

Critical Success Factors for Business English Trainers

Michelle Hunter and Ben Dobbs



DISTANCE CERT
PROFESSIONAL QUALIFICATIONS

How we shall collaborate, share and capture ideas & thoughts...



**Visit the Jamboard at
<https://rb.gy/r85t9>**

Introductions



Michelle Hunter

- Director of Distance Cert Ltd., course designer and learning mentor
- PhD candidate and university lecturer
- Writer and conference presenter
- Certified coach



Ben Dobbs

- Director of Distance Cert Ltd., course designer and learning mentor
- International leadership trainer
- Writer and conference presenter
- Certified coach

Our Objectives behind exploring “Critical Success Factors”

1. To understand the extent to which certifications are important to Business English trainers, what certifications are available and the relevant benefits and detriments of different delivery methods.
2. To consider what constitutes “credibility” for a Business English trainer and how this aids in promotion of their services.
3. To be able to use a range of approaches for gaining and engaging with clients and the ways a trainer may operate as a business unit.
4. To discuss what challenges a Business English trainer may face linked to both training and running a business
5. To evaluate the place of cash and contracts to Business English trainers.

What are “Critical Success Factors”?

What are “critical success factors”?

Critical Success Factors

In business, critical success factors (CSFs) are any of the fundamentals that contribute to the viability and outcomes of a business regardless of the size of the business or sector it operates in.

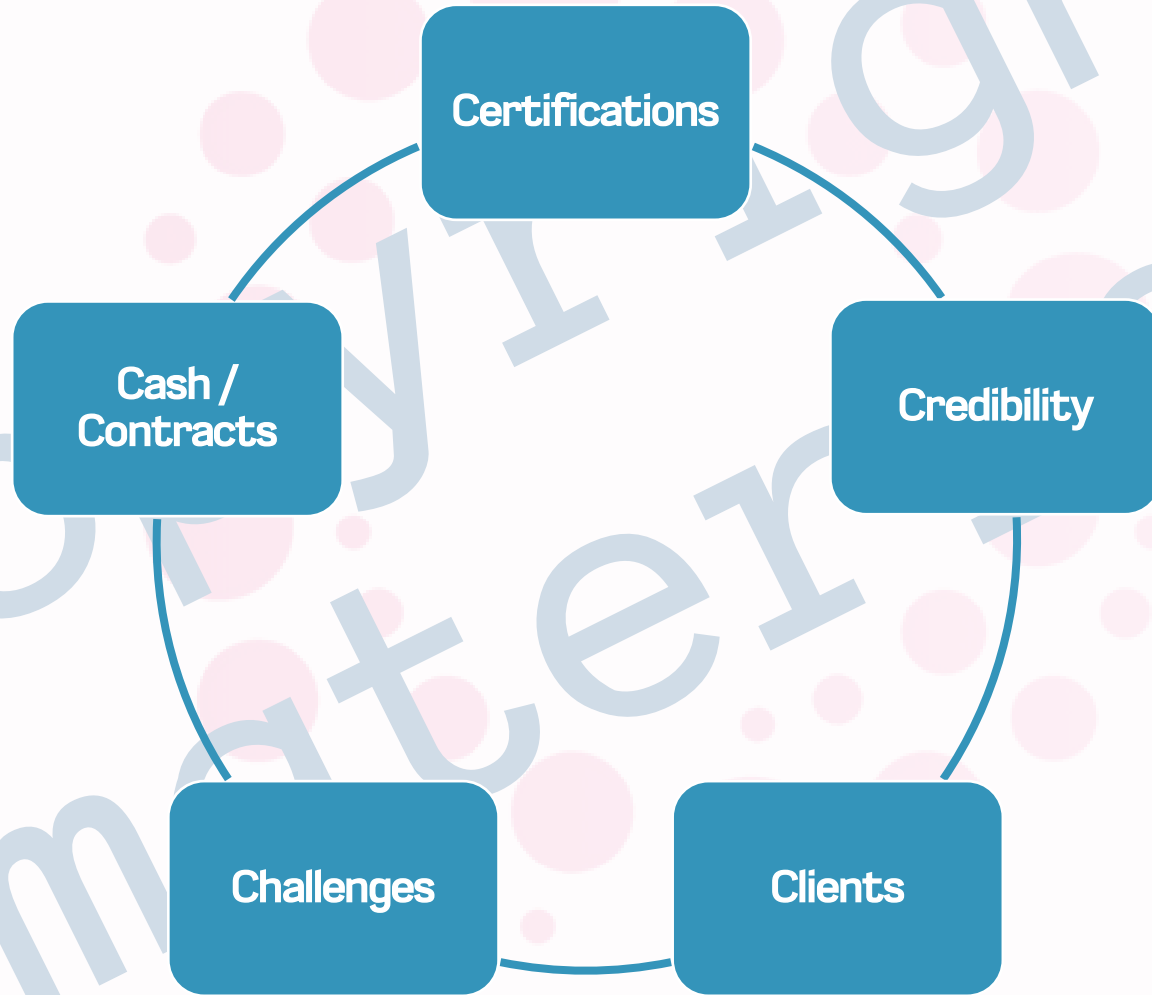
These are largely things we cannot measure

For organisations, CSFs might include:

- Teamwork and collaboration
- Problem solving
- Communication
- Critical thinking
- Creativity and innovation
- Leadership

And more....

The 5Cs Model



1st C - Certifications

Certifications

What qualifications and certifications do you already hold?

What did you get out of these qualifications and certifications?

What future benefit do you aim to gain from these qualifications / certifications ?

For and Against a Business English Certification

What are the arguments for and against doing a Business English certification?

For and Against a Business English Certification

For	Against
<ul style="list-style-type: none">• Credible recognition of skills• Shows a specialism• Refreshing skills• Learning new skills• Investing in yourself• Can open up an exciting new career direction• Essential CPD	<ul style="list-style-type: none">• Time required• Financial cost• Commitment needed• Not valued by employers (they don't know what it's all about!)

What is Important in a Business English Certification?

What would you *like* to see in a Business English certification?

What is typically in a Business English certification?

What is Important in a Business English Certification?

Important features may include:

- Recognition
- Quality (piloted)
- Relevance
- Design
- Based on experience
- Well-designed
- Interactive
- Value for time and money invested
- Support from qualified trainers with hands-on experience
- Helps career development

How a Certification Can be Delivered

Face-to-face / in-person



Online learning with
tutor-led classes



Self-directed (distance)
learning



How a Certification Can be Delivered

	Face-to-face / in-person	Online learning (live classes)	Self-directed distance learning
Pros	<ul style="list-style-type: none"> • Time-efficient • Opportunity for meeting new people • Interactive 	<ul style="list-style-type: none"> • No additional expenses • Comfort of working from home • Can be flexible • Can have personal tutor attention 	<ul style="list-style-type: none"> • Study at your own pace • Value for money • No additional expenses • No threat of cancellation • Personalised feedback
Cons	<ul style="list-style-type: none"> • Cancellation if minimum number not reached • Additional expenses such as travel and accommodation • No control over when and where to study • Tends to be expensive 	<ul style="list-style-type: none"> • No control over when to study if sessions are scheduled 	<ul style="list-style-type: none"> • Requires self-discipline to complete • Might be lonely

Case Study - The Cert IBET

The key features of a Cert IBET course are:

- **A recognised certification**
- **Accredited by English UK and LanguageCert**
- **All the fundamentals that a Business English trainer needs**
- **Development of new knowledge and skills**
- **Currently the only accredited certification programme available**
- **Great understanding of processes such as needs analysis and evaluation**
- **Opportunity to design your own material**
- **Tutorial support**
- **Objective assessment from moderator**

2nd and 3rd Cs – Credibility and Clients

Credibility (Promotion)

Credibility is all about showing your expertise, skills and experience.

This links to:

- Your qualifications, accreditations and certifications
- What you have done in the past and who you have done it for
- Your USPs (Unique Selling Points) and USOs (Unique Service Offerings)

USPs and USOs

What are your
USPs and USOs?

Promotional Methods

What methods and platforms can you use to promote yourself and your products or services?

Promotional Methods

Promotional methods might include:

- Direct speculative contact with clients (HR, T&D, Talent Development)
- Word-of-mouth / reputation
- LinkedIn (and letting people find you)
- Social media promotion

Credibility and Proposals

Once you have engaged in contact with a client, you will likely be asked to submit a proposal to them.

This should be suitably branded and made up of the following elements:

- **A title for the course**
- **The overall goal**
- **The objectives of the course**
- **The duration of the course**
- **Who should attend**
- **The methodology you will use**
- **The level of the course**
- **An outline of contents for each day of the course**
- **How the course will be assessed and evaluated**
- **The fee / investment in training**
- **A professional biography of the trainer**

Your Status

You need to consider your operating status as a business unit and how you will engage with clients:

1. Casual:

- No security or real professional status
- Dependent on others and works for anyone at their convenience
- No real progression or opportunity for business development
- Only ever working for training centres or schools

2. Freelance / contractor:

- Work for any training organisation who effectively outsources their function to you or with direct clients
- You are self-employed (and everything this implies)
- Remember there is no such thing as “freelance at”
- Easy to be taken advantage of (“we need your support in ...”)

3. Company:

- Separation of yourself (director) and the company itself
- Dealing with government bodies (such as Companies House, IPO and HMRC in the UK)
- Opportunity to grow and expand
- Works well with direct clients

Clients

Who are your clients /
might your clients be
and what do they want,
need or expect?

Breakout Room Task 1

In groups, brainstorm some ideas around what content you would include in a proposal for a company of your choice.

Consider:

- A title for the course
- The overall goal
- The objectives of the course
- The duration of the course
- Who should attend
- The methodology you will use
- The level of the course
- An outline of contents for each day of the course

4th C - Challenges

Challenges

What challenges might we face as Business English trainers running our own businesses?

Challenges

Challenges might include:

Training	Business
<ul style="list-style-type: none">● Analysing needs● Understanding of approach● Commonplace pedagogical issues● Participant work-based distractions● Demonstrating outcomes and ROI on the training● Managing other stakeholders	<ul style="list-style-type: none">● Finding clients and promotion● Growing clients● Competition● Negotiating (and when not to)● Offering training in other areas● Handling tax and other business matters● Time taken to develop proposals● Balancing demands on your time

Breakout Room Task 2

In groups, decide what you would do in the following cases (one scenario per group):

1. You have your own business but are struggling with time management. Everything is urgent. A training company you often work for are requesting proposal after proposal as well as your help with their accreditations. It is not guaranteed that these things will lead to work for you.
2. During a course that is going really well with engaged participants, there is a lot of interference from a representative from HR who constantly interrupts, attempts to elicit negative feedback from the group, clicks their fingers to call you over and asks “why are you doing this?”.
3. Due to the cost-of-living crisis and increases in taxes, you have had to significantly (in percentage terms) increase the fee demanded for a course. A representative from the client demands the same fee you have set for the past three years.

5th C - Cash

Cash

What issues linked to money, finance and payment might a trainer face?

Cash

Some challenges might include:

- **Setting your fees**
- **Underselling**
- **Over-estimating what the market will accept**
- **Making clients see the value in what you provide**
- **Knowing when to negotiate and when to remain firm on price**
- **Getting payment and chasing when you have not received it**
- **Getting pressured into a contract that is weighted towards the other party**

Cash and Contracts

Why should a trainer
be cautious with
contracts?

Cash (and Contracts)

Contracts can cause various challenges to trainers. You may be signing a contract with:

- A direct client (individual or organisational)
- A training organisation to act as a freelancer or contractor

The latter are arguably more problematic.

Some warnings on contracts:

- Do not presume that the other side will honour the agreement
- Check all details, meanings and understanding of meanings
- Negotiate any provisions you feel need to be included
- Discuss any eventualities that may arise
- Be clear on what you are and are not free to do
- Beware exclusivity unless the other side can deliver on their promises

Application

Breakout Room Task

You should now consider your application of the ideas discussed in this session and present your plan:

1. What areas of this session can you apply
2. Why you chose these areas
3. How you can apply them
4. The results and benefits you hope to gain

Contact

Feel free to get in touch



Distance Cert Ltd



The Distance Cert
IBET group



@DistanceCert



michelle@distance-cert.com

ben@distance-cert.com