



**LIFE
LONG
LANGUAGE
JOURNEYS**
for People in Business



Life Long Language Journeys

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Our Mission...

To **provide** highly **personalised** language journeys for executives, professionals and people in **business** which:

- Are **designed** to suit the individual's learning styles and capabilities
- Are **tailored** to suit the specific business needs of the individual
- Are stimulating, relevant and **fun**
- Ensure the most **successful** learning in the **shortest** possible **time**

We believe that learning a new language is a journey and, because no two **journeys** are the same, our language learning packages are **individually** tailored to fit our customers, not the other way round.

We know that business English is different from everyday English, that each field of industry has its own vocabulary, customs and terminology, and that every individual has varying abilities and learns in a different way.



We combine this knowledge to create exclusive, individually tailored packages at **Gold, Silver** or **Bronze** standard and elementary, intermediate or advanced levels.



Who we are...

3LJ is the **unique** provider of business English language courses based in **Spain**. We offer maximum exposure to business English without asking our clients to leave the country and we teach **ONLY** business English using **ONLY** native English speaking, **CELTA** trained tutors with real business credentials.

Caroline Dale, the managing director of **3LJ**, is a highly experienced executive. She began her career with Northcliffe Newspapers recruiting, training and managing staff before moving on to T. Bailey Forman. In 1997 she became director of her first company, CD Solutions, delivering training to staff and management of high profile clients such as Dimbleby Newspaper Group, EMAP and The Daily Mail Group. Caroline herself is **CELTA** qualified and has a degree in business studies.



Caroline Dale

Whether trading as an individual, company or multinational and in whatever your specialist area, sales, marketing or finance etc., we develop the **perfect** business **English** course for **you**.

3LJ can help you **master** the language of persuasion, improving business communications, decision making and overall organisational effectiveness.



How we do it...

To ensure that **every individual** has the most **successful** learning experience possible we carry out a comprehensive needs assessment.

- We ask a range of questions designed to attain a clear understanding of **individual needs**, including existing **knowledge**, capabilities and **experience**
- We carry out interviews and conversations to discover how our clients learn best so we can **tailor** their language **journey** in terms of environment, materials, study style and topics
- We undertake a detailed business **assessment** to clarify the specific language issues and **requirements** of the **relevant** industry
- We discuss how, and in what context, the **improved business English** will be deployed, ensuring that we are meeting our clients' needs
- We evaluate the **learning journey** throughout, in order to guarantee the most successful experience possible for our current and future clients

This rigorous needs assessment enables us to tailor the **perfect language journey** for every individual and / or business.

Our expert tutors create our courses according to which level of service our client has chosen (from our range of **Gold**, **Silver** and **Bronze**) ensuring that lessons, exercises and vocabulary are appropriate to the industry and context that our client wants to **succeed** in.



The Journey Process...

3. The Learning Journey

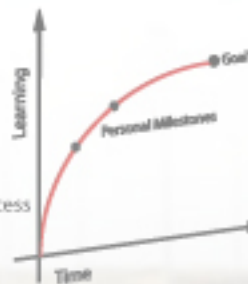
Delivering the learning – includes
Working through the plan
Achievement of the milestones
Satisfying the agreed needs and objectives

Regular progress reviews – includes

Is progress in line with plan
Modification of journey as required
Confirmation of Milestone achievement

Journey Completion – includes

Validation of completion and measures of success
Individual and business sign-off
Client satisfaction review
Future learning requirements
Final payment



4. Sustaining the learning

Post Journey review – Includes
Discussion on progress
Assistance with application issues.
Guidance and advice as required
Participation in network groups



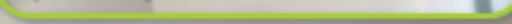
2. Agreeing the Journey

Explanation and overview of the proposed learning journey – includes

Approach
Content
Timing
Timescales
Journey Milestones and measures of success
Costing

Refinement and agreement – includes
Sign-off

Firm schedule of activities
Payment arrangements



1. Designing the Journey

Individual needs assessment – includes
Personal objectives, goals and milestones
Preferred learning style

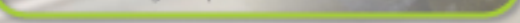
Existing capability and aptitude for the language
Ideal learning environment

Business needs assessment – includes

Business expectations, requirements and policies
Specific business language
Corporate terminology

Industry Sector needs assessment – includes

Industry Sector language and terminology
Technical and legal requirements



We use only **authentic** texts when training, exploring business issues taken from The Economist, The Financial Times and other respected **English business** media.



Monthly Networking Lunch

3LJ Ltd hosts an informative Business Networking Lunch once a month where you can meet and discuss today's relevant business issues with like-minded business people.

Weekly Evening Discussion Groups

We also hold Weekly Evening Discussion Groups for more informal conversation practice.

Service Levels...

At 3LJ we have **three standards of service: Gold, Silver and Bronze.** Each of these services embodies the 3LJ ethos and can be delivered at elementary, intermediate and advanced level. The amount of individual tailoring is reflected in the price.

Our experienced tutors will work closely with you to ensure that you are learning the business English that you need at the pace that **you** need it. We don't waste time teaching generic business terminology. Instead we use the findings from our **in-depth** needs analysis process to create the perfect learning journey for you, ensuring that you learn in the **most effective** way in the **shortest time** possible.



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Gold...



Our Gold service is completely tailored to the individual and their business needs. We know how impossible it is to include a typical learning timetable into a hectic schedule and so we don't ask our clients to do it. Instead we go to them. Whether it is a snatched hour early in the morning, a lunchtime class at their offices or specific training in the airport lounge preceding an important presentation in another city, or even country, we can deliver.

We undertake a comprehensive needs analysis test to assess individual ability in business English, learning style and professional background to ensure that the 3LJ Gold package is perfectly suited to our client's purposes. We liaise continually with our clients so that we can deliver relevant training that meets best international business practices, is socially and culturally relevant, and uses only the most appropriate and accurate business terminology and vocabulary.

The Gold service is completely flexible. We design the course with you. Whatever you want, whenever and wherever you want it, we can deliver the perfect language package for you. This is a highly specialised, personal journey.

WHO SHOULD ATTEND?

Executives, professionals or employees with strict limitations on their time and/or an urgent need to improve their business English.

Silver...



Our Silver service is carefully tailored to suit the individual and their business needs. We undertake a comprehensive needs analysis test to assess individual ability in business

English, learning style and professional background to ensure that the 3LJ Silver package is best suited to our client's purposes.

We consult closely with our clients so that we can deliver relevant training that meets best international business practices, is socially and culturally relevant, and uses only the most appropriate and accurate business terminology and vocabulary.

We will run daily, weekly or monthly sessions at times and in locations agreed with you, delivering relevant sector experience to small groups or individuals. The Silver service is highly personalised with a strong focus on sector-specific language learning exercises and relevant cultural training.

WHO SHOULD ATTEND?

Executives, professionals or employees looking to improve their business English at a regular time and location that suits them, individually or in small groups.

Bronze...



Our Bronze service is tailored to suit the individual and their business needs.

We undertake a comprehensive needs analysis tests to assess individual ability in business English, learning style and professional background to ensure the 3LJ Bronze service meets our client's purposes.

We listen carefully to our clients to ensure that we deliver training that meets best international business practices, includes social and cultural training and incorporates appropriate business terminology and vocabulary.

We will run weekly or monthly sessions at accessible locations and times, delivering relevant sector experience to small groups from related industries.

The Bronze service is personalised to our client's ability and needs. It focuses on sector-specific language learning exercises and relevant cultural training. We offer discounts to larger groups.

WHO SHOULD ATTEND?

Executives, professionals or employees looking to enhance their performance by improving their business English.



3lj.limited

Cami Fondo, N 3,
Esc 8, Blq E, 7º1,
Campello, 03560
Alicante

t: +34 965 658 612
m: +34 616 681 153

info@3ljtld.com
www.3ljtld.com