, where you will refine your communication skills, find out more about your personal communication style, and learn techniques for holding efficient discussions. It's a great way to tone your muscles and make successful workplace communication one of your strengths!



### Content

- Communication – the foundation of human interaction
- Learn and understand personal communication structures
- How voice and body affect communication
- Soft skills for good communication
- Techniques for efficient discussions



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Strengthen your communication skills
- Reflect on your personal communication style
- Learn methods for efficient discussions



### Related topics

- Efficient Communication
- Appreciative Communication
- E-learning: Giving Feedback

→ General → Global Collaboration → Leadership Skills → Teamwork → **Basics in Daily Work** → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Holding Difficult Conversations

**Communicating as equals to solve problems.** At work there are always situations involving critical or difficult issues – ones that must be addressed. This applies not only to managers giving feedback to their employees, but also to discussions between coworkers. It's human nature to want to avoid such conversations. We assume they're going to be unpleasant or stressful – but this does not have to be the case. In our seminar, you will learn how to purposefully prepare for difficult conversations and create the right structure for them, laying a foundation for an open and constructive dialog.



### Content

- What is a difficult conversation?
- The importance of your own attitude
- Preparing purposefully for difficult conversations
- Basics of constructive dialog
- Interventions in difficult conversations



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Prepare purposefully for difficult conversations
- Assess your own attitude in difficult conversations
- Learn to use conversation techniques to promote constructive dialog



### Related topics

- Communication as a Key Competency
- Appreciative Communication
- E-learning: Active Listening



## Managing Yourself and Your Time

**Be your best (organized) self.** Time is one of the most valuable resources for professional success today. When you don't have enough time, stress is the inevitable result, as the growing backlog of unfinished work takes its predictable toll. So it's all the more important to use your time efficiently. In our seminar, you will learn how to analyze and structure your work methods and routines and organize yourself more effectively. Focus on your priorities and develop your personal strategies for fighting distraction. Learn how easy it can be to liberate yourself from distractions and time-wasters.



### Content

- Analyzing how you organize yourself
- Managing goals and priorities efficiently
- Plan your week effectively
- Developing focus and efficient strategies against procrastination
- Techniques for dealing effectively with time-wasters



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Discover the best time management methods to get yourself organized
- Directly transfer and rapidly implement what you have learned in your daily work routine
- Reduce stress effectively by taking a mindful approach to your own time



### Related topics

- Digital Productivity and Organization
- Stress Management
- E-learning: Becoming More Productive and Satisfied at Work

- General → Global Collaboration → Leadership Skills → Teamwork → **Basics in Daily Work** → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Appreciative Communication

**Communicate respect for more effective dialogue.** The secret recipe for good performance, effective collaboration, and successful customer relations is simple: mutual respect and appreciation. This type of communication requires us to show empathy and sensitivity. In this seminar, you will discover the advantages and strengths of an appreciative communication style. We will help you work on your underlying attitude and give you a toolbox of appreciative behaviors which can even be applied to stressful situations and conflicts.



### Content

- Showing appreciation in your dealings with others
- Empathy – the foundation of appreciative dialogue
- How inner mindset affects communication
- Tools for appreciative communication
- Appreciative communication in stressful situations



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Recognize and use appreciative communication techniques to boost your success
- Turn language into an effective tool
- Show appreciation even in conflict situations and under stress



### Related topics

- Efficient Communication
- Communication as a Key Competency
- E-learning: Giving Feedback

- General
- Global Collaboration
- Leadership Skills
- Teamwork
- Basics in Daily Work
- **Solution-Finding**
- New Work
- Self-Guidance and Mental Health
- Efficient Meetings and Presentations
- Guest lectures
- Business Coaching
- Organizational Development
- Online Training

# Solution-Finding



→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → **Solution-Finding** → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## **New!** Improve Your Concentration and Focus

**Block out distractions, stay focused, and concentrate on your work.** These are important skills in today's workplace. You can avoid forgetting important information by using simple and effective methods to sharpen your concentration and memory skills. In our seminar, you will learn simple tools based on learning and memory research, which you can employ to improve your concentration and recall so that information is permanently stored in your memory.



### Content

- How does our memory work?
- Factors of effective concentration
- Structuring new information for your brain to absorb
- Fundamentals of effective learning



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Understand how our memory functions
- Recognize the causes of concentration problems
- Master exercises to increase your concentration in your daily work



### Related topics

- Mindfulness
- Business Storytelling
- E-learning: Learning Strategies – Method Toolbox

## Solution-oriented Strategies for Handling Conflicts

**Everybody wins.** A conflict should be dealt with as quickly and constructively as possible. And to do so, you must be able to not only analyze the causes and effects of the problem, but also assess the conflict behavior of everyone involved. Because only when you understand your own behavior – and that of others – in conflict situations can you put a lasting end to the dispute. In our seminar you will develop effective approaches to resolving conflict, based on your own conflict behavior. Case studies help you to be prepared for future conflicts.



### Content

- Analyze your own behavior in conflict situations
- Types, causes, and manifestations of conflict
- Focusing on solutions rather than problems
- Appreciative communication in conflict situations
- Tools for preventing and resolving conflicts



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn the principles of solution-oriented conflict management
- Master methods for assessing yourself and others in conflict situations
- Show appreciation in your communication instead of playing the blame game



### Related topics

- Resilience at Work
- Emotional Intelligence
- E-learning: Conflict Resolution for Managers

## Problem-Solving and Decision-Making

**Make productive choices.** As autonomy grows in the workplace, the process of making clear and quick decisions in difficult situations increasingly presents teams, professionals, and managers with new challenges. What is needed are highly developed analytical skills, the ability to reduce complexity, and systematic processes – resulting in a decision that offers an effective solution as well as transparency for others. While this might seem like an art, mostly it comes down to methodology and practice. With the effective techniques you learn in our seminar, you can apply strategic analysis to cut through the complexity of problems. Learn practical methods for making efficient, effective, and transparent decisions.



### Content

- Introduction to problem-solving skills
- Process-oriented and creative approaches to analyzing problems
- Methods for decision-making competence
- Evaluation of decisions



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Receive a toolbox for strategic problem analysis
- Learn to make decisions – effectively, efficiently, and transparently
- Boost your ability to cut through the complexity of problems



### Related topics

- Creativity as a Key Competency
- On-Point Business Communication
- E-learning: Making Good Decisions

## Creativity as a Key Competency

**Think creatively, act flexibly.** In the modern workplace, creativity has become an essential key competency. Lasting success will only belong to those who can leverage innovation and creativity and adapt their business practices and products to constantly changing circumstances. People often have a limited view of creativity that is “only” about applying certain techniques. But creativity is much more. Creativity is a mindset, requiring solution-oriented thinking, discipline, and training. In our seminar, we will help you unlock your creative potential. You will learn to recognize the connection between creativity and thought and how you can come up with new ideas by asking the right questions. Expand your problem-solving skills and discover the path to new ideas.



### Content

- How creativity develops
- Mindset and problem-solving skills
- Application of techniques for creative thinking
- Building creative environments



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Practice your creativity in a completely new way
- Develop new powers of innovation and problem-solving abilities
- Discover effective strategies to sustain your personal creativity

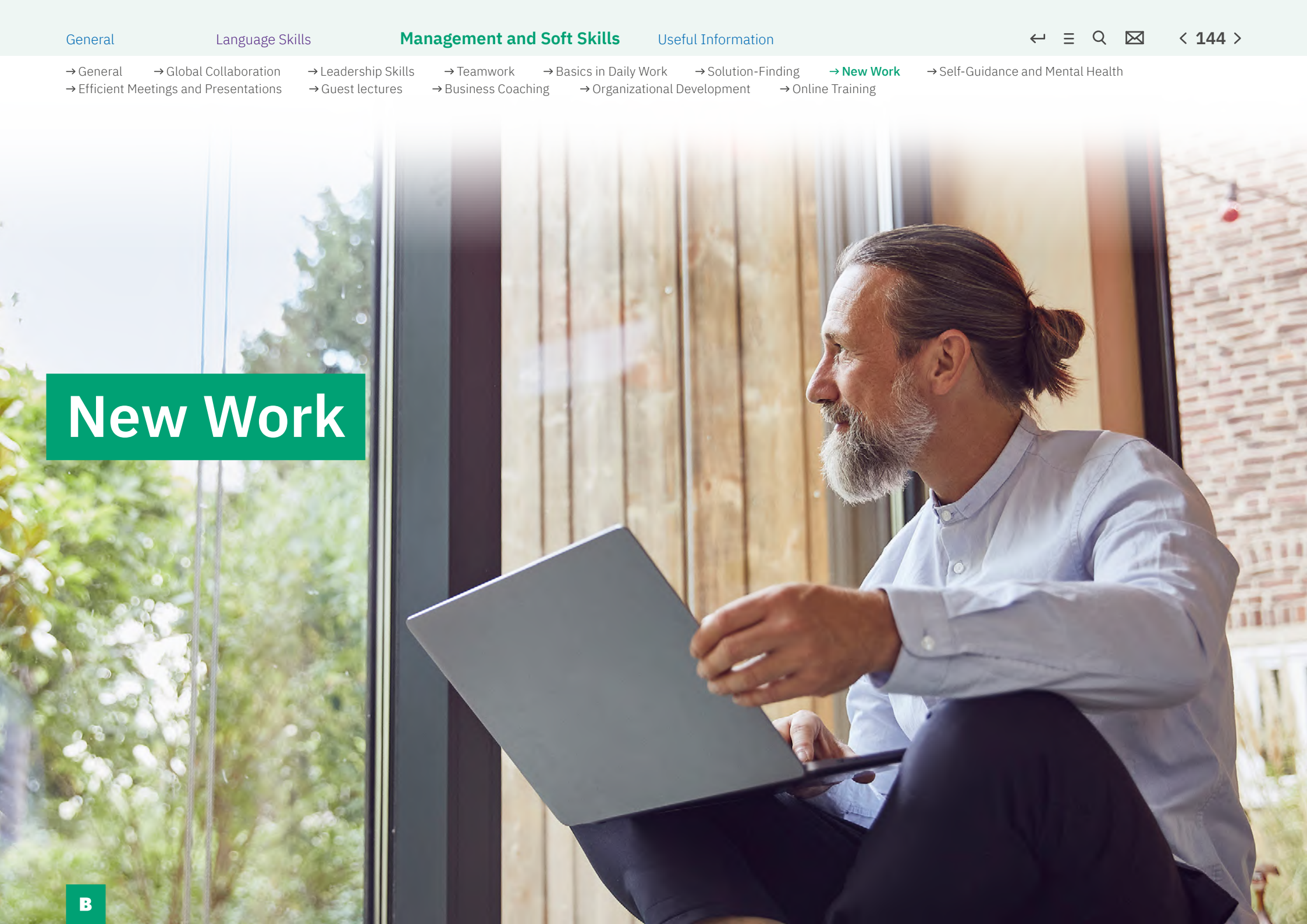


### Related topics

- Problem-Solving and Decision-Making
- Business Storytelling
- E-learning: Innovation – Methods for the Innovation Process

- General
- Global Collaboration
- Leadership Skills
- Teamwork
- Basics in Daily Work
- Solution-Finding
- **New Work**
- Self-Guidance and Mental Health
- Efficient Meetings and Presentations
- Guest lectures
- Business Coaching
- Organizational Development
- Online Training

# New Work





→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → **New Work** → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Working on Agile Projects

**Take charge of your dynamic environment.** In these times of rapidly changing workplaces, increasing diversity in teams, and global collaboration, more and more companies are turning to agile work methods in their projects. Why? Because they offer greater flexibility and earlier opportunities to recognize and correct errors. In our seminar, we'll show you the basics and selected methods of agile project work. You will learn how agile projects can be structured and what tools are most suitable.



### Content

- The VUCA world and how it affects project work
- Developing an agile mindset
- The fundamentals of working on agile projects
- Your agile project management toolbox



### Available training formats

- Two-day seminar (in-person or virtual)



### Target group

- Project managers, subproject managers
- Project members
- Project teams



### Benefits

- Receive an introduction to agile project work
- Support your agile project team
- Effective tools for changing how you work on projects



### Related topics

- Collaboration in Agile Teams
- Unconscious Bias
- E-learning: Agile Project Management / Basics

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → **New Work** → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Customer Centricity

**Sharpen your customer focus.** Customer centricity is an approach that views the value chain from the customer's perspective, placing the customer – rather than the product or service – at the center of the company's activities. In our seminar, we show you the different communication and sales channels that can be used for customer centricity and how they impact on the entire corporate culture.



### Content

- Product focus vs. customer centricity
- Qualities of customer-centric companies
- The five stages of the customer journey
- The customer experience as a key point of reference



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees in sales and marketing



### Benefits

- Know the importance of your customer for the success of your business
- Understand the customer journey as a driver of success
- Acquire tools and methods for customer-oriented sales



### Related topics

- Basics of Agile Working
- Positive Customer Interaction
- E-learning: Customer Centricity – Understanding, inspiring and retaining customers

## Basics of Agile Working

**Ready for the new world of work.** The workplace is in a state of transition and more complex than ever. New Work and agile working are on everyone's lips, and new skills are needed to react to challenges and changes more and more quickly. New Work also brings a different mindset into the workplace, leading to transformation and new ways of thinking. However, a lot of the terms that you frequently hear in the context of agile working are not so easy to understand. After all, what does it really mean to have an agile mindset? And how do holacratic teams work? In this seminar, you will gain insights into agile working, develop your own understanding of New Work, and decide which ideas and methods you would like to adopt in your workplace.



### Content

- Fundamentals of New Work
- Opportunities and challenges of the VUCA world and the new working methods
- Understanding the agile manifesto
- Developing an agile mindset: How agile am I?
- Agile work methods and their benefits



### Available training formats

- One-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn the basic values and principles of agile work
- Develop skills for New Work
- Discover new ideas and approaches to apply on the job



### Related topics

- Collaboration in Agile Teams
- Customer Centricity
- E-learning: Agile Toolbox for Everyday Work

## Digital Productivity and Organization

**Show your professionalism in the digital world.** Digitalization of the workplace has accelerated the pace of life and we are confronted with the challenge of managing large amounts of information. Learning to organize ourselves effectively is an essential part of coming to grips with our working days and focusing on tasks without distraction. This is the only way to efficiently manage our own productivity in times of increasing autonomy. In our seminar, you will learn focused and effective approaches to become better organized, get a handle on the flood of digital information, and prevent digital tools and communication methods from becoming an additional source of distraction.



### Content

- Tools for organization and structure in the digital workplace
- Shifting perspectives with New Work methods
- Handling the information explosion
- Mastering the challenges of remote work
- Counteracting digital stress



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Keep track of information
- Reflect on your personal forms of digital and analog organization
- Boost your self-reliance in the use of digital tools



### Related topics

- Resilience at Work
- Mindfulness
- E-learning: Working Successfully in Your Home Office

- General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → **New Work** → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Influencing without Authority

**Successfully lead your colleagues to their goals.** In many workplace situations it is necessary to lead “laterally” and not – as in classic line management situations – from the top down. The same applies if you work in flat hierarchies such as project teams and have responsibility for outcomes but no supervisory authority. But in situations such as these, how can you get people excited about the goals you have set, engage them, and create a productive and appreciative working environment? The secret lies in your own role and attitude. Understanding this, proactively shaping your own role, and keeping the mechanisms of persuasion in mind – without being manipulative – are the first steps to successfully leading your colleagues.



### Content

- What is lateral leadership?
- How to influence people
- The six principles of persuasiveness
- Maintaining an appreciative attitude
- The influence of trust
- The influence of communication
- The influence of power
- Action plan



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Managers without direct supervisory authority
- Project managers, team leaders
- Experts with lateral leadership functions
- High potentials and trainees



### Benefits

- Learn the most important management instruments of lateral leadership
- Achieve clarity regarding your role by defining expectations
- Acquire pragmatic know-how which can be quickly applied on the job



### Related topics

- Feedback
- Communication as a Key Competency
- E-learning: Lateral Leadership – Leading Effectively Without Being a Supervisor

- General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → **New Work** → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Emotional Intelligence

**Become more aware of yourself and others.** In a dynamic environment, the ability to understand your own feelings, reflect on them, and deliberately control them is a key competency. And when working together, the ability to understand other people and their emotional states is equally important. Having good insight into your own feelings and being able to react with empathy to others is becoming increasingly important in the digital business world.



### Content

- The basics of emotional intelligence
- Tools for self-reflection and self-perception
- Developing emotional self-control and empathy
- Interacting empathically with others



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Know and understand the basics of emotional intelligence
- Familiarize yourself with tools for perceiving emotions
- Boost your empathy for others



### Related topics

- Self-Motivation
- Self-Leadership and Personal Effectiveness
- E-learning: Leading with Empathy

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → **New Work** → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## On-Point Business Communication

**Get right to the point.** Communication in the workplace takes multiple and complex forms: presentations, emails, analyses, and reports. It is even more challenging when you have to communicate the information to a variety of target groups. Your goal should be to present the information clearly, concisely, and in an organized manner – while still holding the recipient’s attention. Learn to apply the pyramid principle to structure complex content so it is accessible to your target group – and get straight to the point. Prioritize your key message, support it with convincing arguments, and keep your audience in mind. They’ll get the message – loud and clear.



### Content

- Using the pyramid method to meet communication challenges in your job
- The basic principle of the pyramid structure
- Constructing the pyramid
- Taking the recipient’s expectations as your starting point
- Examples of using the pyramid structure in business communication



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Get straight to the heart of complex content
- Formulate your message with your audience in mind
- Apply the pyramid principle as a versatile tool on the job



### Related topics

- Present Effectively and with Confidence
- Virtual Presentation Skills
- E-learning: Justification and Persuasion Techniques

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → **New Work** → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → Online Training

## Unconscious Bias

**Become more aware of cognitive bias.** Research shows that with the right leadership and support, diverse teams within an inclusive work environment are more successful – especially when it comes to transforming creative ideas into real innovations. For this reason, it is now the stated goal of many companies to offer their employees such an environment. In this seminar, we offer participants a safe space to critically and constructively explore their own (unconscious) cognitive patterns and experiences, while at the same time helping sensitize them to the experiences of others. The goal of the seminar is to become more aware of the impacts of possible unconscious bias and preconceived notions in the workplace and foster inclusive behavior in yourself as well as in others.



### Content

- Understanding the contexts of diversity, equity, and inclusion
- Stereotypes, prejudice, discrimination
- Cognitive bias
- Strategies for dealing with biases: debiasing and nudging



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn the basics of diversity and inclusion
- Better understand people and their experiences
- Acquire tools for inclusive collaboration



### Related topics

- Leading Diverse Teams
- Working in Diverse Teams
- E-learning: Diversity & Inclusion – Managing and Promoting Diversity



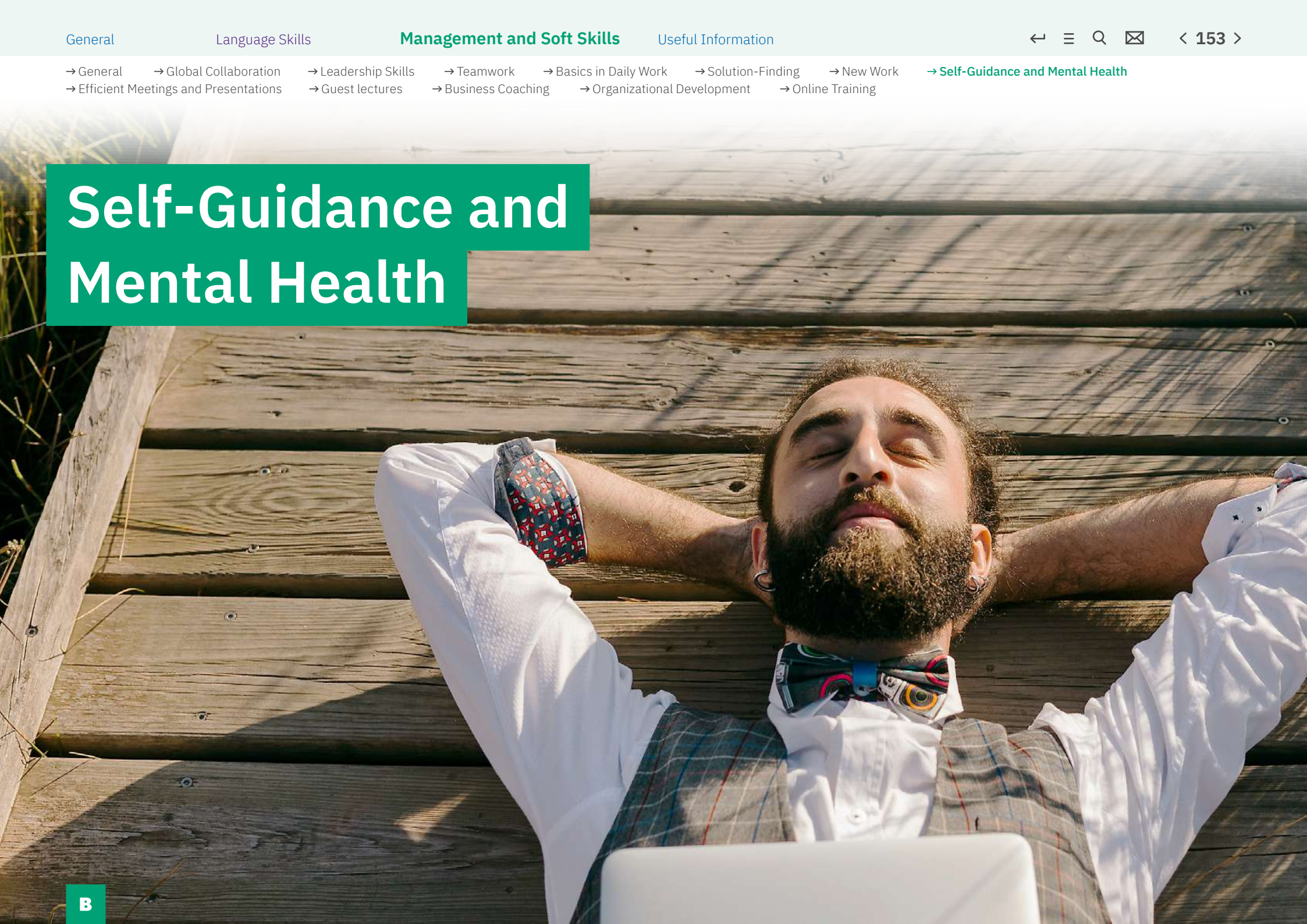
### Available training formats

- Half-day seminar (in-person or virtual)



- General
- Global Collaboration
- Leadership Skills
- Teamwork
- Basics in Daily Work
- Solution-Finding
- New Work
- **Self-Guidance and Mental Health**
- Efficient Meetings and Presentations
- Guest lectures
- Business Coaching
- Organizational Development
- Online Training

# Self-Guidance and Mental Health



## Mindfulness

**Focusing on the here and now.** In times of constant change, resource-oriented self-management is one of the keys to professional and personal success. There will always be times when a heavy workload, scarce resources, or difficult situations demand a lot from us. It's important to combat our nagging fears of not being able to live up to our own or other people's expectations no matter how hard we try – before they lead us to neglect ourselves. After all, the everyday grind costs a lot of energy and it's getting harder and harder to fully recharge our batteries. This course explores ways to consciously activate your personal strengths so you can meet daily challenges more calmly and with more composure. Reactivate your inner resources.



### Content

- Self-management strategies – self-observation, mindfulness, identifying and using personal resources, self-motivation
- The levels of stress reactions
- Pointers and tricks for everyday life – achieving change through small steps
- Self-management – the key to activating your resources
- Internal drivers and typical behavior patterns



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn practical methods for more mindfulness and renewed engagement with your work
- Discover self-observation and mindfulness as effective self-management techniques
- Identify your mental blocks and redefine your internal and external attitudes toward challenges



### Related topics

- Resilience at Work
- Stress Management
- E-learning: More Energy, More Productivity, More Success

- General    → Global Collaboration    → Leadership Skills    → Teamwork    → Basics in Daily Work    → Solution-Finding    → New Work    → **Self-Guidance and Mental Health**  
→ Efficient Meetings and Presentations    → Guest lectures    → Business Coaching    → Organizational Development    → Online Training

## Resilience at Work

**More resilience through inner strength.** How can you muster your resources and energy to deal with the challenges, conflicts, and stress of the workplace? By cultivating psychological resilience – the mental ability to recover from crises quickly. It helps you develop the inner strength and defenses to cope with difficult situations. How does it work? Resilience can be acquired using mental techniques, the power of positive routines, and personal best-practice strategies. Learn to assess challenging situations for yourself and hone your inner ability to bounce back from difficulties.



### Content

- Resilience on the job – recognizing and using your own strengths
- Test yourself – do you know your inner resources?
- The R.E.S.O.U.R.C.E.® wheel of resilience
- The keys to building inner strength
- Practical tools to use every day



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Immediate application of the tools
- Strengthen your own resources for fighting difficulties
- Learn straightforward methods that make a big difference



### Related topics

- Resilience in Teams
- Mindfulness
- E-learning: Understanding and Managing Burnout Better

## Self-Leadership and Personal Effectiveness

**Unlock your own potential.** Self-reflection can be the key to your personal development and smooth your path to your individual goals. By asking yourself the right questions, you can overcome obstacles, tap into new sources of motivation, and discover new resources. In this seminar, you will gain clarity about the challenges you face by analyzing your personality and needs and identifying effective levers. The secret to effective self-management is being open-minded and applying method and will. You will learn to consciously interpret your behavior, ask yourself the right questions, and use the correct tools and techniques to fully exploit your potential.



### Content

- Maintaining focus through clear goals and values
- Developing empathy with yourself
- Reflecting on your personal inner drivers
- Handling your personal change dynamic
- Mobilizing your inner resources through self-coaching



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Formulate specific goals for your personal motivation
- Make full use of your potential
- Apply personal analysis for more success and energy



### Related topics

- Emotional Intelligence
- Assert Yourself with Confidence
- E-learning: More Energy, More Productivity, More Success

- General    → Global Collaboration    → Leadership Skills    → Teamwork    → Basics in Daily Work    → Solution-Finding    → New Work    → **Self-Guidance and Mental Health**  
→ Efficient Meetings and Presentations    → Guest lectures    → Business Coaching    → Organizational Development    → Online Training

## New! Self-motivation

**Your own journey is the destination.** What motivates us? What moves us to pursue a specific goal – and to persist when the going gets tough? And what drives us to keep doing our work, day after day? If you know yourself and what motivates you, you have already taken a huge step forward on the path to professional success. In our seminar, you will discover your personal motivators and demotivators. You will learn how to positively shape your own performance by adopting a positive mindset, and you will master useful and easy-to-apply tricks to boost self-motivation.



### Content

- What is motivation?
- Intrinsic and extrinsic motivation
- Knowing your motivators: Need Theory
- Moving motivators and other self-motivation tools
- The power of positive thinking
- The importance of goals
- Effective goal-setting: efficient methods for your workday



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Discover your personal motivators and demotivators
- Set goals as effective motivators
- Pointers and tricks for self-motivation



### Related topics

- Emotional Intelligence
- Self-Leadership and Personal Effectiveness
- E-learning: Becoming More Productive and Satisfied at Work

- General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → **Self-Guidance and Mental Health**  
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## Stress Management

**Effective strategies for greater equilibrium.** There is no escape from stress – working from home, within the family, even in our free time. It has long been known that stress is one of the most serious health risk factors and, in the worst case, can even make us ill. It robs us of precious working hours and energy, and therefore has a negative impact on productivity and our mental well-being. In our seminar, you will not only learn how to recognize stress signals and symptoms at an early stage, but also what you can do to actively prevent them, and how even small exercises can significantly reduce your stress levels.



### Content

- Defining and understanding stress
- Self-analysis – identifying your personal stress triggers
- A new routine – when change causes stress
- Strategies for handling time pressure
- Bringing body and spirit into balance



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Heighten your awareness of stress triggers
- Learn simple techniques for minimizing stress and practice applying them
- Gain new insights and ideas for keeping calm and handling stress



### Related topics

- Resilience at Work
- Mindfulness
- E-learning: Understanding and Managing Burnout Better

- General
- Global Collaboration
- Leadership Skills
- Teamwork
- Basics in Daily Work
- Solution-Finding
- New Work
- Self-Guidance and Mental Health
- **Efficient Meetings and Presentations**
- Guest lectures
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# Efficient Meetings and Presentations

## Meeting Design and Facilitation

**Organize and run meetings like a pro.** Efficient meetings require preparation, implementation, and follow-up – otherwise they deteriorate into unstructured discussions that don't produce results. So facilitators play a decisive role in the success of meetings. It's important to quickly identify disruptions and react appropriately. And dealing with challenging questions and discussions is also something that must be practiced. In our seminar, you will learn required personal, organizational, and methodological skills and explore the role facilitation plays in successful meetings.



### Content

- Creating structure through good preparation
- Facilitating with confidence
- Effective and agile methods for active meetings
- Leading discussions that arrive at results
- Handling conflicts and disruptions in meetings



### Available training formats

- One-day seminar (in-person)
- Half-day seminar (in-person)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn the most important tools for efficient meeting facilitation
- Gain more confidence in your role as a facilitator
- Develop action strategies for challenging situations in meetings



### Related topics

- Facilitating Virtual Meetings
- Communication as a Key Competency
- E-learning: Facilitating Meetings



## Present Effectively and with Confidence

**Prepare with purpose and perform with competence.** What makes an effective presentation? A professional and confident manner, substantive content, effective use of media, and an engaged audience. To leave a positive impression, you should not only make conscious use of verbal expressions and body language, but also structure your content clearly. In our seminar, you will learn about the importance of preparation, the effective use of your voice and body language, and the most impactful presentation techniques. We will also give you pointers for overcoming stage fright, what to do if you suddenly go blank, and how to skillfully deal with disruptions.



### Content

- Be prepared – crafting a structured presentation targeted toward your audience
- The right presentation format for maximum impact
- Make a greater impact through your body language and voice
- Winning the battle against stage fright and going blank
- Practicing your presentation



### Available training formats

- One-day seminar (in-person)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Choose the right presentation for each target group
- Handle disruptions with confidence
- Use targeted techniques to boost your charisma and win over your listeners



### Related topics

- On-Point Business Communication
- Business Storytelling
- E-learning: Storytelling within the Company

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ **Efficient Meetings and Presentations** → Guest lectures → Business Coaching → Organizational Development → Online Training

## Business Storytelling

**Use stories to connect with people.** Stories touch people emotionally, kick off creative processes, and ensure that people do not forget underlying messages. They help place previously unknown situations in a context people can relate to. Stories bring facts, figures, and information to life. In this seminar, you will learn and explore ways to leverage the benefits of storytelling for your business, visions, products, and corporate goals. Use powerful storytelling to make your mark.



### Content

- How storytelling influences our thoughts
- Using storytelling in a business context
- Constructing a story with impact
- The ingredients of a good story
- The dos and don'ts of storytelling



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees in communication-based professions



### Benefits

- Learn to apply the power of storytelling to reach your goals
- Explore the secrets of storytelling with experienced experts
- Never be at a loss for words – always have the right story or analogy



### Related topics

- Virtual Presentation Skills
- Present Effectively and with Confidence
- E-learning: Storytelling within the Company

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ **Efficient Meetings and Presentations** → Guest lectures → Business Coaching → Organizational Development → Online Training

## Virtual Presentation Skills

**Receive a virtual standing ovation.** In virtual presentations, it all comes down to the perfect combination of different elements: meticulous preparation, a clear structure, an appealing presentation, a strong camera presence, engaging and understandable language and, last but not least, well-positioned statements. Our seminar focuses on how to structure your presentation logically and deliver it engagingly in a virtual environment.



### Content

- Keeping your focus on your target audience
- Present effectively and with confidence
- Using media effectively
- Directing the attention of the audience with rhetorical techniques
- Handling challenges
- Pointers for your next presentation



### Available training formats

- One-day seminar (virtual)
- Half-day seminar (virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels
- Freelancers



### Benefits

- Gain confidence from a well-structured presentation
- Communicate more convincingly and engage your audience
- Use your new knowledge immediately to benefit your next presentation



### Related topics

- [Facilitating Virtual Meetings](#)
- [Designing Virtual Training](#)
- [E-learning: Moderating Online Meetings](#)

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ **Efficient Meetings and Presentations** → Guest lectures → Business Coaching → Organizational Development → Online Training

## Facilitating Virtual Meetings

**Virtual, yet personal.** Virtual collaboration is increasingly replacing direct communication in the office. This means that meetings are more and more frequently taking place in a virtual environment. A new kind of meeting culture is needed in teams to help meet these new challenges. In this seminar, you will learn how to prepare for and facilitate your online meetings for greater efficiency without losing the human touch. Turn virtual meetings into a win-win situation for everyone involved.



### Content

- Preparing for virtual meetings
- Structures and agendas
- Personal check-in and check-out
- Interactive facilitation
- The challenges of moderating virtual meetings



### Available training formats

- One-day seminar (virtual)
- Half-day seminar (virtual)



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Be perfectly prepared for virtual meetings
- Have a clear plan for making a virtual meeting a success
- Facilitate with a focus on motivation and results



### Related topics

- Meeting Design and Facilitation
- Impactful Business Visualization
- E-learning: Moderating Online Meetings

- General
- Global Collaboration
- Leadership Skills
- Teamwork
- Basics in Daily Work
- Solution-Finding
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# Guest lectures



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→ Efficient Meetings and Presentations → **Guest lectures** → Business Coaching → Organizational Development → Online Training

## New! Interactive Guest Lectures

**Insights in a nutshell.** We regularly organize interactive guest lectures to provide you and your employees with inspiration on trends affecting the business environment you work in. These compact and informative lectures are presented by our Berlitz experts and last between 45 and 90 minutes (max.). Not only do they offer information that is valuable and practical, but they also share key facts on a given topic – in English or German. After each lecture, we allow plenty of time for questions and discussion.

Whether it's intercultural collaboration, HR topics, or the latest leadership developments, you'll receive plenty of food for thought. Make use of this new, concise format to boost the value offered by your staff development program.



### Lecture topics

- You can book lectures on a variety of subjects revolving around the → [skill sets](#) taught by Berlitz



### Examples of lectures

- Intercultural communications: Interaction, strategies, goals
- Global leadership: Hierarchy + culture = ?
- Making a success of virtual teams
- Resilience in Teams



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Rapid information-sharing based on stimulating content
- Interactive format that can be easily adapted to any number of participants
- Ideal as a coffee or brown-bag lecture



### Let's talk about this!

Interested in organizing an interactive guest lecture for your company? Get in touch today: [seminare@berlitz.de](mailto:seminare@berlitz.de).

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## Business Coaching

**Improve your personal effectiveness.** Coaching is considered one of the most effective and valuable forms of continuing education. There are a number of reasons why coaching is so successful – the one-on-one relationship with the coach, working together in a partnership of equals, the professional support you're given while going through certain processes, and, in particular, the tight focus on achieving goals. Coaching is always the right instrument if someone is experiencing a change in their personal sphere of influence, exploring new paths, going through a phase of personal development, or expanding their scope of activities. What is also special about coaching is that it's tailored to the needs and situations of the coachee. At Berlitz, we distinguish between two areas of coaching:

### Specialist coaching/mentoring

Your coach helps with specialist issues within a particular field. Our aim is to allow you to hone your skills, build your potential, and improve your personal effectiveness within the field in question.

#### Areas of focus

- Taking on a new function
- Performance management
- Appearing on camera
- Facilitation and presentation skills
- Stress management strategies

### Personal development coaching

Your coach helps on a process level. What we mean by this is that your coach will encourage you to re-examine your goals, discover new strategies, and work out your own solutions to different problems.

#### Areas of focus

- Personal stocktaking
- Change processes
- Career development/planning
- Executive coaching
- Bolstering personal resilience



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Develop individual solutions for your specific questions
- Receive support in a relationship of equals
- Gain clarity and (re)activate resources



### What our customers say about Berlitz

“The sessions with the Berlitz business coach on online moderating were 100% in line with my expectations. From the detailed needs analysis to selecting a suitable coach – everything accommodated my wishes. It covered all the topics and questions I had about the tools, as well as moderating techniques – completely. Not only did the coach's personality and experience allow me to improve my moderating skills in language terms, but I could also talk about the specific challenges I face in my everyday work. I am completely satisfied and thank both Berlitz and LEG Thüringen for making this training possible.”

Anastasia Sabatkouskaya  
 International Support Officer  
 LEG Thüringen/ThAFF

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## Our Other Area of Expertise: Organizational Development

**Focusing on your corporate culture and HR development processes.** Companies are highly complex systems. They have their own culture, networks reaching out into many directions, and a multitude of hierarchical levels. But they also have a shared goal: working together effectively and efficiently toward the economic success of the company.

We can support you with large-scale in-house training programs, for example in areas of organizational development such as team building, communication, change processes, and leadership. Our experts are there to offer you advice, particularly when it becomes clear that systems are not working as they should. Our aim is to establish order again within your company, helping you move forward so that processes can be organized with sustainability and innovation in mind – with the focus on long-term success. Our approach to organizational development is rooted in a systemic view: We understand that each organization is unique, so we offer you tailored solutions that lead to successful development.

Our development consultants are certified in the field of systemic organizational development and have many years of experience in guiding companies through development processes as well as strong methodological, social, and communication skills.

### **Meet Jutta Markhof, an expert from our development consultant team**

“As a systemic organizational developer (DGSF-certified) and trainer, I attach great importance to a holistic view of both the initial situation and the participants. Here I draw on a rich portfolio of systemically effective interventions, through which the participants are able to change and develop attitudes and behavior from within themselves to lasting effect. In my courses, I focus on constant activation of the participants. Through humor and an appreciative dialog of equals, I encourage the participants to reflect and contribute their own real-world examples.”





- General
- Global Collaboration
- Leadership Skills
- Teamwork
- Basics in Daily Work
- Solution-Finding
- New Work
- Self-Guidance and Mental Health
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- **Online Training**



# Online Training

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## Cultural Navigator®

### Intercultural expertise at the click of a mouse

Our Cultural Navigator® e-learning platform is an ideal way for you to prepare yourself for working with people of different cultures.

### What does the Cultural Navigator® have to offer?

- Self-assessment of cultural preferences and an individual report with the Cultural Orientations Indicator® (COI®)
- Business-relevant, pragmatic know-how on more than 100 nations
- Knowledge reinforced through wide-ranging e-learning programs on topics such as
  - Intercultural competence
  - Diversity and inclusion
  - Intercultural teamwork
  - Relocation and repatriation

### In addition, you can take advantage of the following content on the platform to help you retain what you've learned:

- English-language podcasts with professionally relevant examples from the working world help you reflect on your cultural values.
- Interactive exercises and background information make it easier to understand potential conflicts and offer tried-and-tested solutions.
- Concrete pointers and alternative scenarios for interacting with international colleagues and customers help accelerate the transfer to your daily work.
- Relocation and repatriation



### Are you interested in a company-specific package for the Cultural Navigator®?

Please contact us! We will be happy to provide you with more information about what we offer: [seminare@berlitz.de](mailto:seminare@berlitz.de)



Click to find more information about our Cultural Navigator® as well as an informative video explaining how the COI® can be applied

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## Individual Learning Paths

### Modular learning for specific intercultural challenges

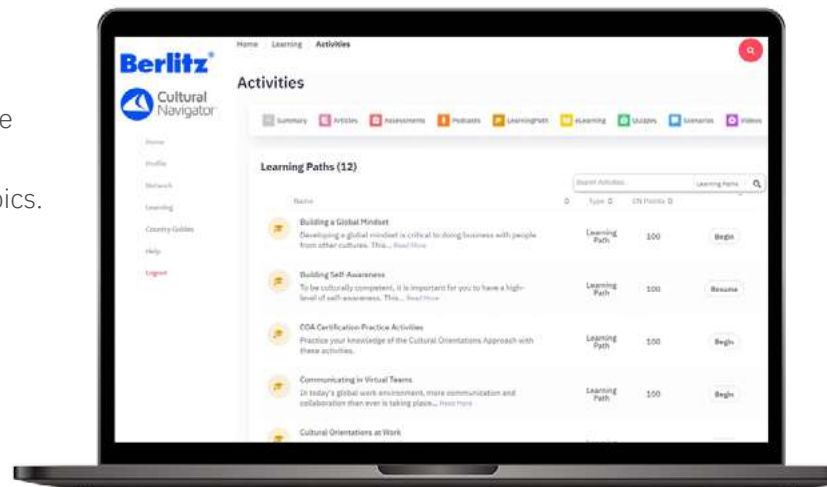
You can choose individual English-language learning paths according to your specific requirements, letting you focus your skills development on the topics that are relevant to your job. Each learning path comprises individual e-learning modules that build on one another for effective results.

#### Possible topics include

- Introduction to Culture
- Working in a New Country
- Cultural Orientations at Work
- Communicating in Virtual Teams
- Phases of Team Development
- Doing Business in ... (available for 19 different countries)

What is especially practical is that you can start by selecting your intercultural interests, after which the Cultural Navigator® will automatically suggest appropriate learning content.

If you're interested in an interactive, entertaining, and sustainable learning experience, we also offer the latest podcasts, videos, articles, quizzes, and case studies on a variety of intercultural topics.



### What our customers say about Berlitz

“We have trusted Berlitz’s expertise since 2017 and have expanded our partnership since then. We book language instruction and intercultural training for our employees. The language classes are conducted quite flexibly, and the variety of formats, such as Live Online and blended learning, let us offer courses across sites. This also lets employees who are traveling for business, working shifts, or working from home participate without any problems. An additional advantage is that the reliable Berlitz team takes care of almost all of the organization, which has significantly reduced our administrative work.”

Annika Zach  
 Human Resources,  
 Manager People Development  
 Gerresheimer Regensburg GmbH

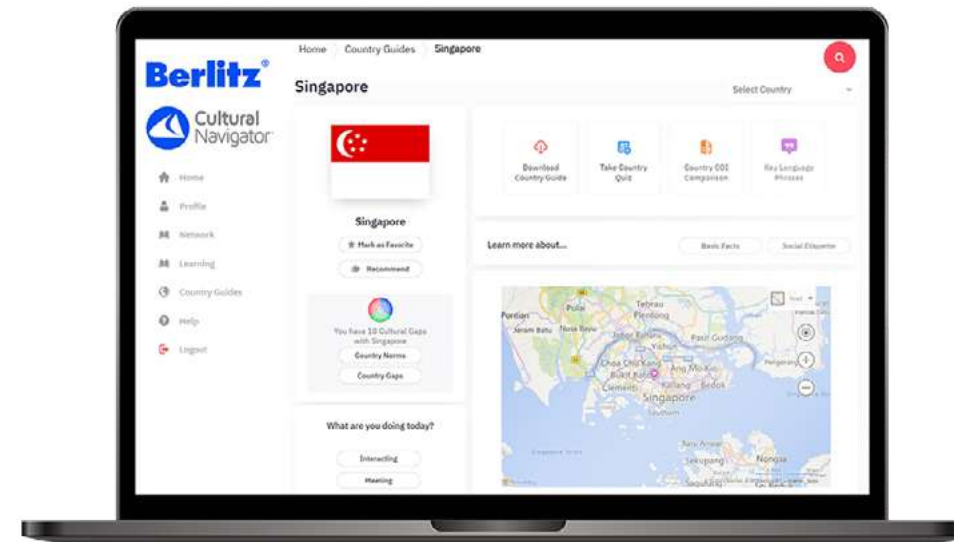
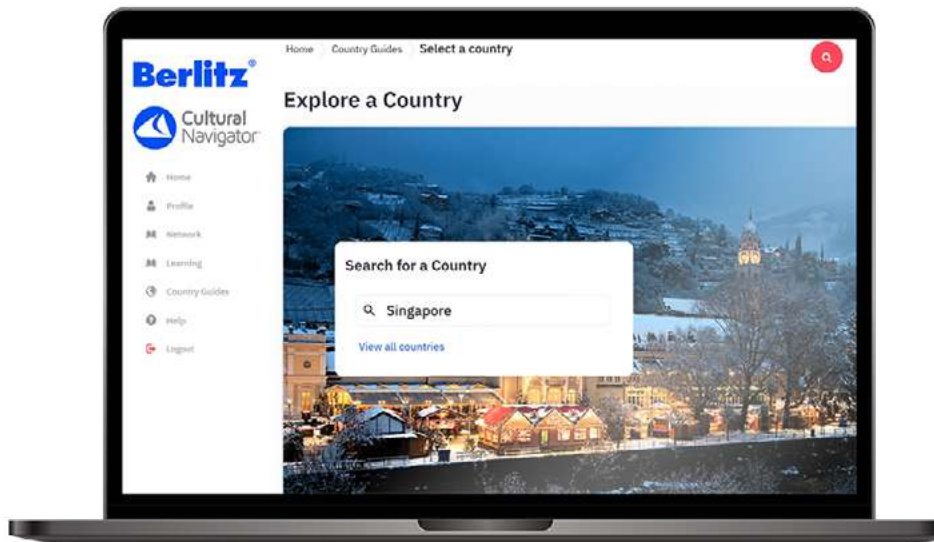
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## Country Information

### The reliable online knowledge resource

The Cultural Navigator® contains comprehensive and regularly updated information on more than 100 different countries, providing details on cultural norms, history, politics, geography, time zones, and climate. There is also concise information on various business topics to facilitate professional interactions in each location. This background knowledge is an important resource for successfully interacting with coworkers and business partners in other countries.

The country information is directly linked to your personal COI® profile and allows you to compare your cultural preferences with those of the selected country.



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## Cultural Navigator® for Teams

**Grow your team's success.** Knowledge of our own cultural preferences and the differences to other cultural profiles – and, of course, intercultural awareness in general – are not just valuable in communication “with the outside world.” They can also benefit teams in particular, whether as a team-building exercise or when changes need to be made within the group.



### Typical use cases for the Cultural Navigator® as a team tool

- Reorganization of a team
- Change in team leadership
- Integration of new members in existing teams
- Conflicts between team members or between teams in different locations
- Collaboration in international teams



### Benefits

- You provide new bonding experiences within a team
- You help the team develop a culture of appreciation and motivation
- You develop a culture of open, no-blame communication, and strengthen departments and teams
- You raise your employees' awareness of issues such as diversity, inclusion, and intercultural competence



### Related topics

- Team Culture Analysis
- COI® Group Debrief
- Intercultural Competence Workshop



→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → [Online Training](#)

## Cultural Orientations Indicator®

### Explore your cultural profile

The Cultural Orientations Indicator® (COI®) is an online assessment questionnaire that identifies your personal cultural preferences in the work environment. The resulting report helps you identify and overcome cultural differences and work more effectively with others across cultural boundaries. Have our experienced team of trainers provide you with additional support in understanding this analysis in a → [COI® Individual Debrief](#).

### You can benefit from your personal COI® profile on several different levels

- Get to know your own cultural preferences
- Compare your personal COI® profile with the profiles of 55 different countries with the aim of quickly identifying and overcoming cultural differences
- Compare your personal COI® profile with that of colleagues or as part of a → [Team Culture Analysis](#) to recognize and better leverage diversity as a means of bolstering the success of the team

The COI® is available in twelve languages and is already used by more than 250 companies and over one million users worldwide.



### What our customers say about Berlitz

“The individual language courses have been extremely well received by our employees and we’re pleased to have so many colleagues able to communicate with each other in English, German, and Italian. Aside from the communication advantages, it’s really nice to see our colleagues interacting and building even stronger ties with one another. Also, for the first time we offered our managers intercultural coaching last year using the Cultural Navigator® tool. The coaching sessions made it possible to address and deal with personal challenges at work. Combined with the accompanying e-learning parts of the Cultural Navigator®, the coaching sessions have made a significant contribution toward improving intercultural skills, such that it will be a lot easier to deal with any future challenges. We’re looking forward to many more years of collaboration!”

Vanessa Kirberg  
HR Manager  
Calzedonia Germany GmbH

**CALZEDONIA**

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## COI® Individual Debrief

**Analyze and interpret your COI® profile.** Would you like to explore your cultural influences and examine your own cultural profile in depth? Then you should make use of our Cultural Orientations Indicator (COI®) in combination with an individual debrief. This is a 60-minute moderated coaching session in which your personal COI® profile is analyzed and interpreted. It's an opportunity to work with your coach to increase self-awareness and build intercultural competence that you can apply in your working life. Because only when you understand your behavioral preferences – and how they are shaped by your cultural background – can you encounter other patterns of behavior with an open mind and interpret them objectively.

### Preparation

Completion of the COI® assessment and the “Introduction to the Cultural Indicator” learning path on our Cultural Navigator® online learning platform.

### Content

- Input on the validity and core aspects of the tool
- Discussion of experiences while completing the assessment and the first look at the resulting profile
- Guided analysis and interpretation of your profile and how to apply it in your workplace
- Working together to identify potential areas of conflict and strategies for dealing with them
- As needed: comparisons of your profile with the cultural orientations of a different culture, including recommendations for your professional environment
- Summary and individual action plan



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Guided analysis and interpretation of your COI® profile
- Helpful hints for intercultural collaboration
- Increasing your self-awareness in an intercultural context

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
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## COI® Group Debrief

**Understand each other better.** In a 90-minute virtual session, the personal COI® profiles of a group are compared in an aggregate report (graphical representation of the individual preferences within the group). This takes place under the guidance of one of our Berlitz experts using a selection of cultural orientations relevant to collaborating in teams and work groups. The goal is to arrive at some initial steps for alternative approaches aimed at improving teamwork. In this respect, the group debrief serves as a starting point and catalyst for further and more intensive discussion and dialog.

### Preparation

Completion of the COI® assessment and the “Introduction to the Cultural Indicator” learning path on our Cultural Navigator® online learning platform.

### Content

- Input on the validity and core aspects of the tool
- Guided analysis and interpretation of the aggregate report and how to apply it in the group’s work environment
- Summary and action plan



### Target group

- Groups that would like to explore the Cultural Navigator® and COI® as tools for improving team collaboration.



### Benefits

- Get to know the COI® and comparative aggregate report as a tool for teams
- Obtain insights into how teamwork can be improved by including different cultural orientations
- Gain new perspectives on the diversity of your team



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## Cultural Orientations Approach™

### Your certification as a Cultural Orientations Practitioner®

Are you just as excited as we are about our approach to bringing people from different cultures together in order to improve global collaboration? Would you like to teach Berlitz ideas about culture and intercultural cooperation in your own training courses or in your company? Then get trained and certified as a Cultural Orientations Practitioner®!

Training as a Cultural Orientations Practitioner® is based on our proven Cultural Orientations Approach™ (COA™). Participants enjoy an exciting intercultural learning experience with the goal of becoming experts in the Cultural Orientations Indicator® (COI®) analysis. They improve their own and others' skills so that they can meet the challenges of the global business world. The certification course can be held online or face-to-face.

In a group of learners under the guidance of highly experienced intercultural trainers, you will learn how to apply cultural skills in the workplace and gain an understanding of how cultural norms and values influence the way we work together.

### Objectives:

- You will learn to compare aspects of human behavior, different ways of coming across to others, and values from different cultures.
- You will become familiar with the structure of the Berlitz Cultural Orientations Model™ and master the four cultural key competencies for bridging cultural differences.
- You will be able to interpret the COI® and, based on this, conduct individual as well as group COI® coaching sessions.
- You will learn to conduct a diagnosis of teams and organizations in the form of a COI® group report and know appropriate intervention strategies for improving collaboration across groups.



### Let's talk about this!

Are you interested in training to become a Cultural Orientations Practitioner®? Get in touch today: [seminare@berlitz.de](mailto:seminare@berlitz.de).

### Course details



#### Certification

Cultural Orientations Practitioner® certificate



#### Course duration

- 2 days in-house face-to-face instruction
- 4 x 2 hours virtual instruction (open training or in-house)
- Preparation and follow-up: around 3 to 5 hours



#### Module contents

- Introduction to the Cultural Orientations Approach™ (COA™)
- The COA™ and the Cultural Orientations Model™ (COM™)
- Applying and teaching the COM™



#### Target group

Anyone who is experienced in and interested in working with other cultures and wishes to teach intercultural competence to others

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → **Online Training**

## E-learning on more than 100 topics in the Berlitz Oncademy

### As a perfect supplement to our instructor-led seminars or as a stand-alone solution

Video-based e-learning programs have become an established part of modern corporate learning strategies. Berlitz offers you this winning learning format for more than 100 topics – interactive and with multimedia.

These short video lessons have a lasting impact on the learning process. Plus the educational videos are fun, flexible, and convenient to use on any mobile device. With our video lectures, you can learn new skills or brush up on your knowledge whenever you like.

These learning nuggets are high-quality educational productions that you can take immediate advantage of, offering you flexible, self-guided learning at your own pace. In-demand content is continuously developed and made available.

### Structure and methods of our e-learning

- Acted scenes provide a connection to your everyday working life
- Presenters and renowned experts lead you through the video lecture, delivering important information and sharing valuable expertise
- Animated instructional films illustrate academically grounded models, theories, or contexts in an easy-to-understand way
- Fun exercises and transfer activities help you apply what you've learned and make learning a pleasure
- In-depth lessons provide important additional information and summaries
- Progress check and certificate

### Main areas of focus

Leadership skills, New Work, self-management and mental health, workplace basics, problem-solving, teamwork, meetings and presentations

In addition to German, much of our content is available in the following languages: English, Chinese, French, and Spanish. For additional information, please contact us at [seminare@berlitz.de](mailto:seminare@berlitz.de).



### What else is important?

Our e-learning programs come with a variety of licensing options. We can also offer you our standard content as packages to use with SCORM or Tin Can (xAPI). This allows you to integrate lessons into your own learning management system (LMS). Users have access to this content for 12 months, which means they can repeat lessons whenever needed. After successfully completing their e-learning program, participants simply download a certificate.

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
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## Berlitz Blended Seminars

### For maximum flexibility

Our virtual solution is particularly flexible and intensive, while still maintaining a high level of focus and engagement through the use of well-structured learning modules. In the Berlitz Blended Seminars, we combine our virtual seminars with short, interactive video lectures. Our modules are efficient, flexible, quickly available learning nuggets that are particularly easy to integrate into your daily work routine.

A kick-off session during the first virtual seminar provides guidance and familiarizes participants with the topic. The virtual seminars led by qualified Berlitz instructors take place on scheduled dates with a virtual group; the accompanying video lectures provided by Berlitz Oncademy can be completed independently to boost learning retention. Four weeks after the last virtual seminar is held, there is a 90-minute final module in which the participants conclude the program with a moderated group coaching session.

### The result

A modern, flexible continuing education module that is integrated into your corporate learning strategy and unites all the advantages of micro-learning within a high-quality, holistic solution

### Facts at a glance

- Kick-off session during first virtual seminar
- 3 virtual seminars (3 hours each) and 3 e-learning modules (1 to 2.5 hours, depending on topic)
- Final module (1.5 hours) with group coaching four weeks after the last virtual seminar
- Total study time approx. 15 hours
- Program duration: 9 weeks
- Fixed learning groups with max. 12 participants
- Languages: German or English
- Certificate of completion

➤ [See the next page for details of our two open-enrollment Berlitz Blended Seminars](#)



### What else is important?

Are you looking for a hybrid seminar on a certain topic that is tailored to the specific needs of your employees? Then we will be happy to work with you to put together a suitable blended learning program comprising virtual seminars and e-learning.

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
 → Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → **Online Training**

## Positive Workplace Mindset

In our nine-week learning program, you will discover the potential long-term effects of pressure and stress on the body and mind – and how you can equip yourself to better meet the stresses and challenges of the working day by performing simple exercises.

Program duration	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 9
Virtual Seminar with Instructor	Stress Management		Resilience at Work		Mindfulness		
E-learning Module as Self-Study		Understanding and Managing Burnout Better		Resilience – The Power of Inner Strength		Becoming More Productive and Satisfied at Work	
Final Module with Instructor							Course Retrospective

## Working Agile in the Future

Over the nine weeks of our learning program, you will learn about the organizational form of the future as well as the appropriate tools and methods for successful work in agile structures.

Program duration	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 9
Virtual Seminar with Instructor	Basics of Agile Working		Collaboration in Agile Teams		Establishing No-Blame Culture		
E-learning Module as Self-Study		Kanban – The Method		Design Thinking		Scrum – The Overview	
Final Module with Instructor							Course Retrospective

→ General → Global Collaboration → Leadership Skills → Teamwork → Basics in Daily Work → Solution-Finding → New Work → Self-Guidance and Mental Health  
→ Efficient Meetings and Presentations → Guest lectures → Business Coaching → Organizational Development → **Online Training**

## DZ BANK Case Study: Concept for Virtual Training

### Professional development in unfamiliar circumstances

The pandemic has turned vast swathes of our familiar work life upside-down – the physical has become virtual; our daily office routines have been replaced by remote working. DZ BANK also had to shift its in-house professional development programs to online training almost overnight.

### The challenge

Providing 140 employees from the GenoBanks/Network division, which looks after approximately 840 regional cooperative banks, with expert insights into agile working methods – all within a very short period of time.

### The objective

The objective was to provide an overview of various agile methods and systematically identify the advantages in order to motivate and empower the employees to also work more intensively with these methods. In Berlitz, DZ BANK found a competent partner who accomplished the job in a matter of weeks. Needless to say, this included individual solutions that were tailored directly to DZ BANK's requirements.

### The solution

- Customized workshop entitled “Insights into the new workplace: the VUCA world, agility, and customer centricity”
- Interactive training sessions in small groups combined with video lectures to reinforce acquired knowledge
- Exercises on the seminar topic and testing of the technical setup before training started to ensure efficient learning from the very beginning
- Training conducted in 10 groups, each comprising of 14 participants

### The feedback

“Planning, implementation, knowledge transfer – everything worked superbly,” reported a project manager at DZ BANK. “We were particularly pleased with the way Berlitz made the training in this virtual format so interactive. From the trainer’s assessment and the relevance of the content to the clear and professional delivery – everyone was extremely satisfied.”

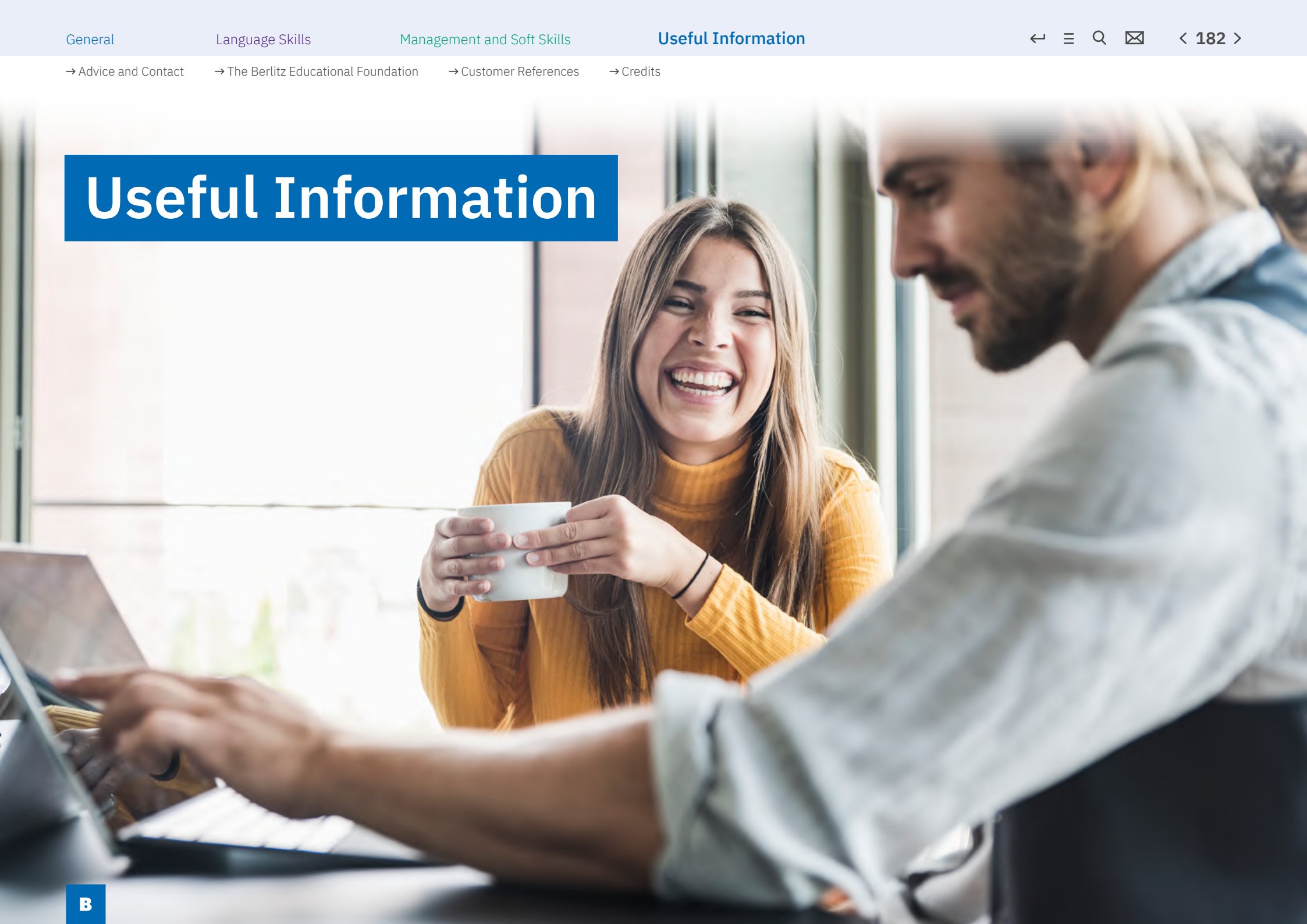


### About DZ BANK

DZ BANK is the second-largest commercial bank in Germany and the umbrella institution for the Volksbanken Raiffeisenbanken Cooperative Financial Network. It is the central bank for all of the approximately 840 cooperative banks in Germany and part of the Cooperative Financial Network (Genossenschaftliche FinanzGruppe), which employs around 170,000 people and has consolidated total assets of around 1.4 billion euros.

With almost 23 million shareholders, the Cooperative Financial Network is Germany’s largest business organization in terms of membership. The DZ BANK. Initiativbank supports the operations of independent local cooperative banks with the aim of strengthening their competitive positions. The DZ BANK Group includes such well-known players as Schwäbisch Hall building society and the R+V Versicherung insurance group.

# Useful Information



## Welcome to Our Centers

### Our locations across Germany

Berlitz is there to offer you personal support in around 50 locations across Germany. All our centers offer personal, professional consultations and highly competent coordination – and, of course, enough spacious classrooms with modern equipment for those who sign up for our on-site continuing education courses.

Simply click on a location on the map on the right and you will see all the relevant information, including contact details, contact person, directions, and many other services.

### Learn wherever you are, across the globe

With many other Berlitz Centers – in more than 70 countries worldwide – Berlitz is a global player in the continuing education sector. With Berlitz as a single source for coordinating your global continuing education needs, you can enjoy our training without borders. Our centers across the globe guarantee instruction that is perfectly integrated and always at the same high level of quality.

You will find a list of all Berlitz locations in Germany here



For more information outside Germany, please contact the nearest Berlitz Center to your current location.



## Advisory Services at all Levels

### Close to our customers – in person, by telephone, or online

Good training starts with... good advice! As a professional corporate training partner, we know this from our own experience. Our team of advisors is made up of specialists who not only know the Berlitz portfolio inside and out, but also have a sound grasp of your concerns and requirements.

There are many ways of reaching us. For example, we can meet you in person – no matter where you are based. Our corporate customer advisors are located throughout Germany. Of course, you can also contact us by phone or receive convenient online support through our e-consulting service. And since we know that time is usually tight and people's schedules are normally full, we are able to organise many things flexibly and at short notice.

Decide how you would like to get in touch with us!



#### Virtual consultations

Meet us face-to-face, regardless of location. Anything is possible thanks to video calls! We will also be happy to give you a live demonstration of our products and show you what sets Berlitz apart from the rest.



#### In-person consultation at your company or a Berlitz Center

Our [→ corporate customer advisors](#) will visit you on site at your company for an in-person meeting. Or you can make an appointment with our center teams and come to one of our more than 50 locations across Germany.



#### Phone consultations

The fastest way to get in touch with us. Our team will be happy to handle your request expertly over the phone – from a no-strings-attached initial conversation to preparations for a face-to-face meeting and detailed guidance on training.



#### “Hello, Berlitz!”

You'll find a list of all Berlitz Centers in Germany, including links to the individual contact information, on our [→ Center page](#).





## Our Regional Managers in a City Near You

### Local advice that is both personal and professional

Our regional managers in the Berlitz Corporate Customer Services are also happy to support you on a local level, as are their teams of advisors. Do not hesitate to contact us for an individual consultation, without any obligation on your part. We're sure that together we will find the ideal solution to match your training requirements.

#### Stephanie Overbeck

Region: West/North Rhine-Westphalia  
Email: [stephanie.overbeck@berlitz.de](mailto:stephanie.overbeck@berlitz.de)



#### Winnie Schmidt

Region: East Germany  
Email: [winnie.schmidt@berlitz.de](mailto:winnie.schmidt@berlitz.de)



#### Maria Wende

Region: North Germany  
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#### Audrey Martinez-Fischer

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#### Sandra Geipel

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## Our Experts

### Comprehensive know-how – any time you need it

Need advice from us or information on a specific topic? Or an expert opinion on an issue close to your heart?

Or maybe you just need the professional input of an experienced specialist? We look forward to hearing from you.

#### **Deniz Cooknell**

Corporate Sales Director Europe

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[Further information on specialist area](#)



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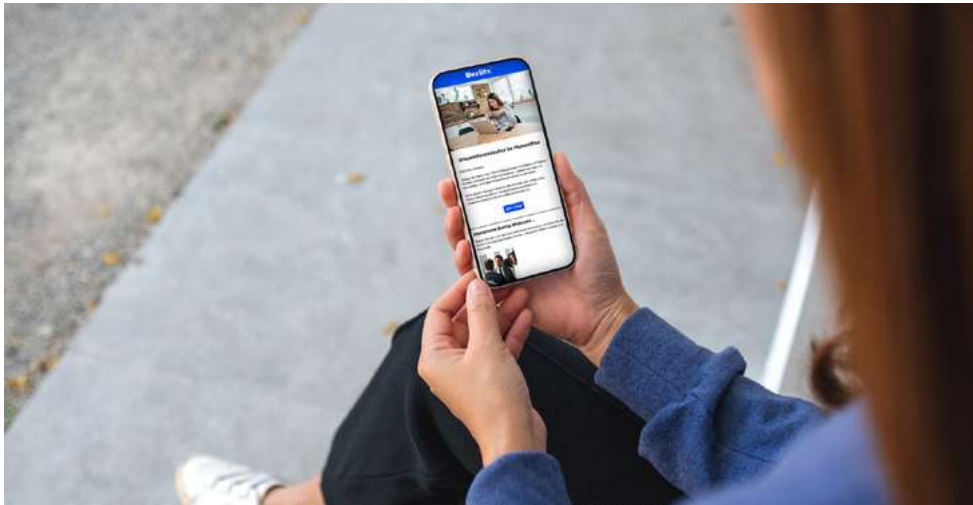
[Further information on specialist area](#)



## Stay in Touch with Us

### Always up to date

At Berlitz, it's in our nature to enjoy communicating – and we do so through a wide variety of channels. Valuable information, helpful pointers, and lots of fun are always included.



Subscribe to our [Berlitz Business Newsletter](#) (in German only) and receive pro tips and information about continuing education, New Work, foreign languages, government subsidies, and much more.



In our [Berlitz Blog](#), you can read our latest articles about language and culture, travel, professional development, and many more topics.

And you can follow Berlitz Germany on social media



## The Berlitz Educational Foundation

### A good education for children

For 145 years, Berlitz has made its mark in the fields of continuing education, language, and culture. However, in many countries around the world, a good education is anything but a given. We would like to do our fair share and help children in places where there is a lack of schools and access to education.

Since October 2006, the Berlitz Educational Foundation for Children, which is based in Germany, has been supporting specific projects of the children's rights organization Plan International to improve educational opportunities for children, primarily in Africa, as a trust foundation under the umbrella of the "Stiftung Hilfe mit Plan".

The foundation thrives on the engagement of our employees: starting with initial information about the foundation during onboarding, and including regular communication on project progress, initiatives such as voluntary monthly giving, and many other small and large fundraising activities. We believe that by working together, we can achieve more!



### Help us to help others

Would you like to support our projects? It is easy to donate by bank transfer. Of course we will be happy to provide you with a receipt for your donation. For donations of up to 300 euros, proof of payment is sufficient for tax purposes. Thank you for your support!

Our account for donations: Berlitz Educational Foundation for Children  
Bank für Sozialwirtschaft  
IBAN: DE61 7002 0500 3780 2700 27  
BIC: BFSWDE33MUE



Photos: Plan International



[More information on the Berlitz Educational Foundation in Germany and its current projects](#)

## What Our Customers Say About Berlitz

“As a leading independent technology partner to large enterprises and public sector clients, Computacenter has operations worldwide. We rely on Berlitz’s language training and blended learning solutions to communicate with confidence in this global business environment. Whether it’s in English or German, whether it’s face-to-face lessons or a virtual classroom, the new language skills our people have acquired support them in their everyday work. The English and German courses offered by Berlitz in different locations have been particularly beneficial because teams collaborating with colleagues in different countries and cities is part of everyday life at Computacenter. We also appreciate how uncomplicated, well versed, and constructive it was, working not just with our account handler but also with the overall team at Berlitz.”

Computacenter AG & Co. OHG



“When selecting a partner to work with, we pay attention to top quality – we rely on strong partners. And we found such a strong partner in Berlitz: our collaboration has been marked by a high degree of professionalism, flexibility in terms of learning formats, and solution-oriented advice and coordination. In the Virtual Classroom, we are using a modern and attractive learning format and are keeping our finger on the pulse of the times – for the benefit of our employees.”

Pfeifer & Langen GmbH & Co. KG



“Our employees in Germany and Turkey receive face-to-face language instruction from Berlitz. Employees in our German sales organization also benefit from remote group instruction in the Virtual Classroom. In addition to the different training formats that Berlitz offers to meet our needs, as a global company we appreciate Berlitz’s international presence – it facilitates the centralized, transparent organization of all continuing education activities. Berlitz is the ideal partner and has provided us with excellent service all around.”

Jessica Linxweiler, Manager International Training & Development, edding AG



## What Our Customers Say About Berlitz

“From the moment we first got in touch, to discussing the offer, the running of the courses, and of course the support during the whole process – we’re more than satisfied with Berlitz. Everything about the communication is fast, professional, and impeccable. Our employees are thrilled about the selection of courses, the coaches, and the course content.”

Matthias Proft, People Management/HR Officer, Brose Sitech GmbH



“3defacto is very satisfied with the way the continuing education course was managed. We were well looked after during the needs assessment, individual placement tests, and throughout the instruction process. The course was a success and everyone involved had a lot of fun.”

Peter Ahlmer, Managing Director, 3defacto GmbH



“We have been working successfully with Berlitz for many years now, and have been taking advantage of both their well-organized language courses and their program of in-house seminars. Particular mention should go to the flexibility with which Berlitz responds to all requests and to the degree of customization of all courses that have been held for us, both in the virtual and face-to-face formats.”

Janine Reinhardt, HR Training Lead Germany, Johannes Bornmüller, HR Director, Aptiv Services Deutschland GmbH



“We are grateful to Berlitz for our excellent partnership. The flexible German lessons offered by Berlitz are an important building block in the direct integration of our new, often non-German players into daily life here in Flensburg – and not just in the realm of sports. In addition, Berlitz helps some of the SG Flensburg-Handewitt’s talented youth players quickly learn a language so they can take the leap into their new athletic futures abroad. Shortly after the players sign their contracts, they can start lessons with Berlitz Connect. That is amazing.”

Dierk Schmäschke, Managing Director, SG Flensburg-Handewitt Handball-Bundesliga GmbH & Co. KG



## What Our Customers Say About Berlitz

“The international nature of our company means that our employees have already had the chance to attend language courses for many years. Communication with our contacts at the Berlitz language school is and always has been professional. Most lessons over the last three years have been online, but the technical options this brings about have also made things extremely efficient. The individual support provided by Berlitz and its broad portfolio of training formats enable us to offer suitable learning options to all of our employees. I'd like to thank Berlitz for the strong partnership, which has always been one of mutual trust.”

Vera Fray, Communication & Hospitality/Event Manager, Henkell & Co. Sektkellerei KG



“Berlitz has been an important partner to us when it comes to languages – for many years now. We really appreciate its broad selection of services, its many locations, its high standards, its reliability, its professionalism, and its customer focus. We look forward to continuing our close and friendly partnership in the future.”

Susanne Weissenstein, Learning & Development Germany/Solution Partner, Merck KGaA



“As a hotel company that's expanding rapidly throughout Germany, it's important for us to work with partners that not only offer a wide range of services, but also focus strongly on service quality and offer a high degree of flexibility. We have found the reliable partner we need in the Berlitz Institute, which is 100% committed to supporting our employees with all aspects of language development.”

Maren Krützfeldt, Senior Learning & Development Manager Germany, Premier Inn Holding GmbH



## Some of Our Clients



**HELLER**

• A P T I V •



**SAMSUNG**



**CALZEDONIA**





## Credits

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one step ahead tomorrow.**



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