

What Does It Take To Be a Business English Trainer?

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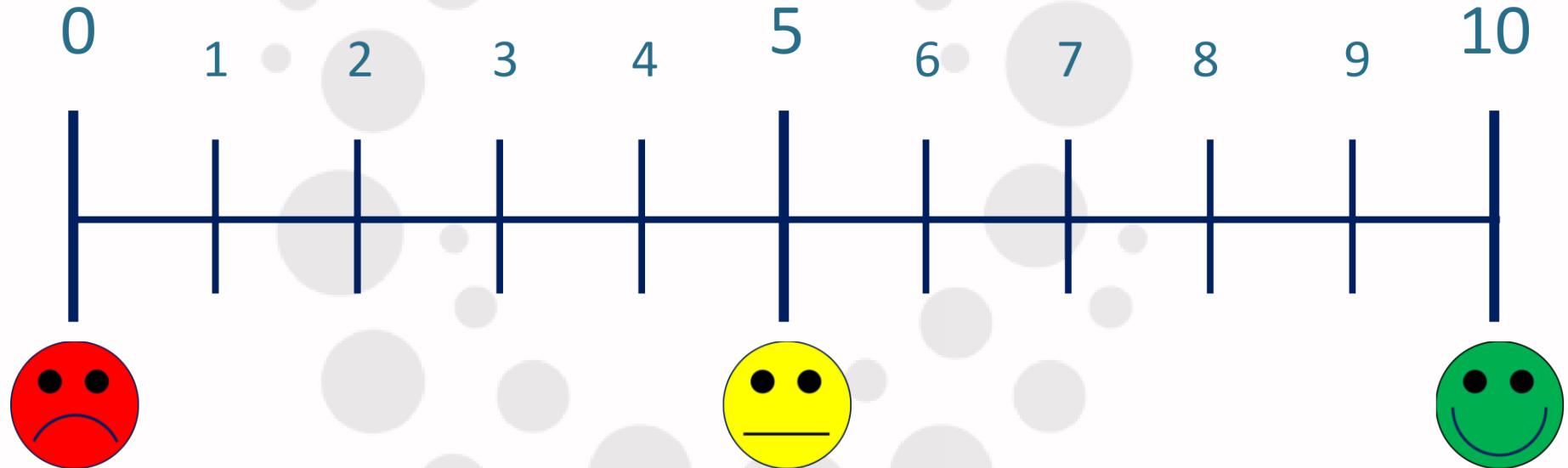
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DISTANCE CERT
PROFESSIONAL QUALIFICATIONS

Our Group Feeling

How are you, today? How do you feel about teaching or training Business English?



Our Objectives

Our objectives:

1. To consider what Business English is and what it is we are dealing with.
2. To understand what is meant by “business functions”.
3. To consider our roles and titles.
4. To evaluate how much business knowledge we really need.
5. To assess how General English and Business English compare and contrast.

What is Business English?

**What, exactly,
is Business
English?**

What is Business English?

Business English is:

- A medium of communication
- A way to build working relationships in order to achieve results
- A language of international communication
- *A lingua franca*
- The language of key business functions such as presentations, negotiations and so on
- Made up of general English and specifics relevant to learners
- Taught / trained in various settings
- Often, but not always, bespoke
- Might involve analysis of needs
- Might require you to use your learner(s) as a resource
- Often task-based with tasks followed by reflection, peer feedback and trainer feedback

Training Functions

Functions are interactions in business communication that require the right language but also consideration of factors such as non-linguistic skills and structures.



Teacher, Trainer, Coach

**How do the roles of
teacher, trainer and
coach compare and
contrast?**

Teacher, Trainer, Coach

Teacher	Trainer	Coach
<ul style="list-style-type: none"> • Developmental • Traditionally focused on imparting of knowledge • Lack of interactivity • One-to-one or group-based 	<ul style="list-style-type: none"> • Developmental • Activity and skills-based • Participative • Reflect and feedback • One-to-one or group-based 	<ul style="list-style-type: none"> • Developmental • Non-directive • Characterised by questioning • Supporting another • One-to-one

Business Knowledge

**How much
knowledge of
business does a
Business English
trainer need?**

Business Knowledge

Business knowledge required for a trainer to both sound credible and better engage with trainees might include:

- **Common roles in a company (CEO, CFO and so on)**
- **Different types of company (Ltd., PLC., and so on)**
- **Common KPIs**
- **Different departments of companies and what they do**
- **Language and theories of leadership, teams and more**
- **Analytical tools (SWOT, PESTLE and others)**
- **Language and terminology of different departments (such as marketing, finance and so on)**

Variation from General English

**How do grammar,
vocabulary and lexis
in Business English
vary from General
English?**

Grammar

Grammar in business English is the same grammar we all know and teach but is used in different contexts and for different purposes. Some examples:

Grammar Point	Example of Business English Context
The Passive	Used when talking about industrial processes
Conditionals	Used extensively when negotiating
Perfect Continuous Aspect	Used significantly when talking about share prices
Comparatives	Used when talking about rival products
Modals	Used when hedging or speculating about future prices

Vocabulary and Lexis

Vocabulary vary from the general to the highly specialised, idiomatic or acronymic:

Finance	Marketing	Strategy	Management
Bid, offer, spread Balance sheet ROI	Slipstream ATL, BTL, TTL AIDA	SWOT, PESTLE Five Forces Blue ocean	Mission, vision KPI, OKR, KRA Accountability

Lexis typically links to business functions:

Example of Function	Example of Lexis
Presentations	“I would like to begin the presentation by ...”
Negotiations	“If you give us ..., we can give you ...”
Meetings	“Let’s start with point one on the agenda”

Top Tips for What It Takes To Be a Business English Trainer

- 1.
- 2.
- 3.

Feel free to get in touch



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