

Language Courses and Business Seminars 2020

Passion for Diversity and Global Understanding



Havana, Cuba

Berlitz[®]

Welcome

Bienvenido Spanish Willkommen German

Velkommen Danish

Bienvenue French Benvenuti Italian

Tervetuloa Finnish Wëllkomm Luxembourgish

Welkom Dutch Üdvözlöm Hungarian

Velkominn Icelandic Xêrhatî Kurdish

Vítejte Czech Välkommen Swedish

Witamy Polish Bem-vindo Portuguese

Hoşgeldiniz Turkish Vitajte Slovakian

Bun venit Romanian Dobro došli Bosnian

Velkommen Norwegian أهلاً وسهلاً Arabic

B

Berlitz: Continuing Education from A to Z

Our curiosity about other cultures, our enthusiasm for diversity, and our passion for limitless communication have been driving us for more than 140 years. Everywhere that different people come together, we're all about discovering similarities – as well as showing respect, appreciating others, and providing opportunities.

Language, intercultural awareness, and management skills are the keys to unlocking the amazing opportunities of a globally networked world and achieving your goals. And this is precisely what Berlitz offers – as an advisor and a solution provider, and with a continuing education program that is tailored specifically to your needs and objectives.

“Berlitz is your advisor and continuing education solution provider.”

We have sharpened our focus to make our seminars even more effective, flexible, and applicable to you. Not only does our new branding give Berlitz a fresher look, but our content lets you draw even more benefits from our collaboration. Our language programs and seminars cover all relevant areas of the modern workplace, and our team is happy to tailor them precisely to your specific needs. All face-to-face and online training options can be combined for the greatest possible effectiveness. And our intensive and results-oriented learning techniques, based on the one-of-a-kind Berlitz Method, facilitate rapid progress. Our sole mission is to help you succeed.

With Berlitz as your continuing education partner, you will hone your competitive edge, improve your position in the “war for talent,” and strengthen your employees’ loyalty to your company. We are ready when you are.

Best regards,



Mattias Schwarz
Managing Director, Berlitz Deutschland GmbH



Berlitz stands for diversity and equal opportunities.

With this in mind, we made every effort to use gender-neutral language in this catalog.

A vibrant, high-angle photograph of a massive crowd of people gathered for a festival in Pushkar, India. The scene is filled with a thick mist of colorful powder (Holi) being thrown into the air, creating a dynamic and festive atmosphere. People of various ages and genders are visible, many with their faces and clothes covered in the colorful dust. The background shows traditional Indian architecture with arched doorways. The overall color palette is dominated by the bright, saturated colors of the powder and the traditional clothing.

An intense experience

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

Pushkar, India

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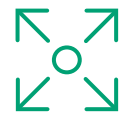
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At Berlitz we focus on your goals

For more than 140 years, we have been applying our substantial expertise, experience, and capacity for innovation to help you achieve your goals. When it comes to the planning, organization, and evaluation of continuing education measures within your company, you benefit from the passion and dedication of our team.

Language courses, intercultural assessments, leadership programs, relocation training, culture management, change projects, business skills seminars, coaching, special in-house training programs – our tailored solutions are perfectly adapted to your requirements and goals, and guarantee a high return on your training investment. To ensure that you achieve the greatest possible progress, we employ qualified, experienced instructors and experts in their respective fields.

We stand for quality in all fields – but don't just take our word for it. Since 2006, our work has been independently evaluated and certified under the ISO 9001 quality management system.

Renowned international school for languages and continuing education

- Some 450 sites in more than 70 countries, including 54 in Germany alone
- More than 300,000 satisfied customers worldwide each year
- Over 30 years of experience in digital learning

Successful seminar provider

- More than 300 companies in Germany already trust our expertise
- Participants from 82 countries take part in Berlitz Online Live Seminars
- We offer around 4,000 intercultural skills seminars annually



Are you ready for a new learning experience?

We could fill a lot of pages writing about the unique concept that makes our courses so successful. Or we could just come straight to the point in four simple phrases: At Berlitz, learning is more effective, more flexible, faster, and has a higher degree of practical relevance. And it is our mission to help you succeed. Find out more at www.berlitz.de/whyberlitz.

Effective

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

Flexible

Berlitz offers tailored content and maximum flexibility through its live and online courses. So you and your team can achieve your personal continuing education goals – any time, any place.

Fast

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.

Practical

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.

Discover diversity. Experience diversity.

Global understanding

For more than 140 years, Berlitz programs have been helping people communicate with each other across the globe. Because we believe that learning a foreign language and developing an understanding of other cultures enriches your life.

Global presence

We don't just talk about globalization – we embody globalization. There are more than 450 Berlitz Centers in over 70 countries. In Germany alone, we have employees from some 40 nations sharing their expertise with you.

Lifelong learning

Berlitz offers courses for every generation, from kids as young as four to senior citizens. Because we firmly believe that people never stop learning.

Equal opportunities

At Berlitz, talent, know-how, and a passion for languages and culture are what count. Just as we open up new paths for our customers through continuing education, we foster the talents of our own employees by providing them with professional development opportunities.

Diversity Charter

Berlitz is a signatory to the German *Charta der Vielfalt* (Diversity Charter), showing our commitment to an organizational culture that does not tolerate prejudice and is characterized by mutual respect and appreciation. Because diversity means opportunity.

The Berlitz Foundation

The Berlitz Foundation is actively working to achieve a world in which every child has access to education – opening up opportunities for a positive future. Find out more about the Berlitz Foundation on pages 128 and 129.



New York, USA

The Berlitz Skill Areas

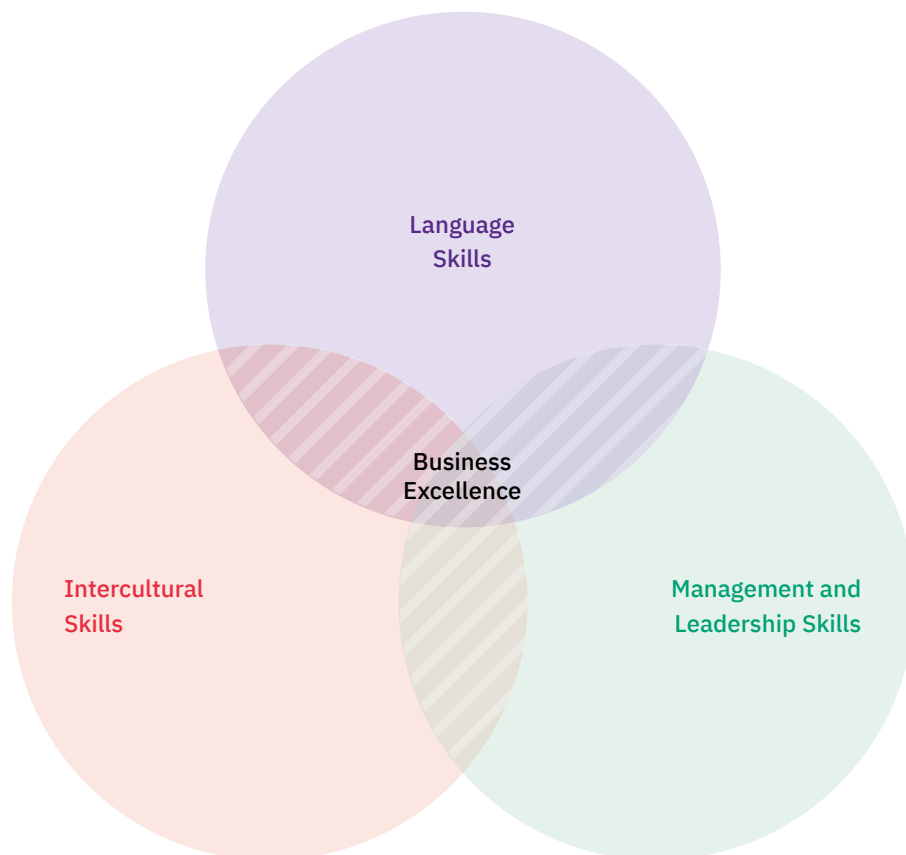
Skills to the power of three

We know that communication is what brings people together. So it is our unequivocal goal to improve your communication skills – through our language courses, intercultural workshops, and business seminars. 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.

Understand and communicate

Our goal:

Teaching you precisely the language skills you need for your professional success.



Enjoy success worldwide

Our goal:

By expanding your intercultural competence and sensitivity, we help lay the foundation for your success across the globe.

Project strength and confidence

Our goal:

Through the right attitude, personal presence, and cutting-edge communication and work instruments, we empower you to act more effectively and prepare you for the future.

Training Case Study: International Assignment in India

The challenge: Relocate a manager to India

Companies send their employees abroad for many good reasons – such as overseeing international projects and customers on site, providing support to global subsidiaries, or promoting intercultural collaboration. But what is really needed when one of your managers has to travel to India to lead a new team on the ground?

The solution: A modular training concept with elements from our three skill areas

Language skills are obviously a key success factor when you send employees to India. Future professional challenges – such as negotiations and meetings conducted in English – are also addressed through the Berlitz language classes. And to successfully live and work in India, your managers also need to develop **intercultural skills**. This means being aware of their own cultural values and the differences between their own and other cultures (in this case, Indian) so they can deal with the new environment and interact appropriately with others. In addition to face-to-face instruction, managers can take advantage of the online support provided by our Cultural Navigator® platform featuring the Cultural Orientations Indicator®. Our seminars in the area of intercultural skills are also tailored to individual needs – from “Successful Collaboration with India” to personalized relocation coaching supplemented by safety training. To improve their **management and leadership skills**, we have face-to-face and online seminars in the areas of managing teams, (international) leadership skills, and communication – and we can provide extra support through leadership coaching during the initial weeks. We also offer all of our seminars in English, allowing your managers to work on important language skills at the same time. And thanks to our global presence, the training can be continued without interruption after your employees arrive in India.

Are you looking to integrate Indian employees into your team in Germany? We can also apply our three skill areas to support you in the onboarding of new employees in Germany.

Case study: Sending an employee to India

Languages	Face-to-face		Individual English instruction Business English CEFR B2	Business English workshop Meetings in English	Individual English instruction Business English CEFR B2	
	E-learning	Assessment of language skills	CyberTeachers E-Learning Platform + Individual instruction by telephone/Skype			
	Virtual					Continued training in the Berlitz Virtual Classroom
Intercultural	Face-to-face		Face-to-face seminar Successful Collaboration with India/ Relocation Coaching India		Safety Training for Business Travelers and Expatriates India 3-hour safety and security training module	
	E-learning	Cultural Orientations Indicator® assessment	Cultural Navigator® Learning path International Assignment	Cultural Navigator® Learning path Working in a New Country		Cultural Navigator® Learning path Doing Business in India
	Virtual		Cultural Orientations Indicator® debrief			Cultural Navigator® Info What Are You Doing Today?
Management/Leadership	Face-to-face					Face-to-face seminar Team Culture Analysis
	E-learning				Cultural Navigator® Learning path Phases of Team Development	
	Virtual					Online Live Seminar Coaching Tools for Leaders
Instruction in Germany						Online Live Seminar Delegation Toolbox
						Instruction in India

Tailored Content

Course content tailored to your company's needs

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

- Berlitz teaching materials (print and digital)
- Outside materials
- Company-specific materials

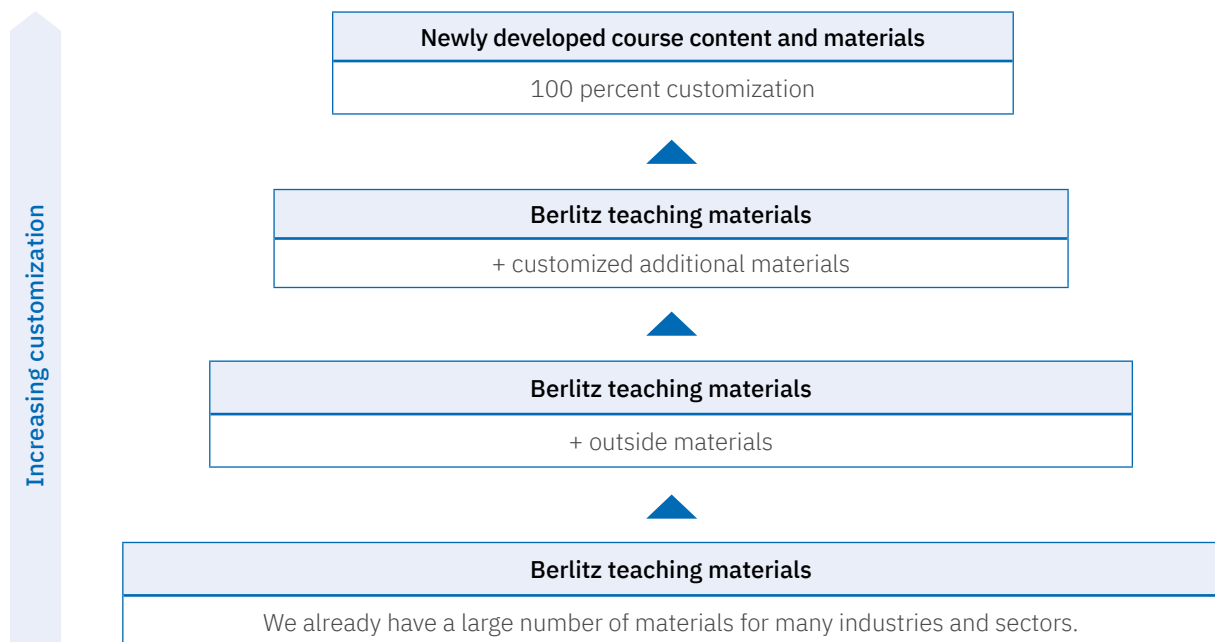
Content can be customized to meet all defined requirements

- 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



The integration of authentic case studies, everyday business situations, and company-specific terminology is part and parcel of our training approach.

Maximum flexibility of course content and learning goals



What our customers say about Berlitz:

"We have been working productively with Berlitz for several years now. What began as employee training in German as a Foreign Language and Business English has over the years grown into an established program in all our offices in Germany. New employees in particular participate in our language classes shortly after joining us. Berlitz is also a flexible partner when it comes to customized solutions and adaptations, as well as slightly more unconventional requests. Our successful collaboration has recently expanded to include NVIDIA's European locations. We benefit greatly from the international presence and experience of Berlitz."

Iris Lange
Senior HR BP
NVIDIA GmbH



Stages of In-House Training

Successful training simply involves more

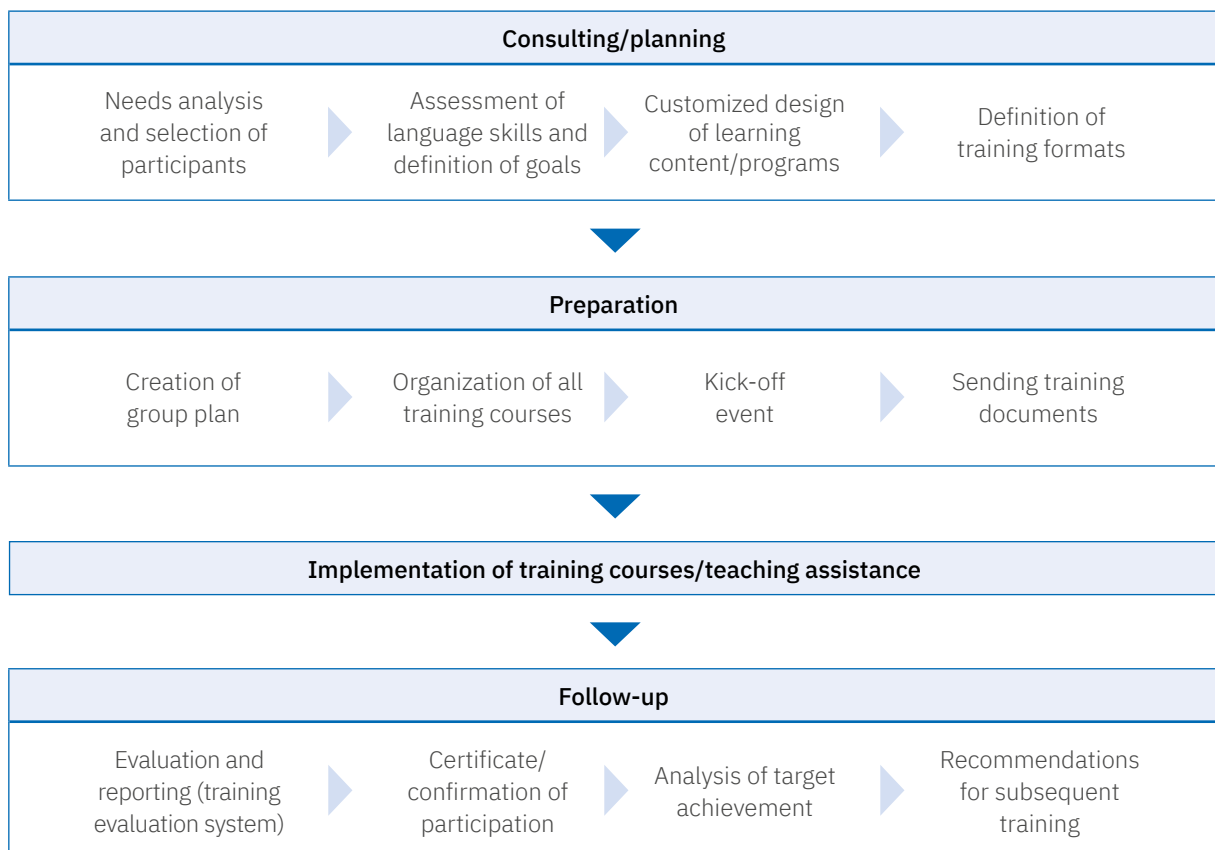
An intensive preparation phase and comprehensive follow-up are as important as the training itself. Our team supports you throughout all of the stages – providing personal, integrated, and professional assistance. You can rest assured that you will receive services tailored to your company's needs, resulting 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 questionnaires. You may even benefit greatly from entrusting your entire continuing education process to Berlitz. Please see our managed training services on page 17.



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

An example of a typical training process



What our customers say about Berlitz:

“Berlitz is an important partner offering professional continuing education courses for our employees in the fields of languages, soft skills, and methodology. They always give us competent advice. The content and format of the courses allow us to meet our employees' individual training needs.”

Christina Seiler
Human Resources Management
ACONEXT Stuttgart GmbH



Berlitz Training Evaluation System

Move in the right direction

With the Berlitz training evaluation system, your courses can be organized down to the smallest detail, from planning and implementation to final evaluation.

We work with you to analyze the specific needs of the training group and set realistic goals to achieve the desired learning results. Optimum implementation of the training program is ensured through our internal quality processes, which include – as defined in our ISO 9001 certification – an approach based on the principles of the Berlitz Method®, our uniform educational processes, and continuous reporting systems.

Finally, the Berlitz training evaluation system allows you to determine the economic benefits for your company – online reporting means that the key figures are at your disposal at all times.



	Planning	Implementation	Evaluation
Processes	<ul style="list-style-type: none"> Assessment of needs Placement and target setting Defining concept and curriculum Incorporating corporate objectives Budgeting Ensuring ROI through careful planning 	<ul style="list-style-type: none"> Kick-off event for all participants: communication of content, methods, and aims Ongoing support from educational supervisors Regular evaluations of learning progress with participants Feedback sessions with HR development team 	<ul style="list-style-type: none"> Evaluation and analysis of targets Assessment of skills acquired Reporting Review of long-term gains Appraisal with HR development team
Tools	<ul style="list-style-type: none"> Recruitment guidelines Training standards Uniform system of levels Assessment sheets Customer website 	<ul style="list-style-type: none"> Customized curriculum for specific needs Trainer guidelines Participant documentation Feedback forms Educational reports Online reporting 	<ul style="list-style-type: none"> Participant feedback forms Final tests Certificates Analysis of participant attendance



Training
coordination
in the Berlitz
continuing
education
portal!

Managed Training Services

Your continuing education program in good hands

Whether your company needs more training courses in Germany or in different locations around the world, we can manage the entire coordination and administration of your continuing education set-up – in multiple countries if needed. If you prefer, we would be happy to work with your existing learning management system (LMS).

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.

Planning and development	Preparation and organization	Implementation	Follow-up and evaluation
Analysis of your continuing education needs	Systematic training needs assessment	Individual continuing education portfolio	Annual portfolio planning
Definition of processes and service levels	Event management through your LMS or the Berlitz continuing education portal	Definition of handover points in joint workshop	Annual feedback talk
Creation of a continuing education portfolio	Creation of information, booking, and reporting pages with your LMS or in the Berlitz continuing education portal	Training format of your choice	Provision of follow-up materials or follow-up online coaching
Setting up system interfaces	Define technical requirements / firewalls	Event management through your LMS or the Berlitz continuing education portal	Performance analysis
Topic, volume, and schedule planning	Training planning	Planning timetable and participant hotline	Reporting
Training concept	Provision of preparatory materials	Course materials	Analysis of training evaluation
Trainer recruitment and train-the-trainer	Requirement specifications	Selection process for pool of instructors, train-the-trainer	Analysis of training evaluation
Implementation of training	Planning and coordination of classrooms, instructors, and training materials	Training format of your choice	Analysis of training evaluation
Evaluation	Definition of criteria	Training and process evaluation	Annual feedback talk

Our Services at a Glance

Language skills

	Training format	Description	Versions	Page
Face-to-face instruction	Individual Instruction	Tailored, one-on-one language training with a personal instructor	<ul style="list-style-type: none"> Total Immersion® Premium Compact Happy Hour 	25
	Corporate Group Courses	Tailored to multiple employees on the company premises	<ul style="list-style-type: none"> Premium (max. 10 participants) Compact (max. 6 participants) 	26
	Open Group Courses	Language learning in small, homogeneous groups	<ul style="list-style-type: none"> Semi-private (2 participants) Intensive group (4–6 participants) 	27
	Business English Workshops	Subject-specific language learning in English with a high degree of practical relevance	<ul style="list-style-type: none"> Key qualifications Department-specific Industry-specific 	30
	Specialized German Language Courses	German courses for specific career requirements	<ul style="list-style-type: none"> Flexible in terms of course duration and participant numbers 	34
	Berlitz Study Abroad	Organized language program in another country	<ul style="list-style-type: none"> At locations around the world 	36
	Language Programs for Kids and Teens	Age-appropriate language learning with fun and motivation for 4- to 17-year-olds	<ul style="list-style-type: none"> Week-long/ vacation courses Individual instruction Language camps Company language camps Video Live Sessions 	37 et seq.
Distance learning	Berlitz Virtual Classroom	Live online language learning from wherever you are	<ul style="list-style-type: none"> Individual instruction Intensive group (3–5 participants) Company-based instruction 	42
	Individual Instruction by Telephone/Skype	24/7 individual instruction via phone or web chat	<ul style="list-style-type: none"> In 30-, 60- or 90-minute sessions 	51
E-learning	CyberTeachers E-Learning Platform	Innovative 24/7 online learning platform with personalized learning path	<ul style="list-style-type: none"> CyberTeachers Classic CyberTeachers Coach CyberTeachers Live 	46
Blended learning	CyberTeachers E-Learning Platform + Individual Instruction by Telephone/Skype	Combination of self-guided learning and sessions on phone or Skype	<ul style="list-style-type: none"> Variable balance between online and phone-/Skype-based sessions 	46 + 51
	CyberTeachers E-Learning Platform + Face-to-Face Instruction	Combination of self-guided learning and onsite language instruction	<ul style="list-style-type: none"> Variable balance between online and face-to-face sessions 	46 + 25 et seq.
	CyberTeachers E-Learning Platform + Berlitz Virtual Classroom	Combination of self-guided learning and live language instruction in a virtual classroom	<ul style="list-style-type: none"> Variable balance between online and Berlitz Virtual Classroom sessions 	46 + 42

Language skills

	Training format	Description	Versions	Page
Testing	eBerlitz Audit	Online language audit and needs analysis	<ul style="list-style-type: none"> 5 target languages with instructions in 14 languages 	108
	Online Placement Test	Online placement test	<ul style="list-style-type: none"> 5 target languages with instructions in 15 languages 	108
	Oral Placement Test	Oral placement test	<ul style="list-style-type: none"> All languages 	108
	In-depth Language Tests	Test of Listening and Reading Skills, Test of Speaking Skills, Test of Writing Skills	<ul style="list-style-type: none"> For many languages 	23

Intercultural skills and management/leadership skills

	Training format	Description	Versions	Page
Face-to-face instruction	Seminars	In-house seminars	<ul style="list-style-type: none"> 4-hour intensive seminars (Shorties) Single- or multi-day seminars Multi-day professional development programs 	57
	Coaching	Individual support in various topics	<ul style="list-style-type: none"> Individual coaching Group coaching Phone-based coaching 	57 + 104
Distance learning	Online Live Seminars	Live seminars and coaching online wherever you are	<ul style="list-style-type: none"> Seminars (usually 2 × 90 minutes) Individual coaching 	102
E-learning	Cultural Navigator®	Interactive learning platform with country database and e-learning modules	<ul style="list-style-type: none"> Customized package solutions available for companies 	60 et seq.
Blended learning	Cultural Navigator® + Face-to-Face Instruction	Combination of e-learning modules and face-to-face instruction	<ul style="list-style-type: none"> Choose combination to suit 	60 et seq. + 57
	Cultural Navigator® + Online Live Seminars	Combination of e-learning modules and Online Live Seminars	<ul style="list-style-type: none"> Choose combination to suit 	60 et seq. + 102
Assessment	Cultural Orientations Indicator® (COI®)	Cultural profile analysis	<ul style="list-style-type: none"> Available in more than 10 languages 	61



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The World of Languages

Language instruction based on your requirements

It is a widely known fact that the German economy is heavily export-oriented. It is estimated that nine out of ten industrial enterprises in Germany maintain important ties abroad. The figure for the service sector is only marginally lower. And business across borders is founded on global communication.

So having a strong command of a foreign language has been a key career driver for some time now. Berlitz has just the right portfolio of seminars to meet your personal language learning requirements. The choice is yours!



Training formats

You can choose face-to-face instruction on your company premises or at your local Berlitz Center. As part of a distance learning or e-learning strategy for your company, you can choose a language program which is not tied to a specific location. Or you can combine the two for a blended learning solution.



Content

Make the most of the flexibility offered by Berlitz by booking a language program featuring specific content that precisely matches your needs. We offer a variety of topics and focal points taken from the real world of business (more information starting on page 29), but we would also be happy to put together a training program specific to your individual needs. The degree of customization is up to you.



Language level

Set yourself clear goals and achieve them with Berlitz. Using the ten Berlitz levels and the Common European Framework of Reference for Languages (CEFR), we start by assessing your employees' language skills. Then we work with you to develop a training plan that makes the most efficient use of your budget and schedules.

The Berlitz Method®

Experience that keeps up with the times

The Berlitz Method® is a big hit across the entire globe. For more than 140 years, it has been continuously developed and perfected in line with the latest linguistic research. Today, for instance, our courses include an individual needs analysis, digital course materials, and e-learning options.

What makes the Berlitz Method® special?

- You learn a new language in a natural fashion. In your Berlitz course, you only speak and hear your target language – which means you learn it as though you were in the country where the language is spoken.
- Its focus lies on active speaking. As you progress, your many achievements, large and small, boost your self-confidence and your enjoyment in speaking the target language.
- It is centered on your experience, needs, and language-learning goals.
- Grammar is always learned in a communication- and topic-based context and internalized through structured practice.
- Listening, reading, writing, and speaking – at Berlitz, you learn with all the senses. And since the language is taught using everyday situations, you learn more quickly and better retain what you have learned.
- From day one, our specially trained native-speaker instructors create a positive, welcoming, and motivating atmosphere. As a learner, you are constantly engaged and are encouraged to speak independently and ask questions in keeping with your current level of proficiency.



Click to learn more: www.berlitz.de/method

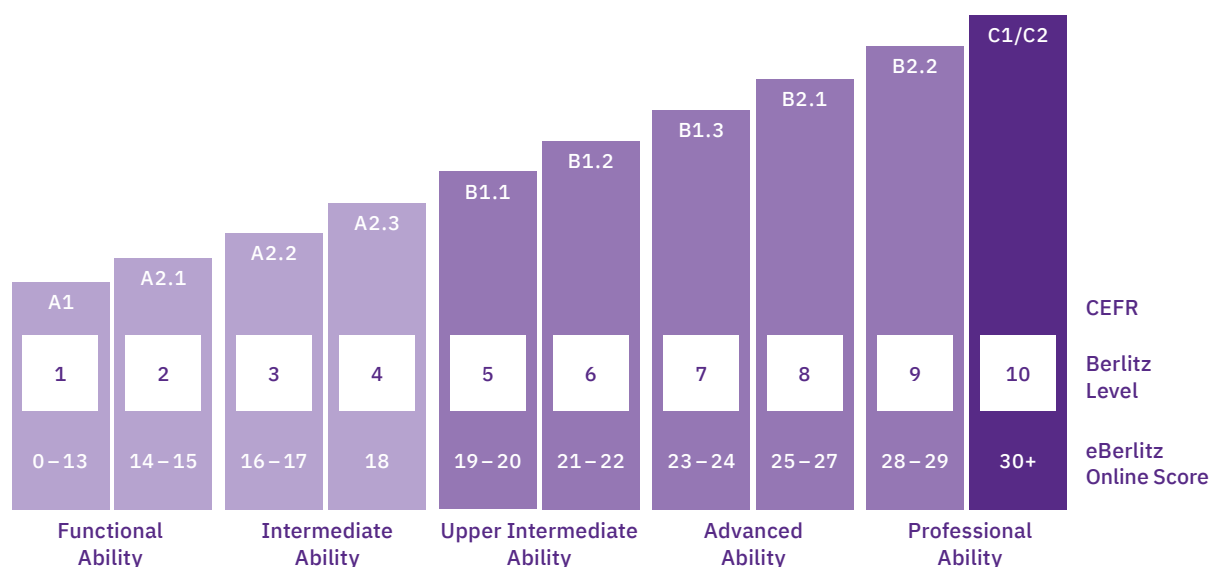
Here you will find additional information and a detailed video on the Berlitz Method®.



Berlitz Levels and CEFR

Standard definitions for language skills

The Council of Europe's Common European Reference Framework 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 and the eBerlitz online point scale (from 0 to 30).



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.



Language Tests and Exams

Objectively measurable results – from day one

In addition to our general tests used to assess language skills before starting a Berlitz program (see page 108), we also offer more in-depth language tests in specific areas such as listening and reading, speaking, and writing. You can choose between a test developed by Berlitz or an external test. These internationally recognized tests are important instruments for objectively evaluating and comparing language skills.

Not only do language tests provide you with transparency regarding your employees' current level of foreign language proficiency, they are also a valuable source of information for forming homogeneous learning groups, setting realistic goals, targeting specific linguistic weaknesses in courses, and accurately measuring your employees' progress. All test results align with the Common European Framework of Reference for Languages (CEFR) and therefore meet international standards.

Berlitz Test of Listening and Reading Skills: Check your listening and reading comprehension online

This multiple-choice test focuses on listening comprehension, reading comprehension, vocabulary, and grammar in various dialog situations. The 60- to 90-minute test is conducted entirely online, offering maximum flexibility in terms of time and place. Available languages: English, French, Spanish, Italian, and German.

Berlitz Test of Speaking Skills: Put your speaking skills to test on the phone

This phone-based interview, which was developed in association with the University of Illinois, makes it possible to accurately assess a person's active language skills in a business context, including their pronunciation and intonation. An interview takes approximately 20 minutes and can be conducted in all languages.

Berlitz Test of Writing Skills: Assess your written communication skills

This test was also developed in association with the University of Illinois. The results deliver a detailed assessment of a person's ability to write in the target language. The test includes a variety of writing tasks encountered in everyday work situations, such as emails, memos, and reports. The 60-minute test can be conducted on your business premises or at any Berlitz Center worldwide and is available for English, French, Spanish, Italian, German, Dutch, Turkish, and Arabic.

Internationally recognized language certificates

In addition to our Berlitz language tests, we can also help you prepare for external language exams and certification. Many Berlitz Centers serve as official examination centers for exams such as:

- telc (ten languages)
- TOEIC (English)
- LCCI (English)
- TFI (French)
- WiDaF (German)



Always the best choice

Flexible. Berlitz offers tailored content and maximum flexibility through its live and online courses. So you and your team can achieve your personal continuing education goals – any time, any place.

Meknes, Morocco



Available
in all
languages!

Individual Instruction

It is great to have your instructor's full attention

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:** The ultimate freedom. You enjoy full flexibility with regard to the number of lessons, timetable, and length of contract.
- **Individual Instruction Compact:** Intensive and plannable. In at least 20 training sessions a week, you learn your chosen language at scheduled times and at an attractive price.
- **Individual Instruction Happy Hour:** Enjoy especially affordable instruction at select times. Take your class at the Berlitz Center during a specific window (e.g. at lunchtime or on Saturdays) and enjoy a discount on the regular price.



Content

- Job-related, real-world content
- Curricula from many industries
- Targeted building and expansion of vocabulary
- Specific topics and tailored content:

The focus of the instruction can be selected according to your requirements, be it everyday language skills, business language, or industry-specific topics. Our content specialization is detailed starting on page 29. Upon request, the content can also be completely tailored to your company's requirements. Turn to page 14 to learn more.



Benefits

- Available in all living languages
- Individual timetable
- Incorporation of learner experiences
- Participant speaks for a very high proportion of the time
- Rapid learning progress

Even more intensive: Total Immersion®

Individual instruction in its most intensive form yet. This program was developed in collaboration with the McGill University Department of Psychology in Montreal and is aimed at letting you master a new language in the shortest amount of time possible. It is ideal in situations such as having to learn a language quickly due to new professional challenges.

- Intensive instruction with 12 lessons per day
- 60 lessons per week, all day
- Business lunch included
- One lesson per day with two instructors
- Available for all language levels
- You choose the duration, from 1 to 6 weeks

You will find a sample timetable for the Total Immersion® program (Berlitz Study Abroad in London) on page 36.



Available
in all
languages!

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.

You can choose from the following course options:

- **Corporate Group Premium with a 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 with a 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.



Content

- Job-related, real-world content such as business correspondence by email, telephone calls, communicating in meetings, presentations, etc.
- Targeted building and expansion of vocabulary
- Typical business expressions and phrases
- Curricula from many industries
- Specific topics and tailored content:
The focus of the course can be selected according to your requirements, be it everyday language skills, business language, or industry-specific topics. Our content specialization is detailed starting on page 29. Upon request, the content can also be completely tailored to your company's requirements. Turn to page 14 to learn more.



Benefits

- Available in all living languages
- Learning pace and dynamics tailored to the course participants
- Comprehensive training evaluation system
- Instruction either at the Berlitz Center or on your company premises



Service package for every employee

- Individual needs analysis
- Oral assessment interview, upon request a written online placement test
- Kick-off event at the start of the course
- Documentation of each course unit, progress reports for each participant
- Berlitz level tests and certificates
- Comprehensive training evaluation system:
 - Reports on all training activities
 - Development of a group plan based on entry level and target
 - Overview of participants and attendance reports
 - Course statistics, learning progress quantification, and target attainment analysis
 - Budget monitoring
 - Collection and evaluation of feedback



Good to know:

There are 40 Berlitz corporate customer advisors throughout Germany who are available to advise you free of charge – they will even come to your business premises if you wish. Simply contact your local Berlitz Center. For contact details, please turn to pages 124 and 125.



Available
in 5
languages!

Open Group Courses

Learning is easier together

Do you learn best in a group with other people? In Berlitz group courses, you will meet like-minded participants who motivate each other and have fun with the language. Attractive rates make Berlitz group courses a great option for those who like to learn with others.

Regular lessons at your Berlitz Center will allow you to achieve your personal language goal easily and rapidly. Our small groups are made up of participants at similar levels of proficiency, which helps motivate them and allows them to communicate on an equal footing. At every center throughout Germany, Berlitz offers you group courses with different areas of focus and a variety of lengths.

You can choose between the following formats:

- **Intensive group instruction with four to six participants.** Small groups, huge success! Available as evening courses once or twice a week, or as intensive courses with daily lessons.
- **Semi-private course with two participants.** Get talking! In this format, you work with just one other participant and your Berlitz teacher for a more intensive and personalized learning experience.



Content

- Content for beginners to advanced learners in accordance with the course booked
- Focus on general or business language
- Targeted building and expansion of vocabulary
- Internalization of grammatical structures
- Practice with authentic everyday situations
- Key terms, phrases, and colloquial expressions



Benefits

- For English, German, French, Spanish, and Italian
- Small groups and participants at similar levels of proficiency
- Motivating group dynamics
- Attractive rates
- Many courses can be recognized as educational leave



Good to know:

You can also book open-enrollment group courses in our Virtual Classroom, so you can participate no matter where you are. Online live instruction is also available in Dutch, Portuguese, Swedish, Norwegian, and Russian. More information on our virtual language instruction can be found starting on page 41.



What our customers say about Berlitz:

“Berlitz tailors its wide array of language learning options to our requirements and assists and advises us professionally at all times, at both the planning stage and the instruction stage. And when challenges arise, they also always find a solution. Our participants are impressed by the quality of the instructors.”

Anna Röser
L'Oréal Deutschland GmbH

L'ORÉAL
DEUTSCHLAND

Get there more quickly

Fast. 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.



London, United Kingdom



Course Content and Areas of Focus

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 general language topics:

- Travel, asking directions, booking hotel rooms
- Greetings, introductions, small talk
- Shopping, ordering food, exchanging money

Possible business language topics:

- Conducting professional conversations with customers
- Socializing in business situations
- Confidence on the phone and using correct expressions
- Business correspondence
- Preparing, participating in, and facilitating meetings
- Preparing and giving presentations
- Understanding documents in a foreign language
- Business terminology and idiomatic expressions
- Presenting reports and project results

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



Are you looking for a higher degree of specialization?

Our Berlitz experts can develop completely new course content that's 100% tailored to your needs. Turn to page 14 to learn more about customized content, or contact your corporate customer advisor at the Berlitz Center near you.



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. You will find a small selection of our workshop topics on the following pages:

31 Business English Workshops for Your Department

English for Human Resources

English for Sales

32 Business English Workshops for Key Qualifications

English for Meetings

English at the Office

33 Business English Workshops for Your Industry

English for Legal Professionals

English for IT Professionals

34 Specialized German Language Courses

German for Business Communications

German for Effective Meetings

German for Nursing Professionals

Even more effective in combination:

We recommend combining periodic continuing education workshops with our comprehensive e-learning and blended learning programs. This ensures that the participants' newly acquired language skills remain active and effective in the long term. More information on eBerlitz can be found starting on page 41.



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





Business English Workshops for Your Department

Professionals who want to build and maintain international business relationships have to focus on a lot of details. Experience has taught us the most important questions and conversational situations encountered in business, and these form the focus of these courses. We offer specialized content for many different departments, based on authentic professional practice. For example:

English for Human Resources

Because people are the most important resource. Employees in HR departments and employment agencies learn English tailored to their sector while giving their own careers a boost. You will learn and practice the professional vocabulary and phrases that you need to communicate with more confidence in English and better motivate others.



Content

- Human resources jobs and responsibilities
- Your role in the company
- Trends and challenges in human resources
- Attending and communicating at HR events
- HR campaigns and best practices
- Employee development
- Forging professional networks
- Selecting candidates and conducting interviews
- Making the hiring process more efficient

English for Sales

Everyone will buy your English. International purchasing and sales staff make a significant contribution to the company with their negotiating skills. Good language skills give you confidence and are a prerequisite to successfully communicating your expertise.



Content

- The importance of branding
- Sales techniques and effective negotiation
- Digital payment methods and invoicing
- Terms and conditions in the context of customer orders
- Communicating your message effectively
- HR in sales and marketing
- Your work in an intercultural context



Many additional English topics for departments are available upon request, including:

- English for Finance and Accounting
- English for Customer Service
- English for Marketing and Advertising



Business English Workshops for Key Qualifications

Daily business is not always about major projects, but supposedly minor tasks. So it is important to get the little things right. Our workshops ensure that your employees make a confident impression and continue to develop important soft skills. For example:

English for Meetings

Because you have plenty to discuss. Meetings have their own culture and often their own specific dynamics as well. This workshop aims to equip you with the language skills necessary to participate in important international meetings and to enable you to hold professional discussions of your own. When all these elements are in place, meetings can even be fun!



Content

- Scheduling meetings – in person and in writing
- Drafting an agenda
- Opening and concluding meetings
- Providing sound arguments
- Handling difficult situations
- Familiarizing yourself with the different meeting formats:
brainstorming, decision-making, and telephone conferences
- Meeting simulation
- Intercultural aspects

English at the Office

There is no avoiding English on the job. A good knowledge of English is becoming increasingly important for professional success. Whether an international contact is coming for a visit, you have to arrange meetings, or you need to communicate by phone or email, your language skills will determine your success or failure. This intensive workshop will help you quickly build a foundation of valuable Business English skills.



Content

- Holding phone conversations in English
- Forwarding incoming calls
- Noting down and reporting facts
- Handling complaints on the phone
- Understanding incoming English emails
- Writing work-related emails correctly and accurately



Many additional English topics for key qualifications are available upon request, including:

- English for Business Small Talk
- English for Presentations
- English for Emails
- English for Telephoning
- English for Negotiations



Business English Workshops for Your Industry

Every industry has its own rules. So it is 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. We will be pleased to organize a suitable course for your industry, such as:

English for Legal Professionals

For legal eagles. Use authentic case studies from corporate law, labor law, copyright law, contract law, and bankruptcy law to build your legal language skills. We will hone your ability to understand, research, and document legal problems in English and work on your contract drafting skills.



Content

- Business entities and liability issues
- Employee contracts, hiring and firing, rights and responsibilities
- Contracts for goods and services, standard terms and conditions
- Intellectual property, copyrights, patents, registered brands, trademark protection
- Planning a merger, financing an acquisition, letters of intent
- Risk management and bankruptcy – causes and effects, creditor rights, personal bankruptcy

English for IT Professionals

Programmed for language success. Many terms and processes in the IT sector already have standard English names. In our workshop, we will focus on supplementing this specific store of words with technical terms, expressions, and vocabulary that will let you express yourself confidently in English in typical professional IT situations – regardless of whether you work in software development, project management, or the service sector.



Content

- The IT product life cycle
- Defining software requirements
- Software design and development
- Test phase
- Software usage in practice
- Customer support



English instruction for a variety of industries is available upon request, including:

- | | |
|--|---------------------------------------|
| • English for Insurance | • English for Pharmaceuticals |
| • English for Real Estate | • English for the Automotive Industry |
| • English for Logistics and Freight Forwarding | • English for the Energy Industry |



Specialized German Language Courses

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

Write your own success story. Whether quickly writing an internal email, making a note in a file, or formulating an invitation, writing has a key role to play in our daily work. So it is crucial not only to have a good command of the formal rules of writing, but also to be familiar with appropriate ways of wording things in German in different contexts.



Content

- Standards and rules for professional correspondence
- Memos, file notes, internal emails
- Establishing written contact with business partners
- Making appointments and extending invitations
- Making enquiries, obtaining quotes, placing orders
- Deliveries, payments, complaints

German for Effective Meetings

Pleased to meet you. Meetings play an important part in the workplace. This seminar will help you contribute positively to the discussion and make your meetings in German more successful. By the end of the course, you will have significantly improved your overall German skills.



Content

- Planning and preparing for meetings effectively
- Helpful hints for structured and constructive meetings
- Holding participants' attention by actively engaging them
- Using words to diffuse conflicts
- Adapting to different conversation partners
- Finding the right words at the right time
- Different forms of meetings, e.g. decision-making, teleconferences, remote meetings



Many additional German-language courses are available upon request, including:

- German for Physicians and Nurses
- German for Professional Customer Service
- German for Intercultural Communication
- German for Negotiations
- German for Presentations



German for Nursing Professionals

A healthy vocabulary to take you through your workday. There is no escaping the shortage of qualified nursing professionals. When it comes to the integration of non-German nursing staff, preparation for a German language exam, or advanced language training focusing on nursing, traditional language instruction does not suffice. Berlitz offers you practice-based instruction that not only teaches the basics of the language, but also important professional vocabulary, workplace communication, and intercultural skills. The course can be supplemented by virtual instruction – for instance, you can start language classes in your home country before coming to Germany.



Content

- Planning, carrying out, documenting, and evaluating patient care
- Giving instructions and advice and holding discussions
- Participating in medical diagnoses and therapy
- Providing care and assistance to elderly individuals
- Taking into account the living environments and social networks of elderly persons during their care
- Legal and institutional parameters of nursing work
- Assisting with quality assurance measures in nursing

Three Questions For...

An interview with Lena Kauth, Executive Assistant at the AZURIT Group



The AZURIT Group operates inpatient facilities and services for the elderly and runs more than 60 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 graduates 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 contacts to potential applicants both in and outside of Germany. Success in recruiting and hiring depends on having a positive reputation with your employees.



Locations
around the
world – just
ask us!

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 foreign-language skills? We have the perfect solution for you: Berlitz Study Abroad.

Berlitz will organize your stay in an attractive location such as Rome, Paris, or London. You choose your learning strategy. You can use the mornings for individual instruction in your chosen language – offered at the Berlitz Center at our usual high level of 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. Or you can select Total Immersion® or all-day instruction for even more in-depth learning and accelerated learning progress.



Benefits

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

A typical day with Berlitz Study Abroad in London (Total Immersion® program)



7 a.m.–8:10 a.m.: Start the day

After a delicious breakfast with your host family, you head off to your language course. The Berlitz Center is located in the heart of London's vibrant downtown.



8:15 a.m.–8:55 a.m.: Head for downtown London

Simply hop on the London Underground and get off at Holborn station. At the Berlitz Center too early? Then treat yourself to a cappuccino with other course participants in the Berlitz Lounge.



9 a.m.–12:45 p.m.: Intensive individual language instruction

You work on presentation techniques in English with two Berlitz language instructors. You are doing a lot of the talking because the lesson focuses on your active vocabulary.



12:45 p.m.–2:15 p.m.: English-style lunch break

You go to lunch at a nearby pub with a language teacher to tuck in to a typical meal of fish and chips. After a walk along the Thames, it is time to head back to the Berlitz Center.



2:15 p.m.–6 p.m.: Language instruction continues

The afternoon session includes further training units aimed at steadily growing your confidence by letting you do most of the talking, helping you feel increasingly comfortable speaking English and giving presentations in front of an audience. The teaching team continues to motivate you and cheer for your success.



6 p.m.–8 p.m.: Explore London

You have plenty of time in the evening to explore London, further improving your language skills as you communicate with the locals. There are museums, galleries, and theaters within walking distance. The local Berlitz team will happily give you some tips to help you pick out just the right thing from the huge variety of options. For example, you can go to the traditional pub night on Wednesdays or, if you are lucky, win a ticket to see Arsenal play at home – there is a weekly prize drawing for this at the Berlitz Center!



Language Programs for Kids and Teens

Have fun with foreign languages

Fun is the best way to motivate children and young people – and this also applies to learning a language. For this reason, our language programs are designed to get the participants actively involved from the outset – through exciting role-play activities, language games, varied exercises, and age-appropriate topics. Cramming vocabulary and grammar is completely off the table. Specially trained native-speaker Berlitz instructors guide them through a variety of engaging language lessons.

Kids and teenagers are divided into small groups according to age (usually 4-7, 8-11, and 12-17 years) and proficiency. This encourages interaction and ensures a relaxed atmosphere. Or they can sign up for individual instruction from their own personal Berlitz language teacher. Rapid progress helps strengthen personality development, instills confidence, and opens up new opportunities – at school or in their later career choices.

These language programs are offered:

- **Weekly courses:** Regular weekly lessons in the form of face-to-face instruction or online in the Virtual Classroom.
- **Vacation courses:** Daily lessons for an entire week during school vacations (Monday to Friday).
- **Individual instruction:** Intensive one-on-one language lessons at a Berlitz Center or in the Berlitz Virtual Classroom.
- **Language camps:** Resident camps or day camps held in the target language during school vacations

Online Language Courses for Kids and Teens

Video Live Sessions in English for 11- to 16-year-olds

It's easy to practice English from home – Video Live Sessions make it possible. A total of ten sessions are led by a native-speaker Berlitz instructor, who moderates the group and takes participants through a series of fun and interesting online English-learning activities. The courses focus on cool topics and relaxed communication.



Concept

- Live Sessions in a virtual classroom, exclusively for 11- to 16-year-olds
- 10 sessions can be booked as a package online: one 1.5-hour session per week for 10 weeks
- Small online groups with a maximum of four participants
- Led entirely in English by a native-speaker Berlitz instructor
- Modern learning materials based on articles and videos by National Geographic
- Participants only need a computer or tablet with an internet connection and a headset



Benefits

- Meet friends while improving English skills
- Easy-to-follow structure and numerous interactive tools
- Learn from the convenience of your own home on the day you select

**Practice your English –
online and from home**





More than
60 locations
in all German states!

More than
20 years'
experience!

Language Camps for Kids and Teens

Berlitz language camps during all school vacations

Berlitz has been offering its popular language camps since 1999. The secret of our success: combining learning with fun free-time activities and sports. Held all over Germany, from the North Sea to the Alps, the camps allow 7- to 17-year-olds to actively learn German, English, French, or Spanish all day long, completely immersing themselves in the target language from the time they get up to the time they go to bed.

Motivating lessons in the morning encourage the participants to speak, while in the afternoons and evenings, they continue to learn without even realizing it during a wide array of activities. Some 10,000 children and teenagers attend Berlitz language camps every year. We hope to welcome your child soon!



Concept

- Participants are placed in groups according to their language proficiency at the beginning of the camp
- Instruction in small groups of 8 to 12 participants, 4 x 45 minutes daily
- Interviews, role-playing, presentations, and topic-related projects
- 90-minute evening program daily, and in most cases 2 x 90-minute afternoon activities, held entirely in the target language
- Options include one- and two-week camps, resident and day camps, family camps, exam preparation camps, and more



Benefits

- More than 60 locations and more than 300 dates covering all school vacations in all German states
- Combines instruction, sports activities, and creative workshops
- Experienced, native-speaker camp counsellors
- Learning by doing – the target language is spoken the entire day
- Success boosts motivation



Click to learn more: www.berlitz.de/language-camps

Here you will find our language camp programs for 2020 as well as an informative video about the Berlitz language camp concept.



Boost
employee
loyalty!

Language Camps at Your Company

Berlitz can deliver its language camp concept on your business premises. This offer is aimed at the children of your employees to provide families with a childcare option during school vacation and boost job satisfaction. We provide the instructors and organize the camps, which are held on your company premises. Upon request, the camp can also be held at an external location. Some of the course content can be tailored specifically to your company – like interviews conducted with staff members, guided tours, etc.



Concept

- Organization and implementation of an English language camp on your company premises (or a suitable location nearby) during the school vacation
- Recommended for your employees' children aged between 6 and 13 years
- Participants are placed in age-appropriate groups of no more than 12 children based on language level
- Program is based on the working hours of your company to make it easier for employees to drop off and pick up their children
- Language instruction with native-speaker instructors and a rich variety of sports and other fun activities



Benefits

- Boost your employees' satisfaction and loyalty
- Employees' childcare needs are taken care of during the school vacation, letting them focus on their work
- You have the flexibility to decide if the company will carry the costs fully or the employees pay a share

English Camps for Apprentices and Trainees

We also offer Berlitz language camps for young people working at your company. The tailored program combines Business English courses aimed at professional challenges with fun and age-appropriate activities.

- Business English instruction in the morning, fun activities (excursions, sports) in the afternoons
- Topics in English classes tailored to your company and the vocational training program
- Ideal supplement to the academic component of the vocational training program, e.g. intensive practical training during vocational school vacations
- Strengthens apprentices' and trainees' ties to the company and builds skills
- Can be conducted in locations such as hotel seminar rooms, on the company premises, or at a Berlitz Center



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

"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 the outstanding planning and implementation."

Samsung Electronics GmbH



From tourist to local

Authentic. 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.



Bangkok, Thailand



eBerlitz – Our Digital Learning Formats

Where and when do we really learn? The 70-20-10 model has a clear answer to this question. Today learning can no longer be viewed as separate from working, but should be seen as part of processes at work – which take place through collaboration with others. This is also the philosophy of eBerlitz.



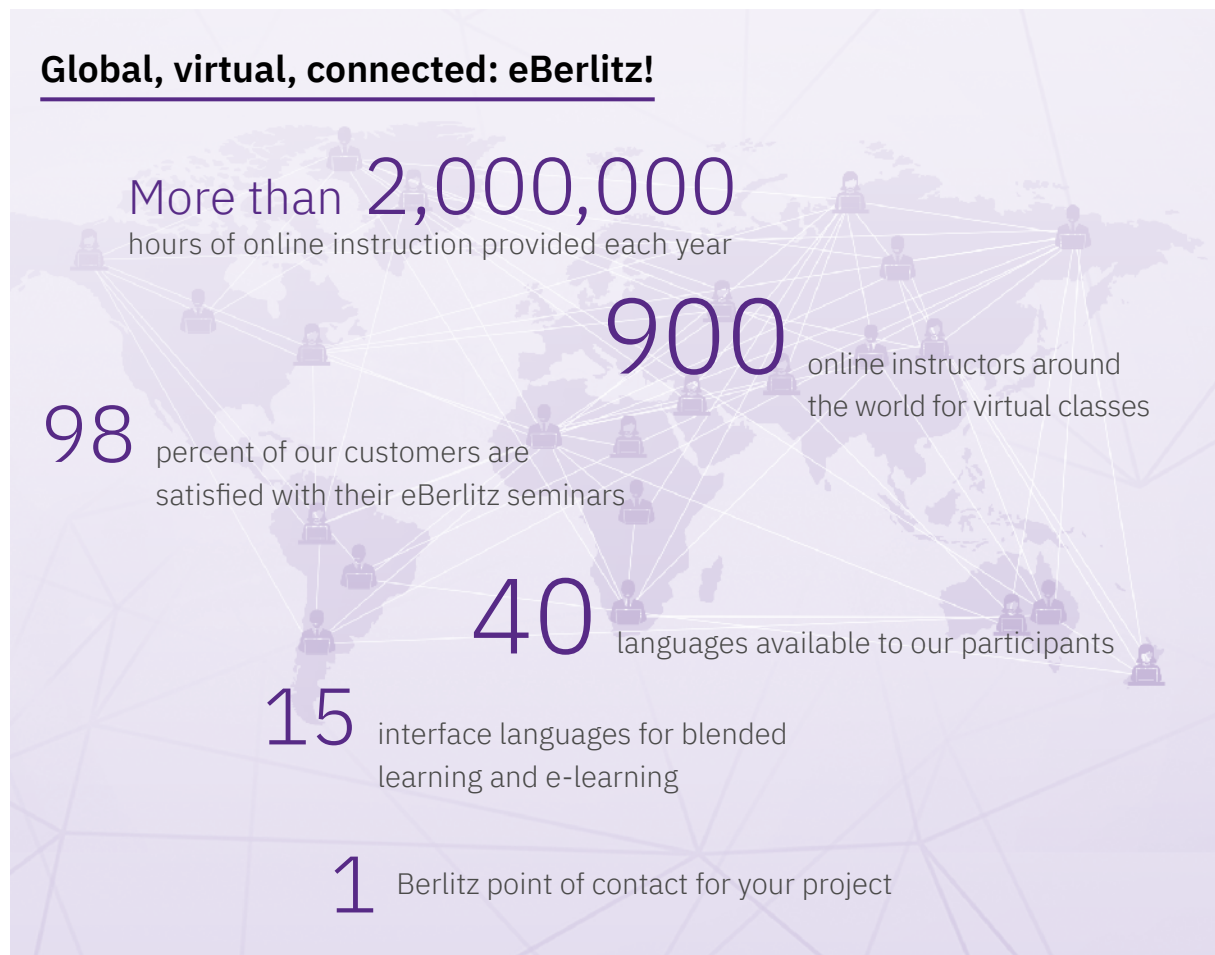
Our digital learning formats help develop independent study skills, providing a framework that both challenges employees to learn and supports them in this process – flexible, mobile, individual, and personal. Our eBerlitz programs are especially easy to integrate into work routines – even for employees in different locations or with especially full schedules.

Explore our exciting programs. We will be with you at every step of the journey to a new culture of learning in your company.

With us, you will discover a variety of digital instruction formats that will empower your employees to achieve their language-learning goals quickly and reliably. E-learning, distance learning, and blended learning solutions are available for language levels A1 to C2.

Take advantage of the opportunities that eBerlitz can offer.

Global, virtual, connected: eBerlitz!





Virtual
live instruction
in 40
languages



Berlitz Virtual Classroom

Premium face-to-face instruction in a virtual learning environment. The Berlitz Virtual Classroom makes live language instruction with an experienced, native-speaker Berlitz instructor possible – anywhere in the world. The internet lets your teacher come to you wherever you are. All you need for your tailored, real-time training program is a computer, smartphone, or tablet with internet access and a headset.

New! Personalize your learning experience even further with individual learning paths. With this new tool, you can work with our team of advisors to define topics and create a personal learning path that matches your individual requirements and goals. Based on this, we will put together your training plan. You can select from a broad spectrum of business- and industry-specific topics to help you meet a wide array of professional challenges. The platform offers you full transparency regarding your progress – what topics have you already completed and what still lies ahead? And of course it is flexible, so your selection can always be adapted to your current needs.

It is easy to do your follow-up exercises online or to download them as PDFs to print if you would prefer to work offline for a time after your live language instruction.



Personal learning path for maximum language success



Good to know:

You can find more information on the Berlitz Virtual Classroom at www.berlitz.de/bvc-en.

Special tip: We also offer language instruction for kids and teens in the Virtual Classroom. For more information on our **Video Live Sessions in English** for 11- to 16-year-olds, please turn to page 37.



Benefits

- Personalized language instruction wherever you want it
- Can be booked as individual, group, or corporate course
- Tried-and-tested, excellent teaching quality from Berlitz
- Maximal engagement of all course participants
- State-of-the-art technology fosters interaction and motivation
- Online practice area with numerous additional exercises before and after the live language instruction

Personal learning path:

- Specialized content that allows you to fully customize your training focus based on your needs
- Virtual tools and lesson recordings for preparation and follow-up



Additional benefits of virtual corporate instruction

- Standardized, scalable, and efficient learning solution for companies of all sizes
- Homogeneous learning groups irrespective of location
- Straightforward administration
- Detailed training evaluation delivers measurable results
- High 'return on learning'
- Professional support from the Berlitz team of experts

**The preferred
learning platform
of more than
1,500 companies**



What our customers say about Berlitz:

"As part of the Premier Inn expansion in Germany, we were looking for a Germany-wide language provider that was well-positioned to respond flexibly to our various requirements as a hotel brand with a broadly diversified program. And we found that strong partner in Berlitz!"

Maren Krützfeldt
Learning & Development Manager
Premier Inn Deutschland





What does the Berlitz Virtual Classroom look like?

To make learning as efficient and pleasant for you as possible, we have set up the Berlitz Virtual Classroom to help you feel comfortable and enjoy a positive experience right away.



Interactive tools for writing, speaking, and commenting

Audio via headset

Instructor webcam

Live language instruction via webcam facilitates communication with the instructor and personalizes the lesson.



Names of participants

Interactive whiteboard

Your course materials are automatically displayed for your lessons. Notes and writing are done directly on the whiteboard. These can also be saved for further practice.



What our customers say about Berlitz:

“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 for International Training & Development
edding AG





The Keys to the Success of the Berlitz Virtual Classroom

Registration

Contact your advisor from one of our approximately 450 Berlitz Centers across the globe or visit www.berlitz.de/en to register for a course in the Virtual Classroom.

1

Placement test

Assess your current language level either orally (by telephone) or online.

2

Advising

Your personal course adviser will work with you to select the optimal program that fits your learning style and goals.

3

Orientation session and tech check

In the orientation session, you will learn all about the features of the Berlitz Virtual Classroom. The IT team checks to make sure that the technical requirements are met for you to get started.

4

Start your live instruction

Schedule a time to get started on the Berlitz Virtual Classroom homepage.

5

Communication

Talk to your instructor in real time and communicate with the other course participants.

6

Online practice

Following the live lesson in a small group, short online exercises are available for you to practice on your smartphone, tablet, and PC.

7

Repetition

Automatically recorded lessons are available at any time for further practice. Also ideal for participants who have missed a lesson.

8

Performance score

Your individual performance score lets you track your learning progress in real time.

9

Nine simple steps,
endless possibilities





CyberTeachers E-Learning Platform

Our best e-learning platform yet is the result of 20 years of continuous development. Micro learning, social learning, remote learning – the latest version of CyberTeachers is even more innovative, interactive, and dynamic than ever. Our goal is to offer you a maximum-performing, unique, and holistic language experience.

This multiple award-winning e-learning platform offers you round-the-clock access to language instruction which is tailored to your specific interests and preferred areas of focus – featuring interactive exercises, a pronunciation trainer, a speed memorization tool, and much more. Do you feel like speaking to someone directly? Depending on the version you book, you can also contact our Live Coach or get intensive speaking practice by taking part in conversation classes held each hour and covering a variety of topics in our Live Classroom. And in our new gaming area, you can collect points for your hard work and test your skills against other members of the CyberTeachers community.

Simply select Classic, Coach, or Live and choose a learning duration of three, six, or twelve months. Within this period, you'll enjoy unlimited, 24/7 use of CyberTeachers.



Just a few of the benefits you'll enjoy:

- **Tailored to your needs from day one:** Online language audit including a language placement test, an analysis of your needs, and selection of a professional field
- **Customized content:** Learn a language with more than 800 modules of content; in addition, you can select from 218 job profiles and 28 industries
- **Micro learning:** Many exercises can be completed in just a few minutes, which makes them easy to integrate into your work routine without committing too many resources
- **Perfectly integrated:** CyberTeachers e-lessons – your individual learning path – are coordinated with the content and learning material used in the Berlitz Virtual Classroom, in live instruction via phone/Skype, and in face-to-face lessons with a Berlitz language instructor
- **Human inside:** Your personal Berlitz language instructors are available every day, around the clock, and across the globe
- **Progress evaluations:** Detailed reports document your learning success
- **Social learning:** Fun community games and direct conversations in the Live Classroom and Community Room not only motivate you, but let you learn with and from others
- **Learn across platforms:** On PC and Mac, tablet and smartphone, online and offline
- **A large selection of languages:** English, German, French, Spanish, and Italian

Mobile learning: CyberTeachers app

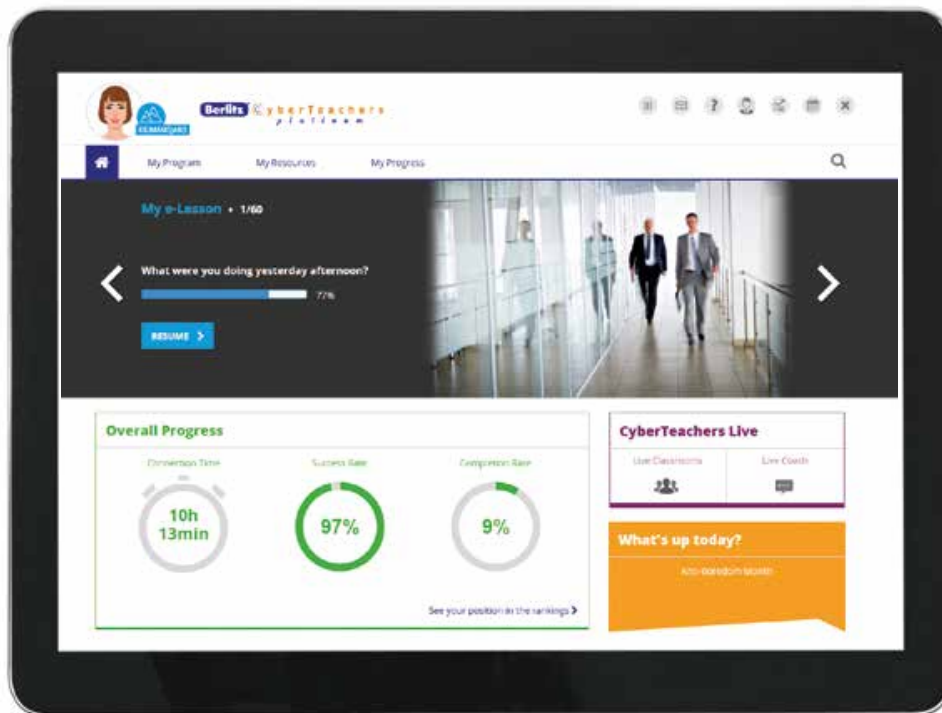
If you are learning English, German, French, or Spanish, the CyberTeachers app offers short mobile training modules – grammar, vocabulary, and listening comprehension exercises which are available both on- and offline.





Three CyberTeachers options: Classic, Coach, and Live

Options	Classic	Coach	Live
Target language	EN, DE, FR, ES	EN, DE, FR, ES	EN
My Program	•	•	•
My Resources	•	•	•
My Progress	•	•	•
Flash Lesson	•	•	•
CyberTeachers app	•	•	•
SOS Teachers	•	•	•
Gaming Area	•	•	•
Live Coaching		•	•
Community Room		•	•
Live Classroom			•



Well-structured and easy to navigate: My Program, My Resources, My Progress (CyberTeachers English)



Good to know:

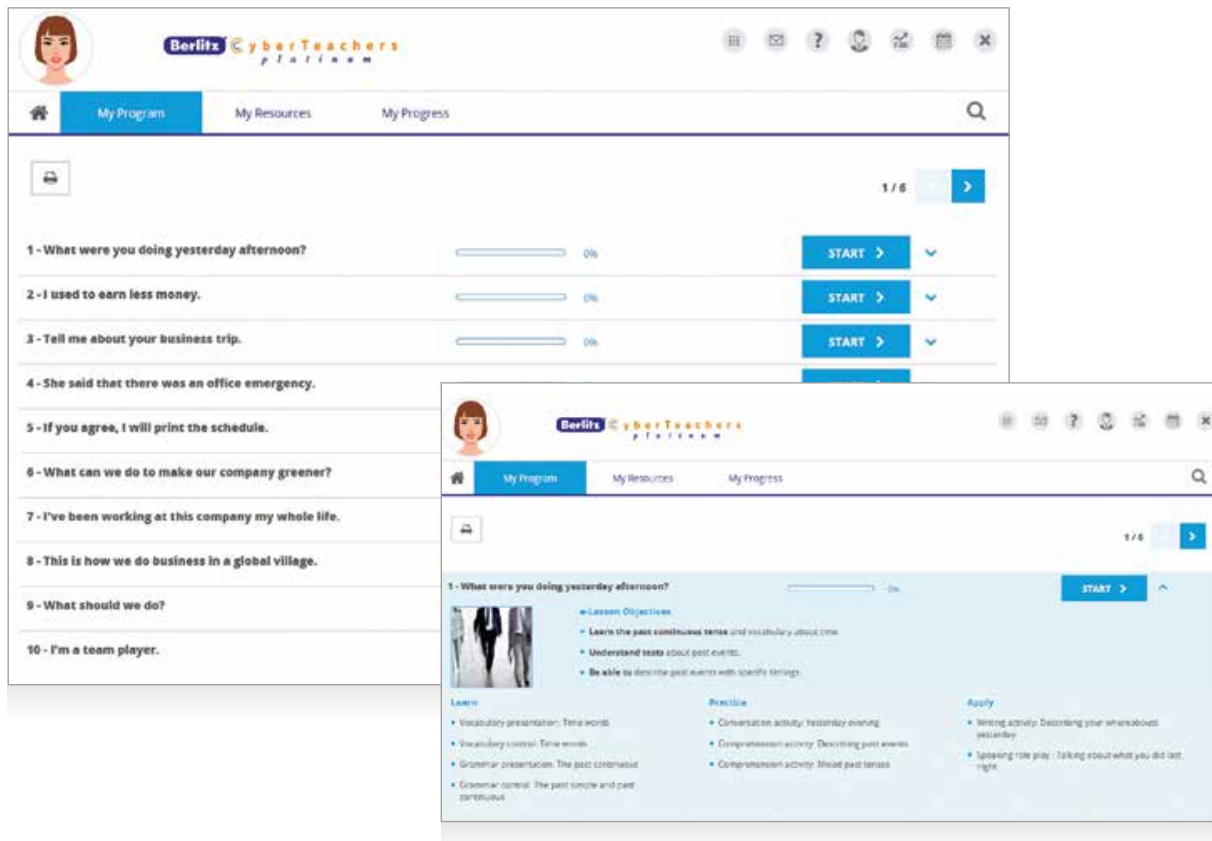
For more information please visit www.berlitz.de/selfstudy



The Components of CyberTeachers

My Program: Your personalized learning path

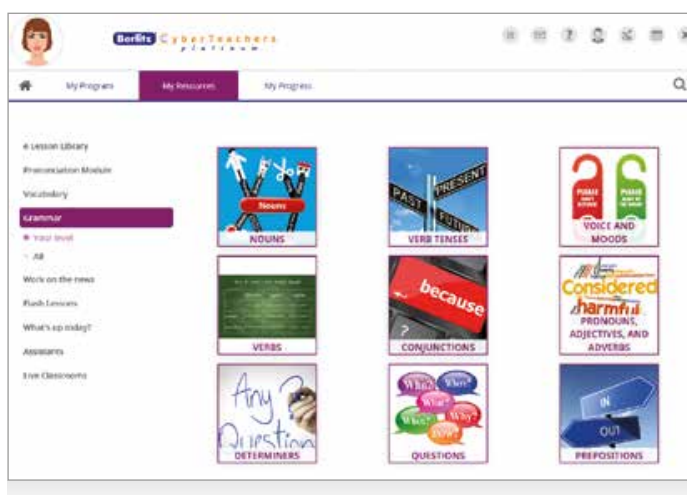
A structured program, tailored to your language level and learning goals, made up of multiple e-learning modules that build on one another. These 30-minute e-lessons adhere to the Berlitz Method® and consist of three phases: presentation, practice, and performance.



Individual e-lessons are a core feature of CyberTeachers

My Resources: Practice tools for language-learning success

Thanks to a multitude of supplementary learning activities and support tools, you can select the features that interest you most and help you achieve your language-learning goals. For example, there are vocabulary and grammar exercises, pronunciation coaches, and our Flash Lessons. Assistants also offer you targeted support in overcoming your specific foreign-language challenges – like preparing for telephone calls or writing emails or speaker notes. The assistants are always available whenever you need them.

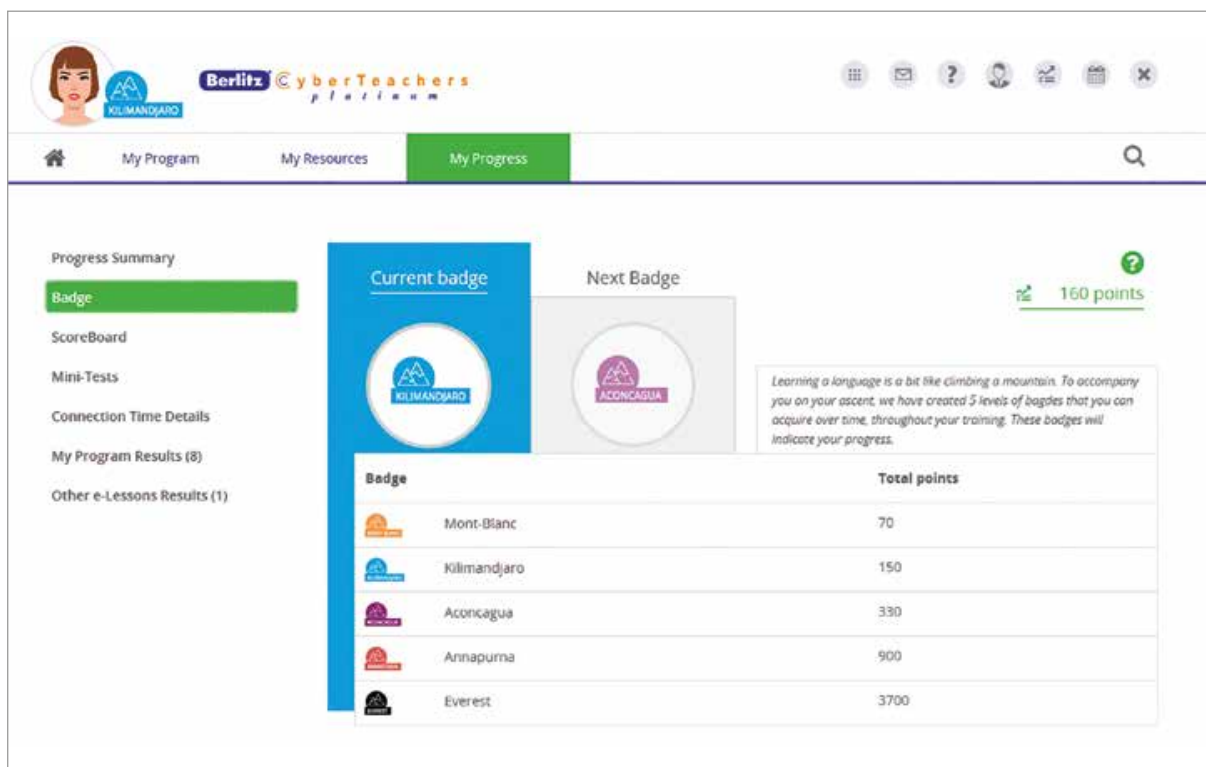


Fun grammar practice helps you achieve your goals



My Progress: Keep track of how far you have come

What content have you already completed, and what still needs to be done? Just click on My Progress at any time to find out how far you have come. Our new badging system acts as an additional motivation boost. Collect points for every achievement and every minute that you use CyberTeachers and see how your progress ranks against other members of the CyberTeachers community.



Fun and motivating: Set up a personal profile, collect points, and compete for first place against other participants

Additional features of CyberTeachers

Flash Lessons

Each day you receive an email with three short lessons on topics like figures of speech or grammar.

Community Room

Our Community Room lets you connect with other participants in a chat so you can learn together.

Live Classroom

In our instructor-led Live Classrooms, you can participate in interesting discussions on business and social topics. These 30-minute conversation classes with a maximum of eight participants are offered every hour around the clock with no advance registration required.

SOS Teachers

With CyberTeachers, you'll always have someone at your side as you learn a language. You can request advice, assistance, or direction 24/7, and will receive a written reply from the SOS Teachers team within two working days.

Live Coaching

Do you have a comprehension question or need help formulating what you want to say? In these and other situations, you can contact our Berlitz language instructors in a live chat to receive an immediate answer. They are available to answer English questions 24/7, and four hours a day from Monday to Friday for Spanish, French, and German.

Communication is everything

Global understanding. For more than 140 years, Berlitz programs have been helping people communicate with each other across the globe. Because we believe that learning a foreign language and developing an understanding of other cultures enriches your life.

Milan, Italy



Individual Instruction by Telephone/Skype

Language instruction that's live and on point. Are you facing a last-minute meeting with English-speaking business partners? Or an important teleconference in Spanish? Do you have a new client in France? There are all sorts of reasons to target specific foreign language skills. Our solution? Individual instruction over the phone or Skype.

Across the globe, a team of language instructors is there to offer you phone- or Skype-based individual instruction whenever you need it – 24 hours a day, seven days a week. You can conveniently book 30-, 60- or 90-minute sessions online in a few clicks using our reservation system. It couldn't be simpler!



Benefits

- Individual language teaching wherever you are
- Available in English, Spanish, French, Italian, and German
- Flexible, 24/7 course booking – sessions can be re-booked up to 6 hours before the scheduled start
- Available on mobile phone, landline, or Skype
- Tailored content from 218 professions and 20 industries; customized material can be integrated
- Orientation session at the start of the course
- Virtual whiteboard for communicating with the instructor
- Lesson report – individual feedback sent by email after every session
- **Perfect Match function:** Select your preferred instructor profile, e.g. male, female, American, British, etc.

**Available around the world
and around the clock**



What our customers say about Berlitz:

"We discovered Berlitz Blended Learning and came to value it greatly – especially CyberTeachers 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 assessment 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, VVS Holding GmbH





Blended Learning

A powerful combination: e-learning and live lessons. The CyberTeachers online learning platform is not only a flexible solution for anyone wishing to improve their language skills independently, but also a very effective complement to individual language instruction. Berlitz lets you mix and match CyberTeachers, the Berlitz Virtual Classroom, live phone/Skype lessons, and face-to-face lessons with a Berlitz language instructor. The course content is perfectly coordinated, and quick and lasting progress is guaranteed.



Benefits

- Program tailored to your individual needs
- Combination of individual language instruction and phases of independent study
- Complementary course content and methods
- Number of online sessions and live lessons can be varied
- Different packages available
- Available in English, Spanish, French, and German



What our customers say about Berlitz:

“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
Human Resources Officer
emz-Hanauer GmbH & Co. KGaA





Two examples of blended learning solutions

The two following examples of blended learning show how the duration, format, and intensity of such programs can be adapted to completely meet your goals and performance expectations.

„One-on-One“ blended learning solution

Individual Instruction by Telephone/Skype 24/7

40 lessons



CyberTeachers E-Learning Platform

40 e-lessons, Classic

Duration: 6 months

Training activities per week:

- 2 x individual lessons
- 2 x e-lessons

The six-month blended learning solution is more intensive and will let you advance at least one Berlitz level.

„Brush-up“ blended learning solution

Individual Instruction by Telephone/Skype 24/7

12 lessons



CyberTeachers E-Learning Platform

12 e-lessons, Live

Duration: 3 months

Training activities per week:

- 1 x individual lesson
- 1 x Live Classroom
- 1 x e-lesson

In addition to individual instruction by telephone or Skype, the three-month version offers the opportunity to work in a group in Live Classrooms (available 24/7) and helps you progress step by step.

Both solutions include:

- Individual assistance from the support team
- Online placement test and needs analysis
- Support for ad hoc topics (presentations, emails, phone calls, negotiations)
- Unlimited use of tools and exercises (e.g. SOS Teacher for correcting texts)
- Pronunciation trainer
- CyberTeachers mobile app
- Final exam and certificate

Who are these course formats suitable for?

Both blended learning formats combine the greatest degree of flexibility with individual coaching and targeted content. They are suitable for all learners who do not have a lot of time and need an instructor who is always there for them. The online exercises support your learning process and offer you some interesting ways to learn with all your senses.



Other combinations:

Other blended learning combinations can be booked according to your requirements and learning goals, such as the CyberTeachers E-Learning Platform in combination with the Berlitz Virtual Classroom or face-to-face instruction. Contact us – we will be happy to help!

At home around the world

Global presence. We don't just talk about globalization – we embody globalization. There are more than 450 Berlitz Centers in over 70 countries. In Germany alone, our employees from some 40 nations share their expertise with you.

Munich, Germany

Berlitz Training Academy

- 56 The World of Business Seminars
- 57 Our Training Formats
- 58 Intercultural Skills Seminars
- 71 Management and Leadership Skills Seminars

The World of Business Seminars

Business excellence for the global workplace

The digitalization and globalization of the working world have made it large and complex in some ways, and small and extremely close in others. So successful communication and collaboration – on a national and international level – are a question of attitude, cooperation, and approachability. Language skills alone are no longer enough to guarantee success. Global challenges can only be overcome with robust intercultural competencies and agile management and leadership skills. The authenticity, values, and professionalism of every individual are crucial to success.

We work with our course participants to help them build a successful professional future based on their individual patterns of behavior, personal presence, persuasiveness, and methodological strengths. Our experience as a global company helps keep us one step ahead of the pack. We offer you tailored continuing education solutions for national and international contexts in the following areas: Intercultural Skills, Leadership and Management, Soft Skills, Sales and Customer Management, Positive Workplace Mindset, Training for Trainers, and Organizational Development and HR. Our portfolio also includes special formats such as coaching and our Berlitz Online Live Seminars.

Do you have training needs that are not covered by the subjects listed above? Please contact us. We offer a wide range of training formats, a selection of which are presented on the following pages. We have the right options to suit your needs – professional development programs, one- to three-day face-to-face courses, and mini-seminars as onsite and online solutions.



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 standardized training concepts and materials, coordinates all aspects of training administration, and is currently conducting seminars at 38 locations in 25 countries in German, English, Spanish, Hebrew, and French. 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.”

Christoph Liedtke
SAP SE

Our Training Formats

Continuing education tailored to your preferences

Your success is important to us. So at Berlitz, you will always find the right training format for your needs. You can choose from a variety of formats: career development programs or face-to-face instruction at the location of your choice, Online Live Seminars, e-learning – or the best continuing education mix with our blended learning options. As a general rule, your company can book every training topic as a flexible face-to-face seminar and combine it with other offerings. We also offer an increasing array of subjects as Online Live Seminars in the Virtual Classroom. This lets you learn wherever you are – either in our numerous open-enrollment courses or in corporate group courses exclusively for your company.



Career development programs: Multi-day continuing education courses that guarantee success

We offer our career development programs on selected topics with a focus on managers, trainers, and other multipliers/influencers. All modules in the program build on one another, with supplementary measures aimed at providing further opportunities for individual learning and development between modules. Upon request we can also conduct these programs in English and integrate concepts or case studies from your business.



In-house seminars: Exclusive single- or multi-day continuing education courses

You choose the topic, focal points, venue, and time of the 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. We can, of course, help you put together a customized training format. Learning success is further boosted by the use of case studies and specialist terminology from your organization. For more details on the in-house seminar structure, please turn to page 15.



Shorties: Gain valuable momentum in just four hours

The majority of our seminar topics can also be booked as four-hour mini-seminars, which we call Shorties. 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. Like our in-house seminars, our Shorties can also be offered in English.



Berlitz Online Live Seminars: Real-time instruction in a virtual learning environment

Ideal for teams spread across different locations – national or international. Our Berlitz Online Live Seminars are short, concise, and interactive – and teach all of the essentials. This economical alternative to our Shorties is not tied to a specific location and can also be offered in English. The seminars are held in virtual classrooms (Adobe Connect) as open-enrollment courses or in-house seminars. For more information on the Berlitz Online Live Seminars, please turn to page 102.



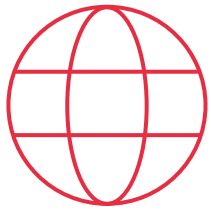
Coaching

Our most tailored continuing education format to help you reach your personal goals. Working with a coach in a one-on-one dialog helps you develop new points of view, gain a clear perspective, mobilize new resources, and be well prepared. It also provides you with a safe space to sound out new plans of action. Reflection, on point and when you need it. For an overview of situations and target groups that can benefit from our coaching, please turn to 104.



E-learning

When employees need to work on special, defined learning content independently and remotely, e-learning is the ideal training format. Take advantage of the Cultural Navigator®, our intercultural learning platform. Our specialists work closely with you to put together an interactive, appealing e-learning concept featuring your individual content – from planning and development to the finished training activity. Information on our intercultural learning platform can be found starting on page 60.



Intercultural Skills

- 59 Our Strength: Intercultural Skills
- 60 Our Cultural Navigator® –
Intercultural Expertise at the Click of a Mouse

Intercultural Collaboration and Corporate Culture

- 65 **New!** Intercultural Competence Workshop
- 65 **New!** Intercultural Collaboration
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International Assignments

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- 67 International Assignments and Families
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- 68 Repatriation Coaching



Our Strength: Intercultural Skills

Working with people from other cultures is often an everyday occurrence in today's workplace. Such collaboration can and should be an interesting and enriching experience for both management and non-management staff. At the same time, however, it can pose challenges that should not be underestimated. Berlitz is pleased to support you with its intercultural expertise.

We don't simply view culture in terms of national characteristics – to us, it means much more. We map culture on a number of very different levels, all of which have an influence on how people work together. For example, to us the national culture plays as much of a role as corporate culture or the individual culture of each employee. With this in mind, we don't simply organize our intercultural skills seminars and intercultural coaching around lists of dos and don'ts. Instead, we look at culture from a wider angle and its meaning(s); we make comparisons, change perspectives, and awaken curiosity, interest, appreciation, and open-mindedness – everything you need for professional success in intercultural contexts.

We believe it's important not only to be aware of cultural similarities and, in particular, differences, but also to acquire methods for dealing with them openly, professionally, and – above all – in a manner that benefits everyone. This applies not only to global companies that negotiate and collaborate with international business partners, but also to individual managers responsible for international teams. Employees who work in intercultural teams or embark on international assignments alone – or perhaps with a spouse or partner or their entire family – can also benefit from our experience.

Our Berlitz seminars and coaching sessions offer you the support you need – from your first exposure to intercultural topics, and continuing through all issues related to international collaboration and direct contact with a culture that is still foreign to you but will be your home for some time to come. In addition to dealing with classic cultural sensitization, different methods, and training for personal growth, our portfolio of seminars also includes intercultural safety skills. In all of these areas, you profit from our many years of experience as well as our professional, specially trained expert instructors. Take advantage of our expertise – live or using our versatile online tool, the Cultural Navigator®. Whether you select onsite training at the location of your choice, a Berlitz Online Live Seminar, or (phone) coaching, we offer you active, reliable, competent assistance.



Click to learn more: www.berlitz.de/intercultural

You will find our special brochure providing extensive information on the topic of intercultural skills here.



Our 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. As a first step, you work in your native language to analyze your own cultural preferences and receive an individual report. Second, you can prepare for working with people from more than 100 nations, using the comprehensive e-learning-programs to anchor your knowledge for long-term success. The Cultural Navigator® provides you with concrete answers to questions such as:

- What is my own cultural orientation?
- How does it differ from other cultures?
- How should I act in a variety of intercultural situations?

The spectrum extends from effectively preparing for meetings to leading international teams and international negotiation skills.

The Cultural Navigator® imparts valuable knowledge in the following areas:

- Intercultural skills
- Diversity and inclusion
- Intercultural teamwork
- Relocation and repatriation

The three main elements of the Cultural Navigator® will help you take the next step toward intercultural competence:

- **Cultural Orientations Indicator® (COI®)** – self-assessment of cultural preferences with an individual report, available in German and 11 additional languages
- **Personalized learning paths** in English to build intercultural knowledge and professional competence
- **Comprehensive country information in English**, aimed at situations such as preparing for an international job assignment

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.



The Cultural Navigator® starting page showing its three functions: COI®, Explore a Country, and Learning Paths



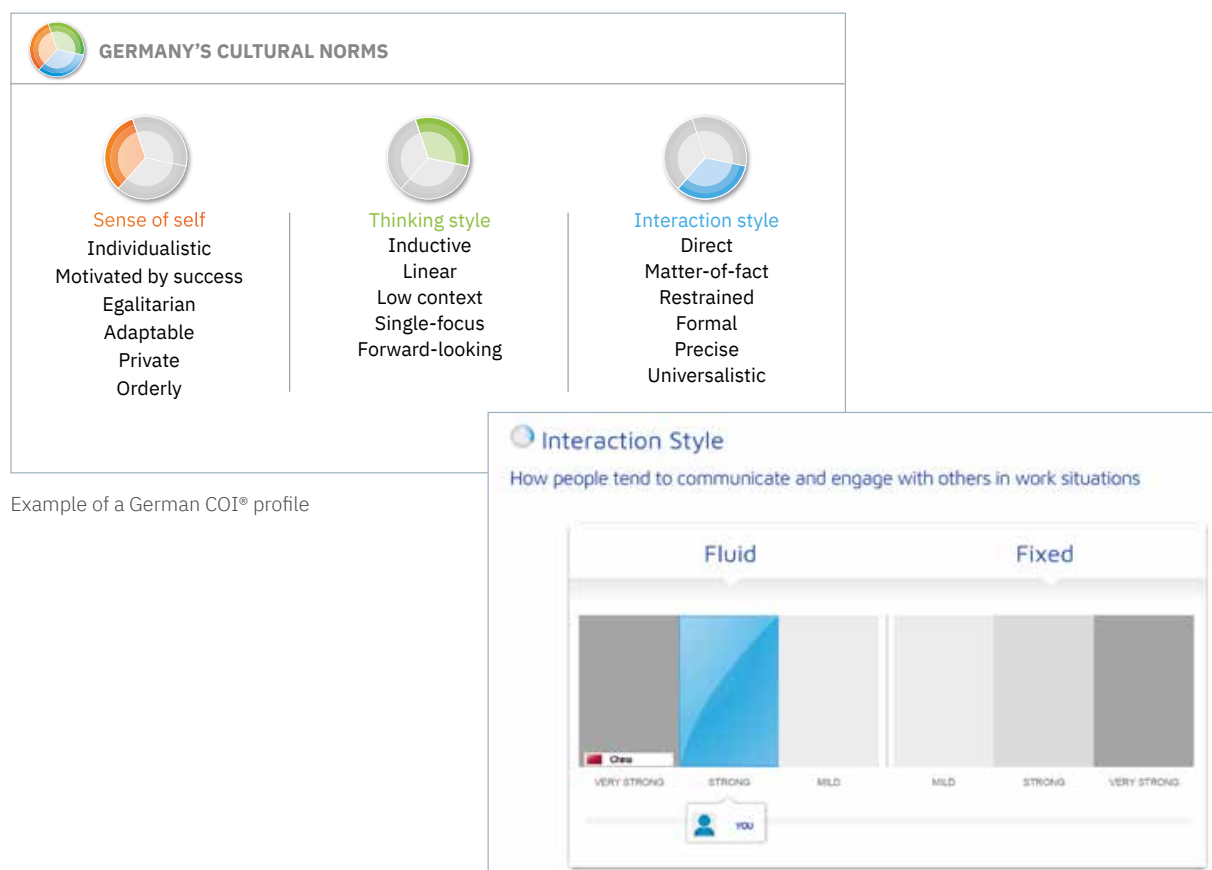
Our Cultural Orientations Indicator®

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 COI® report helps you and your team identify and overcome cultural differences and work more successfully with others across cultural boundaries. Our experienced instructors can help you with the interpretation of your results.

You can benefit from your personal C.O.I.® profile on several different levels. You can share your profile with others for the purpose of comparison, for example. This gives you the option of comparing your personal preferences with those of individual colleagues or, in the context of team development, with those of your entire team.

The objective of such team analysis is to recognize and better leverage diversity in order to bolster the success of the team. On the international level, you can compare your C.O.I.® profile with the profiles of 55 different countries with the aim of identifying and overcoming “gaps,” i.e. cultural differences. The COI® is available in more than ten languages and has already been used by over 15,000 people.



Example of a German COI® profile

How various aspects of an individual's interaction style compare with the Chinese profile

In addition to your personal report and the learning path, you can take advantage of the following content on the platform to help you retain what you have 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 possible conflicts and offer tried-and-true solutions.
- **Concrete pointers** and alternative scenarios for interacting with international colleagues and customers help accelerate the transfer to your daily work.



Individual Learning Paths

Modular learning for specific intercultural challenges

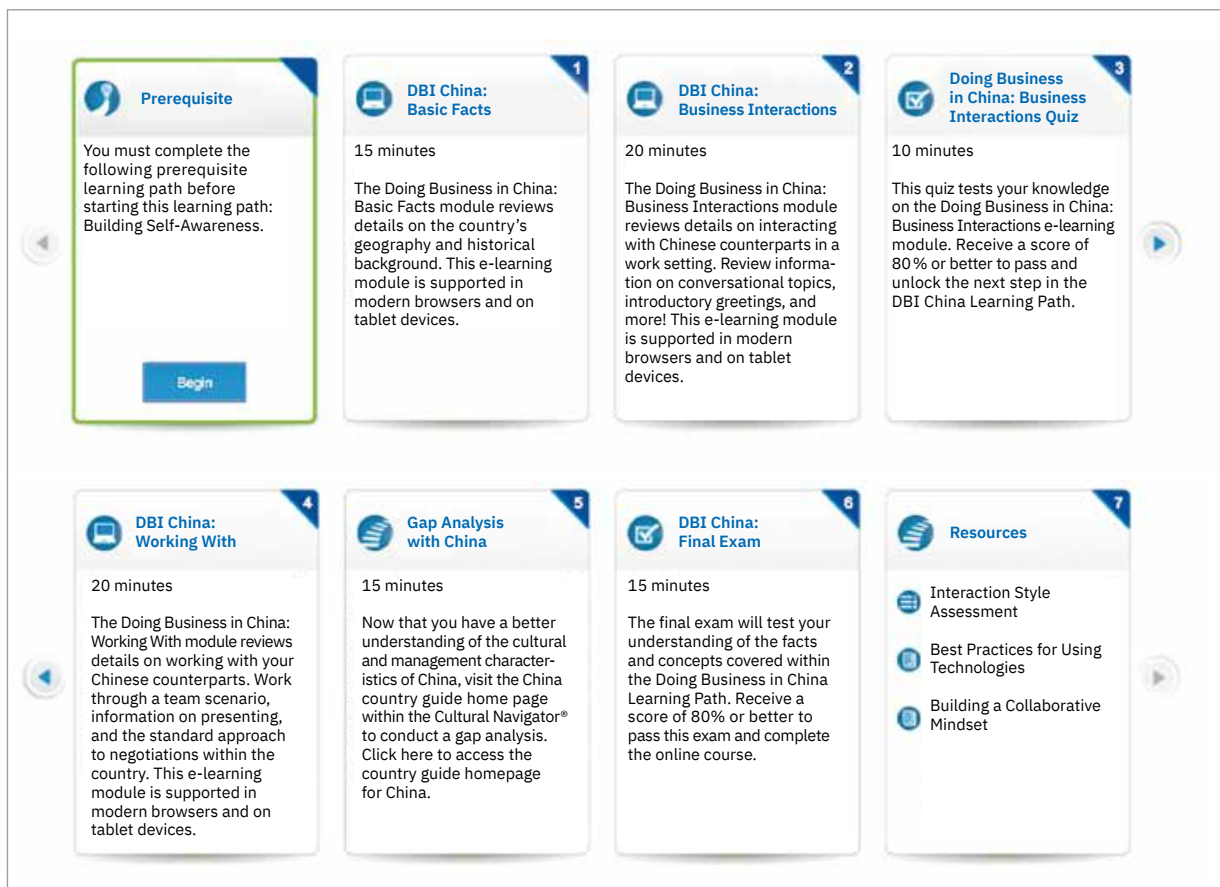
You can choose individual English-language learning paths according to your specific requirements, letting you focus your skills development on the topics that are relevant to your job. Each learning path comprises individual e-learning modules that build on one another for effective results.

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 18 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.

The learning paths make the learning experience entertaining and help you retain what you have learned by integrating up-to-date podcasts, videos, articles, quizzes, and case studies on numerous intercultural topics and scenarios.



The individual modules of the Doing Business in China learning path



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.



Country information on China

Country information on India

For every generation

Lifelong learning. Berlitz offers courses for every generation, from kids as young as four to senior citizens. Because we firmly believe that people never stop learning.



The Hague, Netherlands



Can also be
booked as a
compact Online
Live Seminar!

New! Intercultural Competence Workshop

Your starting point for successful intercultural collaboration. In today's world of international collaboration and virtual teams, intercultural skills are considered a core competency for managers and employees. No matter whether you travel overseas on business or manage international customers, 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. Not only will you gain a valuable theoretical foundation, but also practical knowledge that you can apply directly on the job.



Target group

- Executives, managers, project managers
- All staff with international contact



Benefits

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



Content

- Cultural concepts and definitions – perception and understanding
- The six levels of culture on the job
- Elements of (inter-) cultural competence
- Four key cultural competencies for better communication
- Dealing with bias and stereotypes
- Recognizing potential for misunderstanding and conflicts and nipping it in the bud

Our recommendation: Combine the seminar with our Cultural Orientations Indicator® (COI®) and boost your professional competency by learning to apply your personal cultural profile in context.

New! Intercultural Collaboration

Collaborating successfully across borders. An office in France, contact with Chinese customers, a service center in India – in today's globalized world, intercultural collaboration is taking on an increasingly important role in the workplace. Partnerships that extend across national and other cultural borders can be extremely fruitful and efficient – but challenging situations can also arise quickly, and they are not easily solved through trial and error. Do you already have experience working in an intercultural context, but are now facing specific challenges? In our seminar, you will work with selected examples of cultural norms from a variety of countries (such as France, China, Japan, India, United States, Russia), looking at how you can profit from them in your daily work while avoiding intercultural pitfalls and steering clear of misunderstandings and stereotypes.



Target group

- Executives, managers, project managers
- Employees whose jobs include international contact



Benefits

- Apply your intercultural skills to improve collaboration
- Develop hands-on solutions for better cooperation with international partners
- Learn cultural awareness to succeed professionally



Content

- The meaning of culture, cultural norms, and values
- Intercultural skills as a key qualification
- Dealing with stereotypes and (unconscious) bias in international collaboration
- Identifying and making effective use of business-relevant cultural norms

Our recommendation: Combine this seminar with our Cultural Orientations Indicator® (COI®) to compare your personal cultural profile with those of other cultures and draw conclusions that are useful in international collaboration. If you wish to focus on a specific country, we also recommend our programs titled "Successful Collaboration with..."



Available for
approx. 60
countries!

Successful Collaboration with...

Practical know-how that empowers you to work together more effectively. Successful international collaboration involves a large number of interrelated factors. Different cultures can have starkly differing approaches to time and quality, hierarchies and respect, communication and etiquette. In this seminar, you will learn how you can leverage the challenging situations of cross-cultural collaboration to your benefit. We provide you with consolidated expertise to allow you to steadily develop your intercultural skills along with the required sensitivity for the other culture.

Special tip: For the countries of India, China, and Japan, this seminar is also available as an accelerated, three-hour Berlitz Online Live Seminar. You'll find more information on our virtual training format starting on page 102.



Target group

- Professionals, managers, and executives
- Entrepreneurs and sales staff with international contact



Benefits

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



Content

- Culture and cultural perceptions – a comparison of your culture and the target culture
- The most important cultural dimensions, country information, and how they impact business
- Identifying and avoiding sources of misunderstanding in communication and behavior
- Authentic case studies

You can also book this seminar with the following areas of focus:

- Successful leadership
- Successful negotiations
- Successful meetings

Our recommendation: Combine the seminar with our Cultural Orientations Indicator® (COI®) and learn to apply your personal cultural profile to your professional benefit in an intercultural context.



What our customers say about Berlitz:

“Berlitz is a lot like Vodafone – service and first-class products are the top priority. And these high standards naturally also apply to our HR development in terms of what goes into our training portfolio for our employees and which partners we choose.”

Johannes Fischer
Learning & Capability Development Commercial
Vodafone GmbH





Available
worldwide for
the country of
your choice!

Relocation Coaching

Prepared to live and work abroad. Have you been assigned to work in another country for an extended period of time? Then we recommend relocation coaching. Because if you plan to live and work abroad, you need to prepare properly. Our country specialists support you as you learn to deal with authorities, business partners, and new friends. We will work with you to put together a customized coaching program for a successful international placement – taking account of your previous experience abroad, the length of your planned stay, and whether your family is going with you. We can also help you with further coaching once you have arrived at your destination. Training is conducted in the language of your choice and is also available virtually.



Target group

- Individuals, couples



Benefits

- Coaching content tailored to your individual needs
- Effective exercises designed and carried out with our experienced country experts
- Useful background information to help you get off to a good start in the new culture



Content

- Making your international assignment a success – managing your expectations
- Personalized pointers and survival strategies for living and working abroad
- Country information – economics, politics, religion, and society
- Coping with culture shock
- Your future living and working environment – recognizing and overcoming intercultural hurdles

Our recommendation: Combine the seminar with the COI® and learn to apply your cultural profile to your professional benefit in your future working environment. Are you going abroad with your family? Then we also recommend our “International Assignments and Families” coaching program.

Available
worldwide for
the country of
your choice!

International Assignments and Families

Relocation coaching for adults and kids. A new country, a new language, new friends, and a new school. Moving abroad for work can be a major challenge for the entire family. We help you make this important step the first one in an enriching and exciting family adventure. With our experienced country experts, we develop a tailored coaching program for you and your family that encompasses the needs of every member. Taking care of red tape, navigating the school system, finding daycare – our coaches help you plan for the new situation. We can also help you with further coaching once you have arrived at your destination.



Target group

- Families



Benefits

- Coaching tailored to the needs of all family members
- Family-friendly exercises with our experienced country experts
- Useful background information to help the whole family get off to a good start in the new culture



Content

- The ins and outs of going abroad with your family
- Managing expectations
- Personalized pointers and survival strategies for living and working abroad
- Country information – economics, politics, religion, and society
- Coping with culture shock
- Creating and shaping a “new normal”

Good to know: In our program for families, we work with special age-appropriate children’s materials.



Available in
German and
English!

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.



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



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 situation involving personal threat

90-minute safety and security training module

- Overview of the region and its geopolitical situation

The 90-minute accelerated module can also be conducted as a WebEx meeting.

Repatriation Coaching

Welcome home. When employees and their families return home after an extended period abroad, many things 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 have moved on. Many things may appear in a new light. A certain amount of dissonance is inevitable, and the return is often more difficult than anticipated – both professionally and personally. Our repatriation coaching helps you manage your expectations and your goals. Our experienced coaches work with you to explore possible challenges, examine your expectations and goals, and set up a concrete action plan for the period following your return.



Target group

- International 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 using guided changes in perspective and stakeholder analysis



Content

- Analysis of the current situation – understanding the return process with all its opportunities and challenges
- Managing professional expectations – what is realistic?
- Reverse culture shock – strategies for coping in personal and professional life
- Striking the right balance – remaining true to yourself
- A new direction – how can international experience be used to my advantage?

Our recommendation: Combine this seminar with the Cultural Orientations Indicator® (COI®) to benefit from your personal development during your repatriation. Did your family accompany you on your international assignment? We'd be happy to offer you a family coaching session.



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
- Personnel selection and remuneration
- Taxes and social security benefits
- Housing searches and moves
- School education and integration
- Safety/security and emergency management

Additional information:

CROSS GLOBE

Jens Washausen, Network Coordinator

GEOS GERMANY

Phone: +49 (0) 228 96 96 090

Email: info@crossglobe.de

www.crossglobe.de/en

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

**CROSS
GLOBE**
PEACE OF MIND

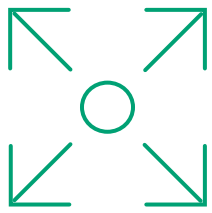
**Be safe
around
the world**

www.crossglobe.de/en

Your path to the top

Equal opportunities. At Berlitz, talent, know-how, and a passion for languages and culture are what count. Just as we open up new paths for our customers through continuing education, we foster the talents of our own employees by providing them with professional development opportunities.

South Island, New Zealand



Management and Leadership Skills

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Skills for Success

Now more than ever, professionals and managers have to keep a finger on the pulse of time and continue developing their attitudes, competencies, and work methods. That's why management skills, leadership competencies, and soft skills are essential ingredients of a successful career. The art of winning people over with your vision, motivating yourself and others to deliver top performance, applying talents correctly, having an eye for the big picture, and turning a vision into reality – all these are skills that can be learned.

We work with course participants to help them build a successful career based on the right attitude, personal presence, persuasive powers, and methodological strengths. Concrete and pragmatic, the knowledge imparted in our seminars can be applied on the job immediately.

Many managers have told us that Berlitz seminars gave their careers a decisive boost at just the right time. And it is not always about hard skills – interpersonal and communication skills, motivation, the ability to generate enthusiasm, or your inner attitude toward specific issues can be what ultimately tips the scale in your favor.

Our instructors are international experts and the areas they cover are always in touch with modern times. We will also be happy to tailor our seminars to your specific requirements. So at Berlitz, you will not find any rigid rules about how long a seminar should last. Instead, we offer you the flexibility to plan your time as you think is best. Our catalog tells you what aspects of a particular topic we consider important. In terms of duration or exact content, we are responsive to your wishes and needs as well as the course participants' level of experience. As you look through the table of contents, you will notice that we have regrouped our seminars. This is aimed at providing you with a better overview of our portfolio and our wide range of programs. Find out what we have to offer!

Are you interested in a subject not offered in our catalog? Please contact us! We will be pleased to develop a tailored solution that fits your needs.



What our customers say about Berlitz:

“When your company plans a multi-year continuing education program as part of its organizational development, you need a reliable training partner who can adapt its content and organization to customer needs and expectations. At the Dr. Wolff Group, we have found such a partner in Berlitz, and are now jointly designing our two-year management training program.

As an international, family-run business, it is important to us that our managers have the right mindset. So taking our corporate values and leadership principles into account, Berlitz worked closely with us to put together a special program for our managers. After all, we regard a fruitful discussion of our corporate values as just as relevant to their training as the transfer of practical skills. The outstanding trainers who teach our seminars connect these dots effortlessly, and constantly impress our managers with their practical orientation and competence.

We value this intensive and productive collaboration with the trainers as well as the seminar department and look forward to further collaboration.”

Dr. Stefanie Klaerding
Dr. Wolff Academy Manager
Dr. Kurt Wolff GmbH & Co. KG





Available in
German and
English!

LEAD

The leadership program that leads to success. Whether you work in a traditional or agile organization, today leadership skills are more important than ever. The expectations placed on managers are constantly growing; methodology alone will not see you through. The right attitude, a clear understanding of the role, a motivating vision, charisma, and persuasive powers are essential to winning the trust of employees and meeting the desired objectives. And this is exactly what we practice in our re-designed eight-day seminar program. In addition to sharpening the instruments and methods in your leadership toolbox, we focus on effective implementation and follow-through to achieve results quickly.



Target group

- Managers and employees in leadership roles
- Executives and team leaders



Benefits

- Boost your authority through combined work on your role, attitude, personal presence, and methods
- Acquire leadership know-how that can be quickly applied in practice
- Toolbox for handling challenging situations
- Retain what you have learned with the help of individual feedback, learning tandems, and phone coaching



Overview of our modules

Module 1

Succeeding as a leader (3 days)

- What is expected of a manager
- Attitude, role, responsibilities
- Applying current leadership models
- 360-degree leadership
- Authenticity – developing your own leadership profile
- The limits of leadership

Module 2

Winning over and inspiring employees (3 days)

- Effective employee communication
- Feedback as a management instrument
- Fostering internal motivation
- Conflict management and difficult conversations
- Managers as facilitators and coaches

Module 3

Managers as developers and innovators (2 days)

- Leadership and organizational structure, e.g. agile organizations
- Initiating and managing change
- Communication in change scenarios
- Dealing with pushback

The modules are supplemented by one-on-one phone coaching (2 x one hour per participant), the formation of learning tandems, optional Berlitz Online Live Seminars to improve skills in areas such as storytelling, and extensive preparatory and follow-up materials.



Click to learn more: www.berlitz.de/lead-program

Our special brochure on management and leadership skills is available online.



Available in
German and
English!

LEAD – International

Leading the way to global leadership success. Managing international teams presents a particular challenge, requiring you to adapt your leadership style to the situation and the cultural profile of the person and system you are working with. And you play a much stronger role as a mediator between your employees and different worlds, markets, cultures, and communication channels. In this position, intercultural agility is crucial to your success. At the same time, you are expected to demonstrate your leadership, persuasiveness, and methodological strengths. In this six-day seminar, we hone your understanding of your own culture as well as your ability to function across cultures. We also familiarize you with internationally recognized leadership instruments and methods.



Target group

- Managers and employees in international leadership roles
- Executives and team leaders who head up or work with international teams



Benefits

- Build awareness of your own cultural preferences to become more persuasive
- Use the Cultural Navigator® as a valuable reference for other cultures
- Acquire international leadership know-how that can be quickly applied in practice
- Toolbox for handling challenging intercultural situations
- Retain what you have learned with the help of individual feedback, learning tandems, and phone coaching



Overview of our modules

Prerequisite:

Cultural Orientations Indicator® assessment to identify your own cultural profile

Module 1

International leadership (3 days)

- Culture and cultural perceptions – how culture influences perceptions and behavior
- Your own cultural preferences and possible impacts
- What is expected of an international manager
- Attitude, role, responsibilities
- Applying current global leadership models
- Managing international teams effectively

Module 2

Teamwork (3 hours)

- Berlitz Online Live Seminar:
Working in Virtual Teams (2 x 90 min.)

Module 3

Communicating effectively with employees (2 days)

- Typical misunderstandings when communicating across cultures
- Appreciative communication
- Feedback as a management instrument
- Intercultural conflict management

The modules are supplemented by one-on-one phone coaching (2 x one hour per participant), the formation of learning tandems, and extensive preparatory and follow-up materials.



Available in
German and
English!

LEAD – For New Leaders

The starter package for new leaders. A lot of expectations are placed on people new to a leadership role. It is important to gain a foothold quickly in your new function, approach your new responsibilities in a structured manner, and know and apply the most important management instruments. And not least, you have to learn how to manage expectations and the pressure you place on yourself. It is helpful to have a clear picture of yourself so you can be aware of the effect you have on others. With this in mind, this six-day program has been designed specifically for new leaders. We use the Cultural Orientations Indicator® to identify your preferences when it comes to your sense of self, thinking style, and interaction style. During the seminar we focus on clearly defining your role, familiarizing yourself with the most important tools for strengthening leadership and supervisory skills, and applying feedback to improve your authoritativeness.



Target group

- New managers and new team leaders
- Talents and high potentials



Benefits

- Use the COI® to quickly establish a clear understanding of your role
- Gain concrete leadership skills that can be applied by new managers
- Toolbox of the most important management instruments and conflict management methods
- Build confidence through individual feedback, learning tandems, and phone coaching



Overview of our modules

Prerequisite:

Cultural Orientations Indicator® assessment with individual debrief

Module 1

New to the leadership role (3 days)

- What is leadership
- What is expected of a manager
- Attitude, role, responsibilities
- Proven leadership models for practical application
- My leadership style
- Overview of the most important management instruments
- The first 100 days

Module 2

Feedback techniques (3 hours)

- How to Give and Receive Feedback (2 x 90 min.)

Module 3

Managing employees (3 days)

- Effective employee communication
- Applying management instruments
- Fostering internal motivation
- Conflict management and difficult conversations
- Leading with resilience

Optional:

Berlitz Online Live Seminar:

Working in Virtual Teams (2 x 90 min.)

The modules are supplemented by one-on-one phone coaching (2 x one hour per participant), the formation of learning tandems, and extensive preparatory and follow-up materials.



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 is 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.



Target group

- New managers at all levels of the company
- Management trainees



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



Content

- My new role as a manager
- What is expected of me as a manager
- Self-motivation and setting objectives
- Managing motivation as a leadership task
- Effective communication as a manager
- Giving motivating feedback

Lateral Leadership

Leading without formal authority. In these times of flat hierarchies and increasing project workloads, it is more important than ever to be able to win people over to your goals. Influence others by showing your authenticity, appreciation, and commitment to your role. In this seminar you will explore the expectations placed on you and learn a selection of the most powerful techniques for building trust and leading effectively. Furthermore, you will receive pointers from our experts on persuading others, even in difficult situations.



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



Content

- The challenge of leading without hierarchical power
- Expectations in your role
- Influencing others – identifying and leveraging motives
- Active listening and analyzing information
- Building trust – setting clear goals
- Appreciative communication



New! Hybrid Management

Revisit your leadership style for enhanced effectiveness. Command and control structures are no longer enough to make an effective leader. Managers of today require a much wider repertoire of strategies and methods to keep employees and teams functioning and motivated. In the modern, connected, and smart workplace, management also has to adapt to keep pace with other changes. At the same time, new forms of leadership do not make traditional management completely redundant. Instead, the two perspectives complement each other – it makes sense to choose depending on the situation. In our seminar, you will learn about efficient tools and instruments of hybrid management, empowering you to bridge the gap between classic management styles and agile methods.



Target group

- Managers
- Project managers, team leaders
- Experts with lateral leadership functions
- High potentials and trainees



Benefits

- Learn the most important leadership instruments of hybrid management
- Apply methods of classic and agile management according to context
- Acquire pragmatic know-how which can be quickly applied on the job



Content

- Recognizing the challenges of hybrid management and applying it efficiently
- The right mindset and the characteristics of “new” leadership models
- Classic management methods
- Agile leadership methods
- Delegation – disseminating leadership
- Successful self-management

Successful Change Management

Shaping successful transformation. Markets and systems are in a state of increasingly rapid transition. The resulting changes in corporate strategies, organizational structures, and management processes make change management a key success factor – not only for companies but also for managers. Given the shortage of skilled professionals and the “war for talent,” it is no longer enough to hit targets and bask in the glory of efficient management processes. It is much more important to have the right communication strategy in place to guide employees through the change process and overcome any reluctance or resistance. Our seminar provides you with an overview of the most important factors and the corresponding tools for your change process.



Target group

- Top executives, managers at all levels
- Project managers, team and group leaders, stakeholders in change processes



Benefits

- Points to consider – the most important factors and stakeholders
- Receive a personal methodology toolbox for your change process
- Effective strategies for handling pushback



Content

- Shaping change – the most important factors and stakeholders in change processes
- The eight steps of successful change
- Clear visions – transparent objectives
- Communication strategies for change scenarios
- Overcoming pushback
- Transfer – concrete pointers for your change processes

For this seminar, we recommend two days of instruction plus one day for transfer.



Building, Developing, and Managing Teams

Write your team's success story. In a successful team, the performance of the group far exceeds the potential of its individual members. The challenge facing the team leader is how to integrate the differing personalities and competencies, and how to leverage these factors to optimal effect. In this seminar you will learn how to get the best out of your team through the right internal attitude and a clear understanding of your role as a team leader. You will also look at how to apply effective tools of team analysis, team building, and much more. Work with your team to develop a motivating team culture and well-functioning communication – even when there is conflict.



Target group

- Managers, management trainees
- Project managers, team leaders



Benefits

- Sharpen your understanding of your role as a team leader
- Know how to make optimal use of the different personalities and skills in your team
- Discover how team motivation works, even when things get turbulent



Content

- Team leaders – expectations, roles, and responsibilities
- Team processes – the five phases of working together
- Team structure – roles and personalities within the team
- Team culture – group dynamics and rules of the game
- When team spirit is missing – dealing with problems and pushback

Managing Virtual Teams

Effective leadership at a distance. The way we work is becoming more global and more flexible, which not only has a significant impact on individuals, but on team structures as well. Virtual teams are increasingly replacing direct daily contact in the office, resulting in new communication, organization, and management challenges. In this seminar you will learn the most important criteria for successfully managing a virtual team. You will find out how to position yourself as a leader in decentralized teams and overcome barriers of space, time, and sometimes even language, as well as how to use effective virtual communication to avoid communication pitfalls. We will share practical tools for leading and motivating employees despite the physical distance, and give you pointers for feedback and quality control that go beyond the typical face-to-face situation.



Target group

- Managers, management trainees
- Project managers, team leaders



Benefits

- Acquire practical management skills tailored to your team situation
- Communicate more efficiently in a virtual environment
- Take a results-oriented approach to virtual team development



Content

- Characteristics, opportunities, and risks of virtual teams
- Rules of virtual communication
- Team development in a virtual environment
- Adapting organizational structures and optimizing processes
- Virtual strategies for motivation, supervision, performance evaluation, and getting results

We recommend a two- to three-day seminar. Combine the seminar with the COI® and learn to apply your cultural profile for your professional benefit in the context of virtual employee management – including intercultural management skills if required.



Diversity Management

Diversity as the key to success. The question of diversity management primarily comes up in the context of recruiting and retaining employees. When it comes to being perceived as an attractive employer, collaborative and socially responsible companies have an edge. But how do we manage diversity in teams, companies, and organizations? And what is the meaning of terms like diversity, unconscious bias, equal opportunities, and inclusion? Our seminar not only offers you an up-to-date view of what diversity management encompasses, but also teaches you to value and effectively leverage diversity, whether in fostering the potential of individuals, helping improve team culture, or giving a lasting boost to productivity and contributing to the success of the company.



Target group

- Team leaders, project managers
- Managers
- Human resources staff



Benefits

- Develop lasting awareness of diversity issues
- Know how to foster an appreciative and innovative team culture
- Use diversity to boost success



Content

- The six dimensions of diversity management
- How unconscious biases, stereotypes, and prejudices are formed
- Developing attitudes and strategies
- Diversity in teams – utilizing all strengths, fostering innovation
- Practical methods, tools, and instruments for diversity management



What our customers say about Berlitz:

“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





New! Feedback: The Key to Success

The communication skills you need to succeed as an employee. Strong communication skills are important for success within your company or team. Learning to give and receive feedback constructively empowers you to develop professionally – and help others do the same. But how do you give and receive feedback respectfully? What can you do if feedback hurts your feelings? Our trainer will work with you to explore the answers to these and other questions. Discover feedback as a method, an attitude, and a gift – and how to use it effectively. Our hands-on exercises give you an opportunity to not only practice feedback between colleagues, but also across hierarchical levels. In our seminar, you will learn how to give and receive valuable feedback, and how you as an employee can make a constructive contribution to the feedback culture of your company.



Target group

- 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



Content

- Succeeding with the right attitude – feedback as a gift
- Self-perception and how others perceive you – the Johari window
- Reacting to feedback with confidence
- Effectively improving the quality of your feedback
- The feedback sandwich and other feedback techniques

New! Feedback as Leadership Responsibility

Effective, appreciative, confident. Whether in meetings, following presentations, or during annual performance reviews, the art of giving feedback is one of the most important skills that managers need today. Learn to give feedback constructively and appreciatively, defuse defensiveness through matter-of-fact communication, and encourage self-reflection. The right techniques for professionally sharing feedback help you achieve your objectives quickly. In our seminar, we will offer you a safe environment in which to try out new feedback techniques through authentic role-playing and exercises – while at the same time practicing how to receive feedback with confidence.



Target group

- Managers
- Project managers, team leaders, dotted-line/lateral leaders



Benefits

- Learn effective feedback tools for managers that let you lead the discussion with confidence
- Develop new perspectives on yourself and your communication partner
- Practical exercises based on your needs



Content

- Five approaches to respectful communication
- Analyzing your effect on others
- The Johari window – self-perception and how others perceive you
- The feedback sandwich and other feedback techniques
- Leading by example – fostering feedback culture



New! Team Feedback Culture

Achieve shared objectives through appreciative communication. Difficult feedback situations often arise when people work together a lot, but communicate very little. Collaboration within the team benefits when the different experiences, perceptions, and points of view are shared and applied. And this occurs when there is a level playing field for discussions – honest, respectful, and results-oriented. But how do you best approach these conversations with your colleagues, especially about thorny issues? Why should you also give positive feedback, and how can you do it successfully so the other person accepts your praise? In our seminar, you will work out the best solution for your team. Before the training starts, you will use our Cultural Orientations Indicator® to explore your cultural values and self-image, identifying your preferred style of interaction and comparing it with that of your team. In the team analysis that follows, you will identify the individual challenges and potential that your team brings to the development of a constructive feedback culture.



Target group

- Teams
- Employees (when introducing feedback as part of team culture)



Benefits

- As a team, reflect on your cultural values and communication style
- Continue to develop your personal feedback culture based on your team report
- Learn effective feedback tools for more cooperation and appreciation in your team



Content

- What is appreciative communication?
- Self-perception and how others perceive you – the Johari window
- The feedback sandwich and other feedback techniques
- Cultural Orientations Indicator® – my cultural values and how they affect my communication style
- Our definition of feedback – the feedback culture of our team

Project Management Toolbox

The relevant methods and tools for successful projects. Discover the A to Z of project management in our three-day intensive seminar – from resource planning to stakeholder analysis, from project organization to project controlling. With the help of practical methods and classic project management techniques, you will learn how to plan your project strategically from day one, organize it professionally, foster your team in an atmosphere of mutual respect, and precisely monitor and actively steer each project phase. This means that from beginning to end, you will never lose sight of deadlines, budgets, and quality. During this seminar, you can apply what you have learned directly in authentic case studies – including examples from your own workplace if desired.



Target group

- Project managers and staff
- Project groups
- Experts and managers with project responsibilities



Benefits

- Learn the most important project management instruments for quick application
- Effectively combine methods and practical know-how
- Apply authentic examples and case studies to your projects



Content

- Project phases, strategies, and planning
- Managing projects efficiently
- Meeting deadlines and cost, resource, and quality requirements
- Professional risk and crisis management
- Wrapping up projects successfully



Managing International Projects

Apply intercultural know-how to better reach your project objectives. Working across national borders makes your projects riskier and adds uncertainty during planning – two factors to keep in mind during the preparation phase. As a project manager, your success in an international environment depends on your global competence and your sensitivity in intercultural interactions. Our seminar focuses on these two skill areas. Our Cultural Navigator® provides you with a platform for preparing to work with project partners from more than 100 countries. First you analyze your own cultural predispositions using the Cultural Orientations Indicator®, and then you compare them with those of other cultures. In this seminar, you will hone your awareness for your international counterparts and aspects of their cultures which are relevant for the project.



Target group

- Managers at all levels
- Project managers, subproject managers, and project staff in international roles
- Experts



Benefits

- Gain practical know-how you can apply quickly in your next international project
- Use intercultural knowledge to facilitate collaboration in your project
- Learn to better achieve project objectives across borders



Content

- What makes international projects different
- Working together in a global setting
- Communicating effectively in your project
- Identifying and steering clear of potential conflict
- Dealing with leadership and hierarchy

We recommend holding the seminar as a two-day course. If participants have limited experience working in virtual teams, we suggest supplementing it with our Berlitz Online Live Seminar “Working in Virtual Teams.”

Agile Project Management

Be the master 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 management – especially agile project management. After all, compared to classic methodologies, agile project management not only offers more flexibility, but also better quality at lower costs as well as earlier troubleshooting thanks to shorter implementation phases. In this seminar, we show you the fundamentals and methods of agile project management. You will learn how to organize work in cross-functional teams and particularly useful tools for planning agile projects.



Target group

- Managers at all levels
- Project managers, subproject managers, project staff



Benefits

- Get started with agile project management
- Optimize your agile project team
- Effective tools for moving into project management



Content

- Differences between classic and agile project management
- The fundamentals of agile project management
- Scrum, Kanban, and other tools
- The cross-functional team for agile projects
- Your agile project management toolbox

To optimize the way your agile team works together, we recommend our “Collaboration – Working Effectively in Agile Teams” seminar (page 86).



New! Hybrid Project Management

Make the right decisions for a successful project. People talk about agility a lot in project management contexts. It promises faster reaction times and better customer focus through new roles and shorter project cycles. The agile processes should always be compatible with the existing organizational structure and corporate culture, however, and a comprehensive changeover to agile methods is not always the best solution. In our two-day seminar, you will explore the basics of traditional and agile project management and, from the two approaches, learn to select the methodologies that are the best fit for the job at hand. You will discover the agile methods that can be efficiently and effectively combined with classic ones. So going forward, you'll be able to take advantage of both approaches in your projects.



Target group

- Managers
- Project managers, team leaders
- Experts with lateral leadership functions
- High potentials and trainees



Benefits

- Compare all the advantages of traditional and agile project management
- Acquire pragmatic know-how to effectively combine classic and agile methods of project management
- Identify the agile methods that can be optimally applied in your context



Content

- Exploring background and objectives of hybrid project management
- Comparing roles and processes in traditional and agile projects
- Using hybrid project management to connect the dots between classic and agile approaches
- Allocating time and resources
- Options for combining traditional and agile approaches

New! On-Point Business Communication

Get your point across with the pyramid structure. Communication in the workplace takes multiple and complex forms: presentations, emails, analyses, and reports play a role in many jobs. 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.



Target group

- Employees at all levels
- Project managers, team leaders



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



Content

- Using the pyramid method to meet communication challenges in your job
- The basic principle of the pyramid structure
- Constructing the pyramid – first the main idea, then the supporting arguments
- Recipient's expectations as the starting point for pyramid communication
- Examples of using the pyramid structure in business communication



Can also be
booked as an
Online Live
Seminar

Storytelling for Business Impact

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.



Target group

- Executives
- Professionals, 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



Content

- The power of storytelling on the job
- The basic structure of storytelling
- Toolkits: dos and don'ts
- Using storytelling to achieve corporate goals

Can also be
booked as an
Online Live
Seminar

Efficient Communication

Your communication toolbox. 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.



Target group

- Professionals, managers
- Employees at all levels



Benefits

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



Content

- Writing messages more clearly
- Getting to the point and formulating things clearly and interestingly
- Using figures of speech for greater effect
- Making emails and phone calls more efficient



Appreciative Communication

Positive discussions are more productive. 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.



Target group

- Professionals, 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



Content

- Communication on the job
- The secret to successful appreciative communication
- It is all about the attitude
- On an equal footing – the basics of transactional analysis
- Appreciative communication in stressful situations

Working Successfully in a Team

Strength in numbers. Good communication and cooperation are the cornerstones of teamwork. They allow the team to leverage the different strengths and personalities of every person. And when applied well, they boost the performance of the team far beyond the potential of its individual members. In our seminar, you will learn to use group dynamics in new and positive ways. Discover the true potential of your team.



Target group

- Employees at all levels



Benefits

- Explore the factors for successfully cooperating and communicating in teams
- Apply the power of group dynamics to develop as a team
- Identify individual strengths and use the potential of your team



Content

- The fundamentals of teamwork – what makes a team successful?
- The phases of teamwork
- Roles within a team
- Using group dynamics positively
- Feedback as a tool for fostering team spirit

Our recommendation: To foster cooperation in agile teams, please also see our “Collaboration – Working Effectively in Agile Teams” seminar on the next page.



Can also be
booked as an
Online Live
Seminar

Collaboration – Working Effectively in Agile Teams

A hands-on seminar that brings more efficiency to your agile teamwork. Agile work methods are the organizational form of the future. Communication and interaction play a central role in agile teams – which, in combination with agile principles such as self-organizing teams, customer integration, and frequent releases, can also present new challenges in the way these teams work together. It is quite common for the success of a project – and team morale – to come under threat due to tensions, misunderstandings, and a gradual erosion of agile principles. In our seminar, you will explore the factors that dictate the success of an agile team. The content is tailored to your needs and adapted to the group during the seminar.



Target group

- Managers, project managers, subproject managers
- Project staff
- 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



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
- “Familiar” world vs. VACU world live: Ubongo, the flow game
- Everyday conflicts in agile teams

Our recommendation: A follow-up Online Live Seminar will provide you with support as you apply what you have learned, helping you meet your goals.

Self- and Time Management

Be your best (organized) self. Today, time is one of the rarest – but most valuable – resources, making it a crucial ingredient of success. When you are short on time, it is almost inevitable that you will feel stressed, as the growing pile of unfinished work takes its usual toll. So it is all the more important to use your time effectively. In our seminar, you will learn how to analyze and structure your work methods and routines and apply time management tools to improve them. Focus on your priorities and develop your personal strategies for fighting distraction. Our course participants are often amazed at how easy it can be to liberate yourself from distractions and time-wasters. Become the master of your own time.



Target group

- Employees at all levels
- Experts, project managers
- Executives, managers



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



Content

- Analysis of your personal working style
- Managing priorities efficiently
- Saving time by setting time limits – the time box
- Developing focus and efficient strategies against distractions
- Avoiding time-wasters and procrastination



Creativity as a Key Competency

Think innovatively, 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 and approaches. Make the most of your creative potential.



Target group

- 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



Content

- What is creativity?
- Mindset and problem-solving skills
- Ways of thinking that yield creative results
- How to spark your powers of innovation
- New approaches to apply on the job

Efficient Problem-Solving and Decision-Making

Your toolbox for making smart decisions. 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 techniques you learn in Part 1 of the seminar, you can apply strategic analysis to cut through the complexity of problems. The seminar also teaches methods for making efficient, effective, and transparent decisions.

Our advanced seminar focuses on group-based decision-making processes within organizations and teams. In addition to the most important decision-making styles, you will learn criteria and tools for successful and efficient group decision-making processes.



Target group

- Employees at all levels
- Professionals, managers at all levels
- Project managers, project staff, project teams



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



Content (basic seminar)

- From problem analysis to decision-making
- Exploring what is possible
- Important decision-making tools for practical application
- The advantages of process-oriented methods
- Decide yourself or delegate?

For information on the content of the advanced seminar, please contact seminare@berlitz.de. The basic and advanced seminars can be booked together or separately.



Impression Management: Appearing Confidently

Speak with authority, make a lasting impression. There are a number of key elements to an effective presentation – delivering a professional performance that wins over your listeners and gives them food for thought, using appropriate stylistic devices, and presenting your arguments convincingly. To leave a positive impression, you must make conscious use of expressions and body language and be comfortable speaking off the cuff. In our seminar, you will learn the basics of effective communication. Discover how to capture your audience's attention with your words and gestures and to overcome disruptions.

In our complementary seminar, “Effective Presentations,” we turn our focus to the structuring and crafting of presentations.



Target group

- Experts, managers
- Managers and other members of staff in sales and marketing, employees in communication-based jobs



Benefits

- Optimize how you use your voice, words, and body language
- Handle interruptions with confidence
- Use targeted techniques to boost your charisma and win over your audience



Content

- Language as a stylistic device
- Managing impressions – shaping how others see you through your body language and voice
- Being persuasive in discussions – withstanding attacks
- Video analysis with constructive feedback

Our recommendation: Book the seminar as a two-day course and polish your newly acquired skills through video analysis and professional feedback.

Effective Presentations

A presentation to remember. What are the aims of an effective presentation? Substantive content, an entertaining performance, effectively used media, and an engaged audience who is encouraged to think and takes away a positive impression. In our seminar, you will receive an introduction to the most powerful presentation techniques and put them to practice immediately. We will also give you the best pointers for overcoming stage fright and what to do if you blank out.

Our complementary seminar, “Impression Management: Appearing Confidently,” places an even sharper focus on how you project confidence and professionalism to your audience. It can also be extended to make use of video analysis and professionally guided feedback.



Target group

- Experts, managers
- Employees in communication-based professions
- Managers and other members of staff in sales and marketing



Benefits

- Choose the right presentation for each target group
- Learn to have fun giving presentations
- Discover how to overcome stage fright



Content

- Be prepared – crafting a structured presentation
- Choosing the right medium to make your presentation more effective
- The four keys to being understood
- Winning the battle against stage fright and blanking out

Our recommendation: Book the seminar as a two-day course in combination with “Impression Management: Appearing Confidently” so you'll have more opportunities for practical exercises and further expansion of your public speaking skills.



Can also be
booked as an
Online Live
Seminar

Conflict Management

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.

Our advanced seminar, “Strategies for De-escalating Challenging Conflicts,” focuses on serious conflict situations where special interventions are necessary. Expand your personal conflict management repertoire using authentic case studies.



Target group

- Experts, managers



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



Content (basic seminar)

- Self-assessment – my 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

For information on the content of the advanced seminar, please contact seminare@berlitz.de. The basic and advanced seminars can be booked together or separately.

Can also be
booked as an
Online Live
Seminar

Dealing with Change

Look at change through the lens of opportunity. Strategic change processes in companies often mean significant professional and emotional challenges for employees. Structures are dismantled; tasks and responsibilities are reassigned. Employees often long for transparent communication and wish they had more control over the process. The situation becomes easier when you understand your own role, know your strengths, and are aware of the change curve that every such process goes through. In our seminar, you will learn to develop strategies for better handling changes as they are implemented. Exploring the most common causes of change within companies helps you better understand your personal situation. You will analyze your own patterns of behavior and look at your role in and your attitude toward change processes. Understand how you can make change positive for you.



Target group

- Employees at all levels



Benefit

- Strengthen your role in the change process
- Handle the change process professionally, even when things get emotional
- Look at change processes from different perspectives



Content

- What is a change process?
- My experiences with change
- The change curve and its impacts
- My role in and attitude toward the process
- Reasons behind change processes within a company
- Crucial factors for the success or failure of change processes

We recommend holding the seminar as a two-day course.



Succeed through Assertiveness

Developing a more forceful personality. Do you have a goal which you have not been able to reach in the face of too much opposition? Would you like your voice to be heard? Assertiveness is easier to learn than you might think. With the right tools you can argue your case and pursue your goals without treading on people's toes. In our seminar, we will help you win the battle against personal diffidence by introducing you to effective communication techniques that let you better assert yourself, both verbally and non-verbally. With the help of our experienced trainers, you will practice formulating requests and demands positively and confidently – and saying no when necessary!

Our advanced seminar, "Asserting Yourself in Difficult Situations," focuses on projecting confidence in typical business settings. You will work on communicating more assertively in specific situations, such as defending your position in a meeting.



Target group

- High potentials, management trainees
- Customer service and sales staff
- Employees at all levels



Benefits

- Turn communication into a personal tool for asserting yourself
- Learn to say no and mean it
- Pursue and achieve your goals



Content (basic seminar)

- Setting SMART goals – What do I want?
- "I am okay, you are okay" – the basics of transactional analysis
- The main features of assertive behavior
- Saying no and standing your ground
- Formulating requests, wishes, and demands effectively

For information on the content of the advanced seminar, please contact seminare@berlitz.de. The basic and advanced seminars can be booked together or separately.

Leading Yourself for More Efficiency

Unlock your potential, reach your goals. 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.



Target group

- Managers, project managers, consultants
- 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



Content

- Motivating yourself to overcome internal obstacles
- Using SMART to achieve your goals – techniques for boosting your odds of success
- Your personal change dynamic
- Handling your personal challenges
- Mobilizing your inner resources



Success in Sales

Recognize and meet the needs of your customers. If you know your customers – or at least have a defined strategy in place for pinpointing and optimally meeting their needs – you have a clear advantage. Because how quickly can misunderstandings occur, leading to a lost sale?

In this two-day sales seminar, you will learn to better identify your customers' buying motives, creatively improve your customer service, and communicate convincingly in sales pitches. We will equip you with the tools you need for successful sales and customer service, from small talk to conversations about products and services, handling objections raised in the sales process, and closing techniques. By working to improve your presentation techniques, you will practice your customer presentations while also sharpening your role and effectiveness as a salesperson. And we will familiarize you with tools for dealing with complaints so you can sell with success. You will also practice what you have learned in realistic sales simulations, including video analysis and structured feedback.



Target group

- Sales associates
- Employees working in sales
- Freelancers who wish to improve their sales techniques



Benefits

- Optimize your sales communication
- Understand how to effectively steer a sales pitch
- Learn tricks and tools for practical application



Content

- Identifying customer needs and motives
- Speaking the customer's language
- Scripting your sales pitch
- Presentation tools in sales pitches
- Creative customer service tools
- The basics of complaint management
- Sales simulation with video analysis and feedback

New! Professional Needs Analysis

The heart of an effective sales pitch. Several different steps lead up to the closing of a sale. There is no doubt that they all serve a purpose, but needs analysis lays the foundation for the entire process. It is no longer sufficient to point out that your products or services differ from those of your competitors in terms of features, price, or performance – today there is a different way to set yourself apart. With an accurate needs analysis, you can demonstrate a genuine interest in your customer's wishes and needs. Take time for your customers and use your ability to listen and ask questions to show a real desire to understand what they want.



Target group

- Sales associates
- Anyone who wishes to improve their sales techniques



Benefits

- Understand how customers make purchase decisions
- Hone your ability to listen and ask questions
- Boost customer loyalty through accurate needs analysis



Content

- Needs analysis – the cornerstone of an effective sales pitch
- Understanding your customers – how purchase decisions are really made
- What sways your customers – needs and motives
- Transaction analysis – how your inner attitude toward the customer plays a key role
- Asking leading questions – applying a variety of questioning techniques in needs analysis
- Hearing is not the same as understanding – the art of active listening



Effective Customer Service

Eloquent, professional, and focused on the customer. Customer service employees field requests, handle complaints, provide information, help keep customers happy, and much, much more. To do this multi-faceted job well, you not only have to demonstrate politeness and flexibility, but also need detailed knowledge of the company's products and services, a clear understanding of how to behave toward the customer, and outstanding communication skills. In the first module of this two-part seminar, we focus carefully on both of these aspects. Working with the group and the instructor, you will reach a clearer understanding of your role and the impact it has on your behavior. In addition, you will receive effective tricks and tools for customer-oriented communications by phone and email. In the second module, we look at ways to handle challenging situations and complaints. Using effective complaint management techniques, you will learn how to turn a problem into an opportunity. Hands-on exercises and realistic role-plays will help you be prepared for every situation.



Target group

- Customer service staff
- Customer service teams



Benefits

- Acquire pragmatic know-how which can be applied on the job immediately
- Discover the right solution for your specific customer service situation
- Learn to handle complaints effectively and eloquently



Overview of our modules

Module 1

Appreciative and effective customer communication

- Understanding customer expectations
- Your attitude and role – self-confident and effective
- Appreciative communication on the phone
- Appreciative, effective, and clear written communication

Module 2

Successful complaint management

- Seeing complaints as opportunities and handling them effectively
- The complaint management script
- Reframing – developing positive language
- Leveraging your own strengths
- Effective strategies for fighting stress

The two modules can also be booked separately. Upon request this seminar can also be booked for customer service teams outside of Germany or for intercultural customer service teams. To raise employees' awareness of the challenges of international markets and customers, we recommend the Cultural Navigator®, our versatile online tool, in conjunction with the Cultural Orientations Indicator®, our self-assessment tool.



New! Communicating Professionally by Phone

Personable, credible, persuasive. Although today the internet and emails make up a major share of the communications between a company and its clients, the telephone remains the most important medium – alongside face-to-face conversations – for direct contact to the customer. Almost 70 percent of daily business communication takes place over the phone, and every time you pick up the receiver it is like presenting an audible business card. In our seminar, you will learn how to use your voice and select your words to give your customers the feeling that they are your first priority and you take them seriously, despite the physical distance. Add to your toolbox of communication techniques, becoming more confident in speaking on the phone. Leave a lasting impression – even when they can't see you.



Target group

- Customer service and sales staff



Benefits

- Remain confident, even without eye contact
- Leave an impression with your audible business card
- Learn effective communication techniques to build lasting customer relationships



Content

- The basics of communication
- Communicating effectively – using body language, voice, and the right message on the phone
- Choosing the right words – speaking simply, clearly, and concisely
- Your toolbox of communication techniques for phoning
- Your personal business card on the phone
- Handling challenging situations on the phone with confidence

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, self-assured body language and 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.



Target group

- Executives, managers, purchasing and sales staff, freelancers, and other professionals



Benefits

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



Content

- Self-assessment: your personal negotiating profile
- Strategic argumentation and persuasion
- The five stages of the negotiation process
- Applying best practices to real-world challenges – case studies and negotiation simulation



Stress Management

Striking the right balance. There is no escape from stress – in the workplace, on the daily commute, even in your free time. In the worst case, it can even have a detrimental effect on your health. Stress robs you of precious working hours and energy, and therefore has a negative impact on productivity. But the good news is, it does not have to be this way. In our seminar, you will learn to spot and correctly interpret the signs and symptoms of stress early on. Use effective techniques for minimizing stress and stay productive and healthy in the long run.



Target group

- 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



Content

- What is stress? How to recognize and reduce stress
- Physical and mental relaxation techniques
- Re-energize yourself for overcoming challenges with more strength
- Self-analysis – identifying your personal stress triggers
- How to stay relaxed, attentive, and focused

Can also be
booked as an
Online Live
Seminar

Resilience on the Job

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 to 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. In our seminar, we will teach you the most effective resilience tools and methods.

In the advanced seminar “Resilience in Teams,” we will broaden our focus from the individual to the group and the team. This course is aimed at anyone who is looking to establish and improve resilience in a teamwork setting to boost the strengths of the team.



Target group

- Employees at all levels
- Managers, project managers, team leaders



Benefits

- Activate your strengths immediately in this interactive seminar
- Strengthen your own resources for fighting difficulties
- Learn straightforward methods that make a big difference



Content (basic seminar)

- Resilience on the job – recognizing and using your own strengths
- The R.E.S.O.U.R.C.E. resilience wheel
- Situative resilience – self-assessment
- The keys to building inner strength
- Best-practice strategies for rapid and direct implementation

For information on the content of the advanced seminar, please contact seminare@berlitz.de. The basic and advanced seminars can be booked together or separately.



Mindfulness for Effective Self-Guidance

Activate your strengths, meet challenges with confidence. 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 is 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 is 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.

This special seminar takes the form of blended learning – 90 minutes of online preparation, live training, and 90 minutes of follow up. An additional transfer workshop or Online Live Seminar approximately eight weeks later helps you effectively adhere to your individual goals.



Target group

- Employees at all levels
- Managers, project managers, team leaders



Benefits

- Learn practical methods for more mindfulness and a renewed engagement with your work
- Discover self-observation and mindfulness as effective self-management techniques
- Identify your mental obstacles and redefine your internal and external attitudes toward challenges



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



What our customers say about Berlitz:

“As a global service provider, our employees work in different places for a variety of customers – at more than 50 locations in Germany alone. Berlitz offers us the necessary agility to achieve rapid learning progress in both virtual and face-to-face settings. It is crucial that our employees are satisfied with the continuing education program.”

Tata Consultancy Services Deutschland GmbH





Train-the-Trainer

Effectively share your knowledge with others. Nowadays we expect a lot of trainers: a solid understanding of the subject matter, good teaching and communication skills, the ability to engage participants with a wealth of methodologies and innovative ideas, and the power to succeed even in difficult teaching situations. Good instructors are clear, authentic, and focused on the participants. To achieve all this, they must be able to pair professional know-how with creativity and imagination.

In our train-the-trainer course, we will show you what it all comes down to – from how to kick off a course to satisfied customers at the end. You will gain a clear understanding of your role, work on your motivation techniques, and use the many hands-on exercises to stock up your personal toolbox for effective training.



Target group

- Beginning instructors
- Experts teaching other employees



Benefits

- Acquire pragmatic know-how which can be applied quickly
- Work on your role, behavior, presence, and methodology
- Be prepared for every situation which arises during training – thanks to the variety of methods in your personal toolbox



Overview of our modules

Module 1

The effective trainer (2 days)

- My role and attitude as a trainer
- The right introduction for success
- Kicking off the course effectively
- Managing expectations
- Focus on the target group – defining learning goals
- Tailoring concepts to engage participants

Module 2

The successful course (2 days)

- Course planning – roadmap and time management
- Active participants – the right methods for every situation
- Communicating effectively
- Asking the right questions to facilitate learning success
- Active listening and constructive feedback

Module 3

The motivated participant (2 days)

- Using your voice, words, and body language
- The power of visual communication
- Using media effectively
- Overcoming difficult situations during instruction
- Interacting with challenging participants

Each module is supplemented by pre-task and transfer exercises. Upon request, these train-the-trainer courses can be rounded off by a certification module.

For more information on the certification module and additional continuing education options, please contact seminare@berlitz.de.



Intensive Course for Online Live Trainers

The tools you need for effective virtual teaching. In companies, it is now commonplace to use virtual tools to share knowledge across national borders. And you do not always need expensive external talent to impart specific topics. Often there are experts with the necessary knowledge right inside your company. But using a virtual training format to communicate this knowledge to other employees concisely and intelligibly can present a major challenge – especially when the trainer has little or no experience in working in a virtual learning environment.

Our training program for online live trainers explores the most important skills for giving online seminars as well as what sets them apart from in-person instruction. You will learn how to plan and structure virtual courses and adapt them to specific target groups, as well as methods for creating a productive and motivating learning environment.



Target group

- Trainers who wish to teach online live seminars
- Experts teaching other employees in a virtual setting



Benefits

- Intensive preparation for your next online live seminar
- Acquire pragmatic know-how which can be applied quickly
- Learn how to create a virtual presence



Overview of our modules

Module 1

Teaching in a virtual environment (120 min.)

- The ins and outs of virtual teaching
- Technical requirements
- Planning and structuring a virtual course

Module 2

Special methods and educational techniques (120 min.)

- Adapting content to the medium
- Successful delivery of an online training module
- Using the tools of the virtual classroom effectively
- Getting participants involved

Module 3

Fostering interaction and overcoming difficulties (120 min.)

- Effective communication in the virtual classroom
- Using your voice and virtual presentation tools
- Dealing with difficult participants in a virtual space

Modules 4 and 5

Online Live Training (2 x 120 min.)

- Your personal live-check (15 – 20 minutes per participant)
- Individual practice unit with feedback from trainer and group

Each module is supplemented by pre-task and transfer exercises. Upon request, these train-the-trainer courses can be rounded off by a certification module.

For more information on the certification module and additional continuing education options, please contact seminare@berlitz.de.



Impress with Visualizations

Paint an inspiring picture. Do you believe you are not good at drawing? We will show you otherwise! Use the power of images to win people over. In our seminar, you will practice using specific visual imagery in meetings and presentations. We will show you how to summarize complex issues with just a few strokes of the pen as an easy way to convince people of your ideas.



Target group

- Employees at all levels
- Project managers, project staff
- Trainers, consultants, and coaches



Benefits

- Learn how to present complex ideas through simple sketches
- Master new presentation techniques to use on the job
- Use visual communication to win people over



Content

- The power of images
- Using sketches to better express yourself
- The key to effective visual communication
- Integrating drawings into meetings and presentations
- Making successful use of sketches in your job

Change Agents – Messengers for Change

Play an active role in driving change. Change processes are more successful when they are not just managed from the top down, but when employees advocate for them as well. Change agents recognize the advantages of change, are available as a point of contact for other employees, react to morale and communication needs, and speak for the group – acting as a positive force in driving transformation from the bottom up. Our program expands your professional competence as a change agent, combining methodology and specialist knowledge, preparing you for pitfalls, and helping you build your personal support network. Each module is supplemented by interim tasks and transfer exercises.



Target group

- Employees supporting a change process from the bottom up
- Employees who play an active role as change agents



Benefits

- Achieve clarity about your role and gain methodological skills
- Acquire pragmatic know-how which can be applied quickly
- Discover the most important challenges and how to overcome them



Overview of our modules

Module 1

The role of a change agent (2 days)

- Making a success out of change
- The role of a change agent
- Managing expectations and stakeholders
- Identifying and leveraging informal networks

Module 2

Leading and influencing others as a change agent (2 days)

- Influencing others – motive management
- Authenticity and consistency as important trust-building factors
- Recognizing and balancing conflicting interests
- Handling pushback

Module 3

Dealing with difficult situations (2 days)

- Systematic questioning techniques and tools
- Applying the correct interventions
- Leading from below
- Sharing experiences and case studies



Team Culture Analysis

Foster potential, boost collaboration. New team members, new challenges, new tasks, or new work pressures – there are any number of situations that reveal if team members work well together or if a team is not living up to its full potential. When friction arises, the question is often how to talk about expectations, demands, and differences without creating further tensions. In such situations, the Cultural Orientations Indicator® can be used as a tool by both domestic and international teams to identify individual cultural preferences in the workplace. In the workshop that follows, you will utilize these preferences to develop new strengths and synergies in your team.



Target group

- Teams and team leaders



Benefits

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



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 create more synergies
- Achieving more together

Internal Consulting

Tap into your internal resources. Managers and expert teams often like to seek good advice outside the company. But not only are consultants expensive, but potential within the company is underutilized. In times of rapidly changing markets and higher demands for flexibility placed on both companies and individuals, expectations and workplace culture are moving toward augmenting individual responsibility, increasing self-efficacy, and fostering the exchange of information. In the last case in particular, our thoughts usually turn to digital solutions. But the advantages of human, group solutions are as obvious as they are simple – the collective intelligence of the group draws on its rich store of experience to deliver quick and innovative solutions that are tailored to the situation. Establishing the exchange of information and advice among colleagues can help you unleash your unused potential. Our instructor will assist you in launching this self-directed culture of learning.



Target group

- Managers at all levels, project managers, subproject managers
- Experts, HR staff



Benefits

- Develop quick, high-quality solutions
- Identify new ways to tap into internal know-how
- Create and foster a solution-oriented culture of learning



Content

- The basics of internal consulting
- Internal consulting – the six phases
- Roles and behaviors
- Structure and setting
- Active methods and more – your personal toolbox



Managing International Change Projects

Apply your intercultural know-how strategically. Poor communication, coordination, and project planning are often blamed when projects fail. The importance of some aspects is simply underestimated. And when you add an international level – which also adds the element of intercultural communication and collaboration – potential sources of mistakes multiply exponentially. In our seminar, you will learn how to bring together different levels of potential, knowledge, and experience to form a winning combination. Our Cultural Navigator® is a platform that helps you prepare to work with project partners from more than 100 countries. First analyze your own cultural preferences and then compare them with those of other cultures. This seminar builds on these findings and provides valuable pointers for your specific project.



Target group

- Managers at all levels, project managers, subproject managers
- Experts, HR staff



Benefits

- Gain practical know-how that you can apply quickly in your next project
- Foster your intercultural skills
- Profit from Berlitz's experience



Content

- Change processes and their impact
- Rational and emotional factors
- The most important cultural preferences that affect change projects
- Communication in projects
- Dealing with leadership and hierarchy
- Realistic schedules and risk management strategies

We recommend holding the seminar as a two-day course. If participants have limited experience in virtual collaboration, we recommend supplementing the seminar with our Berlitz Online Live Seminar “Working in Virtual Teams.”

Managing Successful International HR Projects

Getting more out of intercultural collaboration. Whether aimed at employee recruitment, retention, or development, HR projects impact the heart of the organization, where culture is most important. Often such projects are conceived at headquarters and approved by decision-makers – and then they are usually rolled out without paying much attention to informal preliminary coordination. The result can be pushback, with project rollout proceeding very differently in each country and impeding the overall process. Use our seminar to hone your intercultural competence with an eye to HR projects. Our Cultural Navigator® is a platform that you can use when preparing to work with project partners from more than 100 countries. Analyze your own cultural preferences with the Cultural Orientations Indicator® and compare them with those of other cultures. The seminar builds on these findings and shows how to use this knowledge in your HR projects.



Target group

- HR managers and staff
- Project managers, subproject managers, project staff



Benefits

- Gain practical know-how you can apply quickly in your international HR project
- Reduce friction by taking cultural differences into account
- Be optimally prepared for your next international HR project



Content

- How cultural preferences impact HR projects
- Selling ideas – finding sparring partners
- Preventing conflict
- Dealing with leadership and hierarchy
- Managing objectives together
- Realistic schedules and risk management strategies

We recommend holding the seminar as a two-day course. If participants have limited experience in virtual collaboration, we recommend supplementing it with our Berlitz Online Live Seminar “Working in Virtual Teams.”



Interviewing International Job Candidates

Intercultural competence for the recruitment process. In the “war for talent,” job interviews with international candidates are growing in importance. To gain a clear picture of the applicant’s personal and professional qualities, in such cases the interviewers need more than a good job profile, a structured interview plan, and the right questioning technique. They also need the intercultural skills that will allow them to accurately assess whether the candidate is a good match for the position. The Cultural Navigator® serves as a platform for you to prepare for the applicant’s country-specific cultural preferences in advance of the interview. The interview then offers a good opportunity to sound out potential cultural gaps and find a good match in your discussion. Upon request, the interview portion or the entire seminar can be held in English.



Target group

- HR managers, experts, and employees
- Managers



Benefits

- Gain intercultural know-how that you can apply in your next interview
- Guard against thinking in stereotypes
- Develop a sure hand for international job interviews



Content

- Well-defined starting point – the job profile
- How a structured interview helps you compare candidates
- Be prepared – clarity about cultural preferences
- Stereotypes and errors of observation
- Effective questioning techniques
- Upon request, the special case of the virtual interview



What our customers say about Berlitz:

“Very professional seminars – we are highly satisfied with how they are conducted and with our learning achievements.”

Eleni Markopoulos
HR Policies & Corporate Training
Deutsche Börse AG





Berlitz Online Live Seminars

Our recipe for success – intensive, interactive, virtual. Our online courses have long since proven their value to numerous customers – as satisfied participants in some 82 countries can attest. If you are looking to impart valuable knowledge in an intensive, virtual format, our Berlitz Online Live Seminars are always the right choice. We work with your course participants to bring about lasting progress in just three hours. These two-part seminars take place live in the Virtual Classroom, supported by a parallel telephone conference. The learning process is underpinned by preparatory, interim, and follow-up exercises, tailored to the seminar topic.

Such seminars are used to meet a variety of training needs, such as continuing education for international teams, global project rollouts, or an economical alternative for employees short on time or with limited travel budgets. In the English version, they simultaneously provide soft skills and language practice to supplement a language course. There are a multitude of useful applications.

But what if you cannot put together a group for a company seminar? No problem. We also offer Berlitz Online Live Seminars as open-enrollment courses and for mixed groups. You can find our brochure listing all the topics and upcoming dates at www.berlitz.de/bols-en.



Target group

- Managers at all levels, project managers, subproject managers
- Experts, employees at all levels
- International employees and teams



Benefits

- Acquire pragmatic know-how in a short time
- Ideal for employees at different sites
- Inexpensive alternative to short face-to-face courses

Feedback from our customers

“A very interesting and helpful seminar.
I could apply a lot of it directly on the job.”

“I was really impressed with how interactive
this seminar was, even though it was virtual.
It was great!”

“The trainer provided helpful examples and really
made sure there was equal participation by all
the participants.”

“It broadened my horizons and gave me good food for
thought – not just for my professional life, but my personal
life as well. Really great – thank you!”



Seminars
available in
German and
English!

Berlitz Online Live Seminars – a Multitude of Topics

Accomplishing More with Less
(3 x 90 min.)

**Intercultural Competence
Workshop**

Basisworkshop
interkulturelle Kompetenz

Page 65

New! Coaching Tools for Leaders

Neu! Coachingtools für
Führungskräfte

**Collaboration – Working
Successfully in Agile Teams**

Collaboration – erfolgreiche
Zusammenarbeit in agilen Teams

Page 86

New! Delegation Toolbox

Neu! Delegieren mit Methode

Efficient Communication

Effizient kommunizieren

Page 84

Influencing Without Authority

Einfluss nehmen ohne Macht

**New! Successful
Collaboration with China**

Neu! Erfolgreiche
Zusammenarbeit mit China

Page 66

**New! Successful
Collaboration with India**

Neu! Erfolgreiche
Zusammenarbeit mit Indien

Page 66

**New! Successful
Collaboration with Japan**

Neu! Erfolgreiche
Zusammenarbeit mit Japan

Page 66

**How to Give and
Receive Feedback**

Feedback geben und nehmen

Facilitating Interactive Meetings

Interaktive Meetings moderieren

Conflict Management

Konfliktmanagement

Page 89

Creativity Techniques

Kreativitätstechniken

**Managing Your Email Inbox
Effectively Using Outlook**

(This seminar is only available
in English.)

**Professional
Stakeholder Management**

Professionelles
Stakeholdermanagement

Resilience on the Job

Resilienz im Arbeitsalltag

Page 94

**Mindfulness for the
Workplace and Beyond**

Ressourcenaktivierung und
Achtsamkeit

Storytelling for Business Impact

Storytelling im Arbeitsalltag

Page 84

Dealing with Change

Umgang mit Veränderungen

Page 89

Working in Virtual Teams

Virtuelle Teamarbeit

Virtual Presentation Skills

Virtuell präsentieren



Individual Coaching

Boost your self-efficacy. Coaching is considered the most effective and valuable form of continuing education. And what makes coaching so successful? The one-on-one working relationship of equals, the professional support for processes, and, in particular, the tight focus on finding solutions and reaching goals. As meta-analyses of recent studies have shown, coaching works.

What is also special about coaching is that it is tailored specifically to the needs and situation of the coachee. In a working relationship based on trust, your coach offers you support by helping with processes. This means that he or she does not suggest direct solutions, but encourages you to re-examine your personal goals, discover new strategies, and develop your own approaches to solving problems. Coaching is always the right instrument when the goal is changing your sphere of influence, exploring new paths, and expanding your scope for action. In precisely such situations, a second, professional, outside opinion is helpful in seeing things from a different angle and re-assessing them.

But how do you find a good coach? And how do you assess their professionalism and effectiveness? As continuing education experts, we can help you make the right choice. We select our coaches based on special quality standards for business coaching. A sound education, many years of experience, a clear understanding of the role of the coach, a strong focus on goals and results, a wide-ranging knowledge of methodology, and a personality with strong integrity and empathy are just some of the important criteria in our selection process.

Are you looking to work on specific topics in your team or management team? Many of our coaches are also happy to work with small groups.

You can find information on our relocation coaching on page 67 and our repatriation coaching on page 68.



Target group

- Managers at all levels, project managers, subproject managers
- Experts, employees



Benefits

- Develop individual solutions for your specific questions
- Receive support in a relationship of equals
- Gain clarity and (re)activate resources



Areas of focus

- Personal stock-taking
- Taking on a new function
- Change processes
- Performance management
- Career development/planning
- Resilience and stress management (including in agile environments)
- Leading without hierarchical power
- Agile mindset
- Appearing on camera
- Crisis communications
- Executive coaching

For additional information on coaching, please contact us at seminare@berlitz.de.

A man with dark hair, wearing a white and black striped polo shirt and a white apron, is focused on working with dough in a bakery. He is using a wooden rolling pin on a white surface. In the foreground, there are several long, golden-brown loaves of bread. The background is a green wall with some equipment.

Passion and principles

Diversity Charter. Berlitz is a signatory to the German “*Charta der Vielfalt*” (Diversity Charter), showing our commitment to an organizational culture that does not tolerate prejudice and is characterized by mutual respect and appreciation. Because diversity means opportunity.

Monterrey, Mexico

Organization and Useful Information

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Guidance

We are here for you

You can contact us in a number of ways for a consultation or to obtain more information about one of our language courses or business seminars.

- **Online:** Up-to-date information on our continuing education program can be found at www.berlitz.de/en. Here you can also fill out a **contact form** or request an appointment for a consultation on the website of your nearest Berlitz Center.
- **Local:** Would you like us to come to your place of business to discuss our programs? If so, please contact your local Berlitz Center (see pages 124/125 for addresses). Our Corporate Services consultants are here for you throughout Germany and would be happy to pay you a visit.
- **Main office:** Do you have questions or need additional information? Simply send an email to info@berlitz.de or call us at **+49 (0) 69 666 089 0**.

Duration, Time, and Location

Language courses

- Lessons are held at Berlitz Centers between 8 a.m. and 9.30 p.m. from Monday to Friday and between 8 a.m. and 2 p.m. on Saturdays. The times vary according to the selected training format (individual instruction, group-based lessons, etc.).
- In the case of corporate group courses, the class duration and location depend on your company's requirements.
- The length of a language course depends on the frequency of the lessons and your language goals.
- Business English Workshops last two days on average. They can also be split across several days. In the case of in-house workshops, the content is adapted to your needs.
- The availability of language courses may depend on the specific Berlitz Center.
- Virtual language instruction is not tied to a specific location. In most cases you determine the time and duration.

Seminars

- The choice of seminar dates and venues – on your business premises, at your local Berlitz Center, or online – is up to you.
- In-house seminars generally last one day but may be longer depending on how in-depth the content is.
- We usually recommend instruction times from 9 a.m. to 5 p.m. or 10 a.m. to 6 p.m.
- Our Shorties (compact courses) are designed to last four hours.
- Coaching sessions usually last approximately 90 to 120 minutes each.
- Our Online Live Seminars can be taken wherever you are and consist of two sessions of 90 minutes each. The seminars are available for company groups and with open-enrollment dates. You can use our booking platform to register for an individual spot: www.berlitz.de/bols-en.



What our customers say about Berlitz:

"Berlitz is the right partner to help us meet our challenges. Thanks to the professionalism and close, personal support offered by Berlitz, our employees and managers benefit from perfectly tailored training formats and courses."

Markus Kambach
HR development

HAUFE.Group

Available Languages

	EN	DE	FR	ES	IT	All Languages
Language courses*						
Individual Instruction						•
Corporate Group Courses						•
Open-Enrollment Group Courses	•	•	•	•	•	
Language Programs for Kids and Teens	•	•	•	•		
Berlitz Virtual Classroom						•
CyberTeachers E-Learning Platform	•	•	•	•		
Individual Instruction by Telephone/Skype	•	•	•	•	•	
Berlitz Study Abroad						•
Seminars	•	•	Please enquire about other languages			
Open-Enrollment Berlitz Online Live Seminars	•	•				

* Availability may vary by location

Assessment of Language Skills

We offer three general language tests to help you determine which Berlitz language program is right for you:

eBerlitz Audit

- Online placement test and needs analysis for CyberTeachers and Individual Instruction by Telephone/Skype (approx. 30 min.)
- Adaptive multiple-choice test with 60 questions covering vocabulary, grammar, and listening comprehension
- Available for English, French, Italian, Spanish, and German (instructions in 14 languages)
- Definition of learning objectives and professional field (list of 218 job profiles available)
- Placement test based on the eBerlitz point scale of 0 to 30, which matches you to the appropriate CEFR and Berlitz levels
- Online re-test at the end of the course
- Companies can access the results in real time using the NetReporting training evaluation tool

Online Placement Test

- Adaptive multiple-choice test covering listening and reading comprehension (approx. 35 min.)
- Available for English, French, Italian, Spanish, and German (instructions in 15 languages)
- Detailed placement results (including Berlitz and CEFR levels) sent by email
- For companies to assess their employees: upon request, creation of a customized link and adaptation of the assessment registration page, e.g. to include the company logo

Oral Placement Test

- Oral placement test at a Berlitz Center, on the company premises, or over the phone, aimed at assessing participant's language skills. The oral placement test can also be combined with the Berlitz online placement test (approx. 15 min.)
- Can be conducted in all languages

State Funding

Continuing education that pays off for you and your employees

You never stop learning. This is particularly true in the working world. Regular continuing education courses safeguard your competitiveness and open up new opportunities in the globalized economy.

In keeping with the times, the German government offers companies a portfolio of subsidy programs for employee and management training.

- **A new German law on training opportunities (“Qualifizierungschancengesetz”)** promotes the continuing education of employees in companies. The Federal Employment Agency reimburses training costs and subsidizes wages. The amount of funding depends on the size of the company; apprentices receive 100-percent coverage.
- Upon request, **Germany’s Federal Office for Migration and Refugees (BAMF)** will cover 50 percent of the costs when your company’s foreign employees participate in a module of the German for Professional Purposes program. Participation is free of charge for vocational trainees and employees who receive top-up benefits.

Other state funding options available to you and your employees:

- **Education bonus:** Once per calendar year, employees and freelancers can have up to 50 percent of their course fees for continuing professional education (maximum 500 euros) subsidized by the government.
- **Educational leave:** In most German states, employees have a right to paid leave for continuing professional education. The exceptions are Bavaria and Saxony.
- **Regional subsidies:** Offered by German states such as Brandenburg, Hamburg, Lower Saxony, North Rhine-Westphalia, Rhineland-Palatinate, Saxony, and Schleswig-Holstein.

Berlitz has years of experience with subsidized continuing education programs. We make it easy for you to take advantage of state funding. As an officially recognized educational institution, we can work with you to clarify your requirements and match them with professional training programs.

Benefit from our many years of experience in advising companies and our tailored training courses.



Collaboration that pays off for you

**Bundesagentur
für Arbeit**

**Bundesamt
für Migration
und Flüchtlinge**



Good to know:

Set up an appointment today for a free-of-charge consultation.

Contact your Berlitz team at **+49 69 666 089 0** or **foerdermittel@berlitz.de**.

Berlitz Language Instructors

Experienced, specially trained native speakers

As you probably remember from your schooldays, a good teacher is the key to motivation and learning success.

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®
 - Course materials
 - Teaching methods
 - Classroom management
- Teaching qualifications:
 - Special University of Cambridge trainer certification series
 - Certified expertise and skills in the principles and practice of language teaching



**Cambridge Assessment
English**

Authorised Exam Centre

- Quality assurance by local pedagogical teams
- Regular classroom observation for quality assurance purposes

Additional eBerlitz instructor training and qualifications

A special training format means special teaching requirements. So all eBerlitz instructors have special competencies in teaching in virtual formats.

- Communicating in a virtual space
- Providing an interactive and motivating learning environment
- Using technology (whiteboard, tools for participants, webcam)



What our customers say about Berlitz:

“We have been working with Berlitz for more than five years now and it has been a very good experience. Not only does Berlitz offer instruction by native speakers, but our employees have a large say in determining the learning content. This approach means that individual training needs are met. We wouldn’t hesitate to recommend Berlitz to others.”

Andrea Chiamulera
Senior Manager Corporate University
Software AG

software AG
Freedom as a Service

Profiles of Selected Language Instructors



Brian Phillip Browne

Diploma in education (secondary science and mathematics), University of Western Australia

Professional experience: Chemistry research assistant, proofreading, translation, many years of experience in teaching children and adults, English instructor with Berlitz since 1986, salaried instructor since 1989, regular instructor for corporate customers focusing on areas such as English for the office, business small talk, presentations, negotiations, meetings, telephoning, and insurance

Teaching language: English



Ansgar Gerstner

Master of Arts (with distinction), PhD in sinology and English literature

Professional experience: Author and lecturer, courses at various German and Austrian universities, executive coaching (Shi Bisset & Associates, Shanghai, 2010–2013), intercultural coaching on China, German instructor since 2014

Teaching languages: German, Mandarin



Simone Hinrichsen

Master of Arts in German literature, German linguistics, modern and medieval German history

Professional experience: Employment in museums and management consultancy, teaching in the area of dyslexia (children) and at university (foreign students), German instructor and Local Instructional Supervisor at Berlitz (areas of focus include medicine/ nursing, orthography, writing)

Additional qualifications: Additional qualification for integration course teachers since 2008, examiner in the German Test for Immigrants (DTZ) since 2012

Teaching language: German



Perry Koontz

Bachelor of Science in marine biology, Associate of Arts in journalism

Professional experience: Marine biologist, crime reporter, prison officer, police and medical training manager, representative of the criminal prosecution data system, representative of the national criminology information center, teacher at the police academy, administrative worker for international police training, English instructor at Berlitz since 2007

Additional qualifications: Cambridge ESOL Teaching Knowledge Test certification

Teaching language: English

Profiles of Selected Language Instructors

**Dalinda Maamar**

Master of Arts in German philology, philosophy, and law

Professional experience: Theater dramatization, public relations, event management, proofreading, theater education, lecturer and German instructor since 2004

Additional qualifications: Additional qualification for integration course teachers; mediator

Teaching language: German

**Alaa Makraz**

Bachelor of Arts in creative writing and film, Manchester Metropolitan University (Manchester, UK)

Professional experience: Project management for social work, international project cooperation for city marketing, language instructor with Berlitz since 2014 (areas of focus include business and law), Local Instructional Supervisor at Berlitz since 2016

Additional qualifications: TESOL certification

Teaching languages: English, French, Spanish

**Sylvia Jane Morton**

Wholesale and export specialist

Professional experience: Medical assistant, administrative work in wholesale and export (incl. accounting, purchasing, and sales), management assistant, English instructor with Berlitz since 2006

Additional qualifications: Cambridge ESOL Teaching Knowledge Test certification

Teaching language: English

**Kamber Ruth**

Bachelor of Arts in sociology, Master of Arts in strategic public relations, Master of Philosophy in modern society and global transformation

Professional experience: Assistant Director of Training & Quality (ADTQ) with Berlitz, English instructor, communication consultant in the IT sector, research assistant at the University of Southern California

Additional qualifications: Cambridge ESOL Teaching Knowledge Test certification

Teaching language: English



Nicola Ryder

Bachelor of Arts in Applied Languages

Professional experience: Worked in the fields of customer service, sales, and insurance; Local Instructional Supervisor at Berlitz since 2008; Berlitz English instructor since 2005

Additional qualifications: Cambridge ESOL Teaching Knowledge Test certification, English UK/LCCIEB Certificate in Teaching English for Business

Teaching language: English



Markus Schallwich

Master of Arts in German and history, degree in German as a foreign language, Bachelor of Arts in German and history

Professional experience: German instructor at Berlitz since 2010, more than 23,000 classroom hours

Additional qualifications: telc GmbH examiner license (A2/B1); license for orientation courses for immigrants (politics/history)

Teaching language: German



Nelly Shulman

Master of Arts in Hebrew

Professional experience: Twenty years of teaching experience in language schools and companies, developer of numerous degree programs, five book publications, work as translator and editor, management experience, language instructor at Berlitz since 2017

Additional qualifications: CELTA certification

Teaching languages: English, Russian



Stuart Vine

Postgraduate diploma (Pg. Dip.) in publishing and business studies (Aberdeen, Scotland), Bachelor of Science in general science (Stirling, Scotland)

Professional experience: Management, training, human resources, and recruitment experience; English instructor with Berlitz since 2002, Local Instructional Supervisor since 2008

Additional qualifications: Cambridge ESOL Teaching Knowledge Test certification, TKT assessor, certified TOEIC test proctor

Teaching language: English

Berlitz Business Instructors

Highly qualified experts for training success

Berlitz offers an extensive global network of trainers. On the following pages, we introduce you to some of our business instructors, primarily working in Germany.

Regardless of location, our trainers all have one thing in common – they are experts in their fields with 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.

- Multi-stage selection process
- Extensive national and international professional experience
- Certification in continuing education fields such as training, moderation, coaching, agile methods, and assessment
- Supervision and ongoing feedback, providing quality assurance
- Continuing education in areas relevant to fields taught
- Cultural Orientation Approach Practitioner certification under the Berlitz/TMC Cultural Orientations Model



What our customers say about Berlitz:

“As part of our professional development initiative, we once again sent our employees to Berlitz. The feedback could not have been better – all the participants were completely satisfied. We will not only benefit internally from the seminar and the ideas that the instructor generated, but also in upcoming presentations in front of customers. It will definitely not be the last time that we turn to Berlitz for training.”

Yvonne Molek
Managing Director
w&p Wilde & Partner Public Relations GmbH

Wilde & Partner

Selected Business Instructors – In Their Own Words



Maurice Angres

“As a certified trainer, systemic business coach, and MSc in Global Human Resource Management, I see the purpose of my seminars as helping the participants meet both the requirements of the working world and their individual professional development needs. By applying a variety of methodologies, a hands-on mentality, and real-world examples, my primary aim is to offer participants an opportunity to gain knowledge and change behavior. I draw on my extensive experience as a freelancer with multiple catering businesses as well as almost 20 years of designing seminars and workshops.

One of my strengths is an ability to adapt to the participants, so that my target groups include managers at all levels as well as high potentials and non-management staff. In addition to leadership, communication, and work methods, one of my main areas of focus is resilience – a topic which is very close to my heart.”



Marc Bayer

“Since 2008 I have been working full-time as a consultant, trainer, and coach for experts and managers in international companies in a variety of industries. My spectrum of topics ranges from leadership and communication to self-management, stress management, and training other business coaches. From 2008 to 2013, I was employed as a consultant at a company specializing in continuing education, seminars, and training. Before that I studied economics with a minor in psychology, and during my degree program I completed many certified training and continuing education programs related to my current fields of work.

My own experience has shown me that people benefit most from an interesting, engaging, and hands-on learning environment. And I design my coaching and seminars with this in mind. It is very important to me that my customers see clear added value and long-term benefit for themselves, their objectives, and their everyday lives. To this end, I organize my work to closely adhere to people’s goals and requirements.”



Sabina Benoit

“Being a trainer and coach is not just a job for me; it is my calling. As an instructor, my goal is to create a relaxed atmosphere in which the participants can learn with and from each other – with enjoyment, creativity, and a touch of humor. I believe that adult education has to be based on a relationship of equals. To paraphrase Winston Churchill, “Most people are ready to learn, although they don’t always like being taught.” In the coaching process, I help people ask themselves the questions and explore the answers that will let them identify and apply their individual talents and resources. In both cases, my focus is on individuals and their personal needs.

I developed my teaching skills during my degree program in education and my certification as a trainer, coach, and mediator. My competencies in the fields of communication, customer service, and sales come from many years of personal experience as a retail salesperson and as a trainer and coach in the automotive industry.”

Selected Business Instructors – In Their Own Words



Linda Block

“My objective is to work in cooperation with the participants to create a learning environment where learners feel supported, appreciated, and safe, so they dare to venture out of their comfort zones. I attach great importance to practice-based seminars so that new ideas and methods can be applied on the job. This results in the participants reaching their goals faster and more effectively.

Before I moved from the United States to Germany in 2005 and became a freelance trainer for communication and soft skills, I worked in health care and the civil service, where I gained valuable experience as a manager and communication expert. I can apply this in my seminars on presentations and public speaking, intercultural competence, and time- and self-management. My target groups range from young professionals to executives and everything in between. As a native speaker of English, I can go beyond teaching the content and also help my participants to always find the right words.”



Michelle Cummings-Koether

“I was born in the United States and grew up there in Silicon Valley as well as in Germany. I bring this experience to my seminars, just like my time in Canada and the United States, where I also lived for long periods. My international background has shaped my life and let me become an expert on international communication and intercultural management. As a certified business coach, I have been sharing my knowledge with experts and managers since 2007, sensitizing them to cultural differences and preparing them for international assignments in the United States, Canada, and the United Kingdom. Since 2018, I have been teaching intercultural management as a professor at the European Campus of the Deggendorf Institute of Technology.

In my courses and seminars, it is important to me that we all not only learn something new, but that we also have fun learning together.”



Jasmin Franz

“As a certified trainer, in my seminars I pay particular attention to sustainable transfer between theory and practice, as well as having fun while learning. So I see it as my job to use a variety of learning methods to ensure that participants make lasting progress – and to not only impart knowledge, but also the corresponding professional competence. Here I draw on my experience in project management in various non-profit organizations and my time as a corporate consultant in the chemical and pharmaceutical sectors.

I have been working as a trainer for eight years now. My focus primarily lies on communication, personal development, visual communication, time- and self-management, and train-the-trainer. My strengths include good adaptability and communication skills, so I always integrate the different target groups in my courses – from young professionals to high potentials.”



Marina Hahn

“As an experienced and widely traveled business psychologist and historian, since 1997 I have been very successful in the German and Swiss continuing education markets in my functions as managing partner, trainer, and coach for managers and management trainees in the fields of communication, intercultural competence, personal development, and work methods. I am very dedicated to my participants – I stand for targeted, effective, continuing education that offers new perspectives, in German and in English, in all sectors of business.

My continuing education courses are distinguished by intensive preparation, deep-seated knowledge, and effectively applied teaching methods, all tailored to the needs of the people who have been entrusted to me – not to mention a high degree of flexibility and fun. Clients have said, ‘This seminar really paid off for our company and our employees!’ – and this is my benchmark.”



Sabine Hahn

“During my workshops, my participants enjoy a mix of theory and practice and a variety of learning methods. This helps them remember what they have learned and apply it in their own jobs. They appreciate the many years of experience I have gained through international projects and at global corporations in the fields of banking, consulting, IT, and healthcare, as well as through community projects in Costa Rica and Senegal. My certifications (PMP®, PRINCE2®, Change Management Practitioner, COA Practitioner, Certified Facilitator Cultural Detective, etc.) provide a foundation for my practical experience and give structure to my workshops in the areas of project management and intercultural competence, which I conduct in English, German, Italian, Spanish, and French.

The target groups for my workshops are project managers, international project teams, and managers preparing for international assignments with their families.”



Daniel Hirschler

“All change begins with encounters; to learn, we need face-to-face contact. As a trainer and transformation guide, my professionalism springs from a willingness to engage with the challenges facing my clients, look at what needs to be done, and provide tailored solutions which support positive growth – with a view to the individual as well as the whole, whether that means a team, a department, or an entire company. As a trained organizational developer, former journalist, moderator, and process facilitator, I draw on a wide range of experience, my own learning, and many years of international activities.

How does leadership work, how does change succeed, what about collaboration in situations that are complex in technical or interpersonal terms? These are the questions that fascinate me, and I work with clients to find answers that fit their situations.”

Selected Business Instructors – In Their Own Words



Raoul Koether

“As a corporate consultant and certified project manager, I often encounter projects in crisis and change processes that have gone wrong. A lot of these problems could have been avoided if better planning had gone into the projects and processes – clearly defined communication plans, risk scenarios, and error-management processes, for example – before things went wrong. That is why professional development and coaching for managers and employees is so important before the ship hits choppy waters – or even better, before it sets sail in the first place. This is also the focus of my classes in project management, communication, and international management that I hold in my positions as lecturer at a private and a public university. As an engineer, I speak the same language as many of the people involved.

I peddle soft skills to analytical types – at all levels of the hierarchy, whether CxOs, experts, or high potentials, working for startups as well as global players.”



Jiri van den Kommer

“Hands-on work is important to me as a trainer. My goal is always empowering the participants to take what they have learned and apply it on the job. I have 14 years of experience in international consulting, and my areas of focus are intercultural collaboration, international management, team development, project- and change management, and soft skills. I organize my seminars to include a variety of activities and well-thought-out and interesting content. I have work and training experience in 40 countries and have gotten to know many different fields (oil and gas, IT, banking, telecommunications, pharmaceuticals, manufacturing, retail, etc.).”



Monika Krause

“My philosophy as a trainer is that I am there for the participants, not the other way around. In my seminars I take a flexible approach to the needs of the participants, and I am happy when we can develop solutions together, working as equals. I am a certified intercultural trainer, coach, and sinologist who has been freelancing for ten years. The participants benefit from my personal experience as an expat in China and my many years of working in the Asian business of a large German industrial firm, where I was a project manager in charge of an international team made up of employees from different nations.

In my seminars and coaching sessions, my particular areas of focus are providing support to experts and managers in intercultural matters, preparing expatriates for departure and assisting with their reintegration into the German workplace, as well as facilitating effective virtual collaboration across borders.”



Karin Radtke

“Training is FOR the participants. So I connect the dots between the course content and their individual needs. I am passionate about helping people acquire new knowledge and facilitating the new perspectives, attitudes, and behaviors this leads to. My clients and participants will tell you that I am able to quickly establish an atmosphere of trust and motivate the participants in my seminars to engage openly with the subject matter. The hallmarks of my work are a sharp eye for quality, an appreciative and open communication style, a high level of engagement – as well as structure and creativity. My many years of practical experience in the fields of commercial training, marketing/communication, product management, and HR development are very helpful in my training and coaching, as are my studies in journalism and psychology and my experience as a scrum master.

My target group includes not only managers and high potentials at different levels and from a variety of sectors, but also non-management staff and teams. Together we tackle subjects such as communication, leadership, resilience, self- and time management, assertiveness, change, and teamwork, focusing on the participants’ goals and achieving the greatest possible benefit for them.”



Daniel Spielmann

“After a degree program in second-language acquisition research and American studies, I earned a doctorate in education focusing on e-learning and reflection. Since 2019 I have been a manager for training development and a personnel advisor at Berlitz. My seminars in the fields of communication, leadership, and strategy are closely tailored to the needs of my clients, which is why my work always begins with an exploratory discussion. My work as a trainer rests on four pillars, which dictate how I design my training and which I make accessible to my participants: abstract conceptualization, reflective observation, hands-on experience, and active experimentation. I invite participants to reflect on their actions, to make meaningful generalizations based on them, and finally, to develop plans for future action. This helps them learn to apply best practices to real-world challenges.

I am convinced that every learning process benefits from an emotional investment, so I place a lot of emphasis on creating a positive group environment that fosters learning. I draw on my experience from continuing education courses such as certified e-trainer, systemic consultant, scrum master, and certified Zentangle teacher. I teach in German and English.”



What our customers say about Berlitz:

“We have been working successfully with Berlitz for many years now, and can unreservedly recommend the language courses as well as the Shorties. Berlitz has proven itself as a cooperative and competent service provider.”

APTIV Services Deutschland GmbH



Selected Business Instructors – In Their Own Words



Stefanie Watzka

“As a training developer and dvct-certified trainer with almost 15 years of experience in adult education, when designing and conducting my courses I attach great importance to sustainable knowledge transfer. My seminars utilize a wide variety of methods and emphasize active participation as well as emotional and intellectual stimulation. Using humor and showing appreciation, I motivate the participants to be open to acquiring, practicing, and applying knowledge so they can add key skills to their toolkits.

The topics of (team) culture, intercultural competence, and intercultural communication are of particular importance to me, not least because I once spent a long period of time in India working as a business and language trainer.”



Alexander Wurz

“For more than 21 years I have been a trainer for intercultural management, leadership, effective presentations, and other soft skills. I am passionate about my job, and the participants not only appreciate the many real-world examples I incorporate into my seminars, but also the relaxed atmosphere with a lot of humor. I work extensively with emotions (from surprise, laughter, and amazement to minor frustrations) because I believe that this is the best way for our brains to remember what we have learned. I lived in France for ten years, working as a consultant and later as Managing Director for Europe & Middle East. I have traveled to 57 countries in my life; learning from other cultures is my passion. I have worked with almost every sector – automotive industry, food industry, pharmaceutical industry – and with every level from shift supervisor to board member.

My certifications as a coach and in various neuroscience topics help me adapt my seminars to the participants so that time seems to fly by and they go home full of inspiration. I teach in German, French, and English.”



What our customers say about Berlitz:

“Working with Berlitz, we put a new company-wide language learning concept to the test. Berlitz never failed to give us good advice on choosing and putting together the modules and activities. The modules were perfectly tailored to our employees’ language abilities, which guaranteed that everyone could learn in their fashion, in line with their initial proficiency. We had our first taste of online and phone-based lessons. We were highly impressed by the flexibility and professionalism of the program. Berlitz was able to provide us with up-to-date progress reports throughout the process and also gave us sound advice during the instruction stage. We will no doubt continue to work with Berlitz so we can benefit even more from their modular, tailored, and individual instruction concept, which is perfectly aligned with our employees’ individual learning needs.”

Stefanie Schneider
Head of Human Resources
Gebrüder Rhodius GmbH & Co. KG





Education is the future

The Berlitz Foundation. The Berlitz Foundation is actively working to achieve a world in which every child has access to education – opening up opportunities for a positive future. Find out more about the Berlitz Foundation on pages 128 and 129.

Johannesburg, South Africa

Some of Our Clients



What Our Customers Say About Berlitz

“When it comes to learning English, the Berlitz Virtual Classroom is by far the best choice I have made in the past ten years. This learning format is flexible and boasts excellent instructors, appealing materials, and flexible organization. I find it very learner-centric. And best of all, you can simply participate in a course from wherever you happen to be at the time. I was very happy with all three Berlitz instructors who taught me.”

Alexander Kopcik
Boehringer Ingelheim

“We greatly value the instructors’ professionalism and the effective and straightforward communication with Berlitz. Our employees also give us very positive feedback on the language courses. What is more, a major advantage of the Berlitz courses is that the lessons are taught in the teachers’ native languages and that the participants are encouraged to speak a lot in the courses.”

Michael Jahn
Head of HR
FFG Flensburger Fahrzeugbau Gesellschaft mbH



“We are very happy with the instruction Berlitz offers us and enjoy the high standard of English lessons we receive at our company premises in Geesthacht.”

Dr. Jörg Wiesmann
Managing Director, incoatec GmbH



“We opted for the CyberTeachers 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 CyberTeachers 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 good 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



“We have been running vacation camps in English with Berlitz since 2015. We offer two camps every year during the Easter vacation, for age groups 6 to 9 and 10 to 13 years. The 24 spots are filled very quickly. The kids always give us very positive feedback because the Berlitz teachers never fail to make things fun for them.”

Heike Kaballo
Assistant Human Resources Development
thyssenkrupp Rasselstein GmbH

Berlitz Centers Near You

Aachen

Mostardstraße 1
52062 Aachen
Phone +49 (0) 241 4 47 71

Augsburg*

Karlstraße 12
86150 Augsburg
Phone +49 (0) 821 5 08 29 80

Berlin Charlottenburg

Kurfürstendamm 21
10719 Berlin
Phone +49 (0) 30 88 77 43 20

Berlin Mitte

IHZ Friedrichstraße 95
10117 Berlin
Phone +49 (0) 30 2 04 21 24

Berlin Tegel

Am Borsigturm 13
13507 Berlin
Phone +49 (0) 30 4 65 10 11

Bielefeld

Jahnplatz 6
33602 Bielefeld
Phone +49 (0) 521 5 20 17 10

Bonn

Oxfordstraße 24
53111 Bonn
Phone +49 (0) 228 65 50 05

Braunschweig

Waisenhausdamm 7
38100 Braunschweig
Phone +49 (0) 531 12 53 13

Bremen

Hanseatenhof 6–8
28195 Bremen
Phone +49 (0) 421 32 15 07

Cologne

Schildergasse 72–74
50667 Köln
Phone +49 (0) 221 27 73 90

Darmstadt

Rheinstraße 40–42
64283 Darmstadt
Phone +49 (0) 6151 2 68 38

Dortmund

Hohe Straße 1
44139 Dortmund
Phone +49 (0) 231 1 38 50 60

Dresden

Webergasse 1, Haus B/2
01067 Dresden
Phone +49 (0) 351 4 96 30 35

Duisburg

Obermauerstraße 1–3
47051 Duisburg
Phone +49 (0) 203 2 71 68

Düsseldorf

Hüttenstraße 4
40215 Düsseldorf
Phone +49 (0) 211 3 02 72 10

Erfurt

Schlösserstraße 5
99084 Erfurt
Phone +49 (0) 361 5 62 65 90

Eschborn

Hauptstraße 81–85
65760 Eschborn
Phone +49 (0) 6196 40 04 50

Essen

Kennedyplatz 6
45127 Essen
Phone +49 (0) 201 22 21 57

Flensburg

Holm 22
24937 Flensburg
Phone +49 (0) 461 3 13 27 00

Frankfurt

Kaiserstraße 6
60311 Frankfurt am Main
Phone +49 (0) 69 2 99 24 70

Freiburg

Bismarckallee 2a
79098 Freiburg
Phone +49 (0) 761 27 30 74

Freising

Obere Hauptstraße 17
85354 Freising
Phone +49 (0) 8161 1 48 34 10

Hamburg

Kurze Mühren 2
20095 Hamburg
Phone +49 (0) 40 32 08 26 80

Hanover Joachimstraße

Joachimstraße 1
30159 Hannover
Phone +49 (0) 511 36 30 11

Hanover Ständehausstraße

Ständehausstraße 2–3
30159 Hannover
Phone +49 (0) 511 32 76 06

Heidelberg

Sofienstraße 7 a
69115 Heidelberg
Phone +49 (0) 6221 16 40 04

Heilbronn

Marktplatz 13
74072 Heilbronn
Phone +49 (0) 7131 5 94 48 09

Ingolstadt

Moritzstraße 13
85049 Ingolstadt
Phone +49 (0) 841 1 42 80 44

Karlsruhe

Kaiserstraße 215
76133 Karlsruhe
Phone +49 (0) 721 2 66 25

Kassel

Rudolf-Schwander-Straße 4–8
34117 Kassel
Phone +49 (0) 561 40 07 00

Kiel

Alter Markt 13
24103 Kiel
Phone +49 (0) 431 9 44 14

Koblenz

Stegemannstraße 44
56068 Koblenz
Phone +49 (0) 261 97 37 11 00

Krefeld

Ostwall 85–87
47798 Krefeld
Phone +49 (0) 2151 31 14 14

Leipzig

Petersstraße 32–34
04109 Leipzig
Phone +49 (0) 341 2 11 48 17

Lübeck

Wahmstraße 2–20
23552 Lübeck
Phone +49 (0) 451 7 10 93

Magdeburg

Hasselbachplatz 3
39104 Magdeburg
Phone +49 (0) 391 5 41 46 88

Mainz

Stadthausstraße 6
55116 Mainz
Phone +49 (0) 6131 23 15 13

Mannheim

P7, 10-15
68161 Mannheim
Phone +49 (0) 621 2 19 95

Mönchengladbach

Berliner Platz 12
41061 Mönchengladbach
Phone +49 (0) 2161 1 70 77

Munich

Kaufingerstraße 9
80331 München
Phone +49 (0) 89 2 12 68 00

Münster

Ludgeristraße 7/8
48143 Münster
Phone +49 (0) 251 1 33 22 70

Nuremberg

Königstraße 2
90402 Nürnberg
Phone +49 (0) 911 22 45 85

Offenbach

Herrnstraße 51
63065 Offenbach
Phone +49 (0) 69 80 10 18 55

Ratingen

Bahnstraße 29–31
40878 Ratingen
Phone +49 (0) 2102 13 52 90

Regensburg

Friedenstraße 28
93053 Regensburg
Phone +49 (0) 941 78 52 07 41

Reutlingen

Gartenstraße 10
72764 Reutlingen
Phone +49 (0) 7121 4 33 55 45

Rosenheim

Luitpoldstraße 9
83022 Rosenheim
Phone +49 (0) 8031 23 26 70

Rostock

Kröpeliner Straße 48
18055 Rostock
Phone +49 (0) 381 4 90 07 80

Saarbrücken

Bahnhofstraße 77
66111 Saarbrücken
Phone +49 (0) 681 38 92 20

Stuttgart

Königstraße 82
70173 Stuttgart
Phone +49 (0) 711 2 22 95 20

Ulm

Münsterplatz 6
89073 Ulm
Phone +49 (0) 731 1 76 25 20

Wiesbaden

Moritzstraße 6
65185 Wiesbaden
Phone +49 (0) 611 37 10 61

Wolfsburg

Porschestraße 78
38440 Wolfsburg
Phone +49 (0) 5361 60 06 70

Wuppertal

Poststraße 20
42103 Wuppertal
Phone +49 (0) 202 44 76 10

* This language center is an independently managed Berlitz franchise.

Berlitz Around the Globe



North America

Canada

Calgary*
Laval*
Markham*
Montreal*
Ottawa*
Toronto*
Vancouver*

USA

Arizona

Phoenix

California

Costa Mesa
Palo Alto
Pasadena
San Diego
San Francisco
Santa Monica

Colorado

Denver

DC

Washington, DC

Florida

Coral Gables
Miami
Orlando*
Pembroke Pines*

Illinois

Chicago

Maryland

Odenton

Massachusetts

Boston

Michigan

Troy/Detroit

Minnesota

Minneapolis

New Jersey

Princeton
Ridgewood
Summit

New York

Garden City
Rockefeller Center
White Plains

North Carolina

Raleigh

Ohio

Cincinnati

Pennsylvania

Philadelphia

Texas

Austin
Dallas
Houston

Virginia

Tysons Corner



Latin America

Argentina

Buenos Aires (2)

Bolivia

Santa Cruz (2)*

Brazil

Alphaville*
Belo Horizonte
Campinas
Curitiba*
Porto Alegre*
Rio de Janeiro
Santo André*
São Bernardo*
São Paulo (4)
Sorocaba*

Chile

Concepción*
Santiago (4)

Colombia

Barranquilla
Bogotá (5)
Cali (2)
Medellín
Pereira*

Costa Rica

San José (3)*

Dominican Republic

Santiago de los Caballeros*
Santo Domingo*

Ecuador

Quito

Guatemala

Guatemala City (2)*

Mexico

Aguascalientes*
Cancún*
Ciudad del Carmen*
Cuernavaca*
Guadalajara (2)*
León*

Metepec

Mexico City (10)
Monterrey
Oaxaca*
Playa del Carmen*
Puebla
Querétaro
Reynosa*
Saltillo*
San Luis Potosí (2)*
Tampico*
Tijuana*
Toluca
Veracruz*
Villahermosa*

Panama

Panama City*

Paraguay

Asunción (2)*

Peru

Lima (3)

Puerto Rico

Arecibo
Carolina/Isla Verde
Hato Rey
Ponce

Uruguay

Montevideo

Venezuela

Caracas (3)
Lecherías
Maracaibo
Puerto Ordaz
Valencia



Asien/Pacific Ocean

Australia

Sydney*

China

Beijing
Guangzhou
Shanghai (3)
Suzhou
Tianjin

Hong Kong

Hong Kong

India

Gurgaon*

Indonesia

Jakarta (2)*

Japan

Aichi (5)
Chiba (3)
Fukuoka
Fukuyama*
Hamamatsu*
Hiroshima (2)
Hyogo (3)
Kanagawa (10)
Kyoto (2)
Miyagi
Okayama*
Osaka (5)
Saitama
Sendai*
Shizuoka (2)
Tokyo (28)

Pakistan

Islamabad*
Karachi (2)*
Lahore*

Philippines

Manila (2)*

Singapore

Singapore

South Korea

Seoul (2)

Thailand

Bangkok (3)



Europe

Austria

Graz
Linz
Salzburg
Vienna (3)

Belgium

Antwerp
Brussels
Ghent
Liège
Waterloo

Bosnia and Herzegovina

Banja Luka*

Bulgaria

Sofia*

Croatia

Zagreb*

Czech Republic

Prague*

Denmark

Copenhagen*

Estonia*
Germany

Aachen

Augsburg*

Berlin (3)

Bielefeld

Bonn

Braunschweig

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The Berlitz Foundation

Giving children a chance for a better future

Language skills, culture, communication, and continuing education have been part of our DNA for more than 140 years. And anywhere that children do not have a fair shot at education, we want to lend a helping hand. In many parts of the world, young people have inadequate access to schools and instruction.

The Berlitz Educational Foundation for Children is a foundation trust under the umbrella of the Hilfe mit Plan Foundation, and has been partnering with Plan International to implement education projects since October 2006, primarily in Africa.



In addition to regular donations to the foundation, funding comes from a variety of small and large initiatives – often the result of the voluntary support of our Berlitz team. Activities such as the Bike to Work project and the sale of reusable cups in Berlitz Centers pass on a certain amount directly to the foundation. In addition, events such as open houses, charity runs, raffles, and fundraisers are held in support of the foundation.



Photo: Plan International/Alf Berg



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 200 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
BIC BFSWDE33MUE
IBAN DE61 7002 0500 3780 2700 27

Our current project: School Education for Children in Malawi

Malawi is a land-locked nation in southeastern Africa. Although primary education is compulsory, only around half of all children actually attend classes. Overcrowded classrooms and a lack of furniture and teaching materials make for difficult learning conditions. The Mkoma and Malika elementary schools in the Lilongwe project region also suffer from inadequate facilities. In Mkoma, there are only 16 classrooms for 2,574 students. The majority of the boys and girls sit on the floor; in some cases, classes are held outdoors. The situation in Malika is similar. The sanitary facilities are also in very poor condition, which poses particular difficulties for the girls, whose privacy needs to be protected.

The School Education for Children in Malawi project aims at improving the learning environment in the Mkoma and Malika elementary schools. Funds from the foundation are being used for improvements such as:

- Construction of classrooms, teacher housing, and sanitary facilities
- Expansion of the water supply
- Provision of furniture and teaching materials
- Training for teachers in age-appropriate teaching methods and equal opportunities

By offering financial support to this Plan International project, Berlitz is aiming to help provide the Malawian children who attend these two schools with a safe and child-friendly learning environment.



Photo: Plan International/Alf Berg

Credits

Publisher

Berlitz Deutschland GmbH
Hahnstraße 68–70
60528 Frankfurt/Main
Phone: +49 (0) 69 666 089 0
Fax: +49 (0) 69 666 089 222
Email: info@berlitz.de

CEO: Mattias Schwarz
Chairperson: Rita Pauls
Frankfurt/Main Local Court, HRB 14289
VAT ID: DE 811281754
Tax ID: 045 229 34820

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Editorial team

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