

Business English with a Difference

Effective Communication is a major competence in leading a talk, a presentation or a discussion. In the day by day work of managers they have to negotiate with customers or suppliers, organise their company or to lead their team to excellent performance. Not only multinational organisations need best possible language skills - even the mid sized company delivering goods and services to other countries are dealing with language barriers rapidly if not prepared.

Read about Liz Lux (native Australian) in the following interview, how she combines Business English with organisational and learning development and about her motivation to cooperate with "the green field". Written by Christine Amon, managing president of "the green field - Systemische Beratung & Coaching".

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Q. Lisa, you have been working across many regions of Europe, including Switzerland, Germany and Austria as a Facilitator in Organisational Development Workshops being delivered in English.

You also provide Business English programmes for Leaders in Business...

From your experience, how does the client benefit from the combination of these two themes?

L. Lux: I believe Business English for leaders should be more than speaking English - it's combining personal development with the confidence to have a flowing, fluent English discussion with clients, team members or colleagues.

It is about combining effective interpersonal skills and relationship building to help with strategic goals and increasing their network. To be a successful Leader in this fast changing environment, it is important to demonstrate the combination of these competencies.

Q. Please give us an example of how you determine what the best programme is for the customer?

L. Lux: As part of the initial analysis to determine what programme I should deliver, I collect information on the organisation, what their mission is, what the state of the market is like for that industry, who are the customers, what are the business goals and what is the organisational culture like? I combine this analysis with determining the level of English that currently exists and use both of these sources to design a tailored programme.

Even in delivering a programme like 'Negotiation Skills' in English, means the participants get the benefit of the specific skills being taught as well as giving them the opportunity to develop their Business English skills throughout. This ensures that the end outcome is not just a Business English programme to help enhance someone's speaking skills, but to also ensure that there is a full bridge built to meet the overall business targets.

Q. Why is this approach so important?

L. Lux: With more and more focus on Globalisation, English is fast becoming the main corporate language needed to be successful as a market leader. For Austria, this is even more relevant today, as many businesses are expanding to areas within the CEE and SEE regions. English is the corporate language of choice here as it is a common language that both countries can expect to be communicating in.



Not only does the ability to communicate in English become a need, but if this isn't combined with Organisational & Learning Development

theories and methodologies, it does not fit into the framework of a holistic approach to fully connect with the target group the client is trying to communicate with.

Q. Why partnering with a consulting and coaching institute like „the green field“?

L. Lux: With globalisation becoming a major focus across all industries today, it means that many training and consulting programmes need to be delivered in English or a combination of two languages. With a native English speaker partnering up with „the green field“ they are able to offer solutions to meet this growing need more effectively.

And I found that the philosophy and strategy of „the green field“ was similar to mine. By partnering up with their core team it means bringing a stronger competence and experience to ensure a very professional and effective solution for the client.

C. Amon: Many Thanks for this Interview.

Profile

Liz Lux, Coach, Consultant and Trainer for Organisational and Executive Development and currently managing her own Business „Delux Leadership“. In addition the above, she also offers services in Teaching and Coaching Business English. As the daughter of Austrian parents, she was born in Sydney, Australia where she obtained her experience across different industries, including Finance, Professional Services, Airlines and Outsourcing Call Centres. She moved to Austria in 2007 where she founded her Business and before that lived in London for three years, working as a Management Development Consultant for an Global American Bank Corporation.

She has an extensive range of qualifications including Diploma in Event Marketing, Marketing and Distribution (APM Institutes, Australia); Project Management (State Street bank); Systematic Consultation (Ansett Australia); Leadership Development (New Horizons, Australia); Coaching and Adult Education (Australian college of Commerce and Management, Australia; Hermann International, Personnel Decisions International and Human Synergistics UK) and Business English (TEFL, UK).

The main focus of her activity lies in the systematic Organizational Development Approaches and in Change Management, including developing Leaders, Team Building, Strategic Planning and Project Management. In addition to all of this experience, she also brings with her intercultural experiences of collaborating with people and businesses from the different countries and cultures.

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