

# INDIVIDUAL AND AUTHENTIC TEACHING MATERIAL

Various language skills must be called upon, depending on the department or position. While customer service or sales managers must be able to confidently articulate in daily telephone contact, those in marketing are in more need of written communication skills.

## INFO SHEET



The specific requirements of language skills of a learner vary in conjunction with position, project and process.

To be able to internationally use a language (in most cases English) in a specific area, for example IT, both language skills (specialist vocabulary and jargon) and expertise in international working standards have to be developed. The assumption is that participants already have a high language level, which is able to be built upon.

## SPECIFICATIONS AT A GLANCE

When it comes to learning a language for a professional purpose, a potpourri of business language will no longer suffice. Industry specific learning is becoming increasingly popular, going much further than including the odd piece of specialised vocabulary. It's about typical sentence structure; your way of debating, and structuring your thoughts. Logistic managers, for example, express themselves differently to customer service, who must react quickly to questions from the customer, or to a sales manager, who sells his product convincingly. Such features of speech can be traced back to the language of individual companies. Corporate identity always presents itself through language.

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Not only creating individual syllabuses, but also developing teaching material according to the wishes of the customer belongs to one of the strengths of KERN AG Training, so that achieving your goal and the necessary teaching material are always within reach – especially when it comes to a specific industry. In this way, the material already arranged by Hapag-Lloyd is didactically processed by the pedagogical experts at KERN AG Training and therefore, precisely adjusted to the language goals so that everyone can achieve the language skills needed and wanted for their role in the company. The clearly set-out learning folder, in a convenient A4 format, is adapted to fit the scope and content of the course length and knowledge level of the participants. It contains a multitude of diverse sessions, from classical grammar exercises through authentic texts to practical role plays, which correspond to the specific daily routine and professional needs of the participant.

## ADDITIONAL ONLINE LEARNING SUPPORT

Supplementing the learning folder is a specialised password protected customer zone linked to the website [www.kerntraining.com](http://www.kerntraining.com), with a glossary / terminology bank as well as additional branch specific exercises to directly support face-to-face training and for self-study. Participants also have the opportunity to strengthen their language skills online, at any time. Customer specific teaching material together with a didactically sophisticated teaching methodology creates the ideal foundations for a successful, tailor-made training.



## CORPORATE WORDING: USING COMPANY SPECIFIC TERMINOLOGY

KERN AG Training offers the opportunity to incorporate the corporate wording of the company into the language training, so that employees can confidently and consistently utilise company specific terminology in a foreign language. To do this, corporate wording is collectively determined by the department and is prepared within the framework of **app4client™** as well as being made available to the trainers. Firm and industry specific terminology is clearly prepared in close cooperation with the company and integrated into the training with teaching material and additional authentic material.

Qualified trainers verbally adapt the training content to industry specific terminology and promote confident usage with employees.

[www.kerntraining.com](http://www.kerntraining.com) · [info@kerntraining.com](mailto:info@kerntraining.com)



### KERN AG Training & Co. KG

Frankfurt headquarters: Leipziger Straße 51 · 60487 Frankfurt am Main · Tel. (069) 7 56 07 39 - 0 · Fax (069) 7 56 07 39 - 5 · [kern.frankfurt@kerntraining.com](mailto:kern.frankfurt@kerntraining.com)

**Germany:** Aachen · Augsburg · Berlin · Bielefeld · Bochum · Bonn · Braunschweig · Bremen · Cologne · Darmstadt · Dortmund · Dresden · Duisburg · Düsseldorf · Essen · Frankfurt am Main · Freiburg · Friedrichshafen · Hamburg · Hannover · Heilbronn · Ingolstadt · Kaiserslautern · Karlsruhe · Kassel · Kiel · Leipzig · Mainz · Mannheim · Mönchengladbach · Munich · Münster · Nuremberg · Offenbach am Main · Regensburg · Saarbrücken · Schweinfurt · Stuttgart · Ulm · Weil am Rhein · Wiesbaden · Wuppertal · Würzburg

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