

**The Bridge School**  
for business communication  
skills and languages

## **Intensive and BiteSize Soft Skills Programs**

**mob: +251 920 00 77 77**

**e-mail: [info@bridgeschooloflanguages.com](mailto:info@bridgeschooloflanguages.com)**

**web: [www.bridgeschooloflanguages.com](http://www.bridgeschooloflanguages.com)**

### **Presentation Skills – The Essentials have the right impact**

*Feel at ease – you've covered all the bases*

Delivering a presentation in English is a new experience for many and is quite a challenge. This 2-day workshop will help you quickly gain confidence and competence in getting the details right.

This 2-day workshop will help you develop the skills to structure your presentation and then make it visual and very memorable.

### **Presentation Skills – Beyond the Essentials building on your expertise**

*Deliver presentations with impact and clarity.*

Lift your skillset to better construct and deliver your presentations which give you a strong platform for success with key points highlighted, and clear supporting information. Develop your skills in this 2-day workshop to ensure your audience will have:

- a high level of recall of your key points,
- a clear understanding of the logic and implications of your viewpoint and
- all they need for the action or decisions you intend.

### **Negotiation Skills - the Essentials Get the result you want**

*Achieve win:win and build relationships*

Negotiation can help you achieve your business aims and solve problems. It is about reaching win:win solutions, where all sides feel the outcome is fair. We all need to understand the process of negotiation - how to prepare, having clear aims and objectives, how and when to use different negotiating styles, strategies and tactics.

This 1-day workshop will give you the confidence to be a successful negotiator.

### **Leadership Skills be what every team needs**

Managers are leaders too

This 1-day workshop demonstrates how effective leadership is one of the best ways to motivate a team, create effective teamwork and produce the best results during projects and tasks.

You will understand the John Adair approach to leadership and see how you can implement important changes to your style and improve outcomes.

### **Public Speaking and Special Occasion Speeches seeing the best of you!**

*You can win over, motivate and inform!*

Presenting ideas, information and decisions to your boss or client is a vital component of a successful career in a modern internationally oriented business in Ethiopia.

The best speakers form connections, influence decisions, and motivate change. In this 1-day workshop you'll discover how you can grab your moment to make a difference in front of an audience and build the skills you already have.

### **Meeting Skills Leading a meeting: getting the best results**

*Make meetings matter!*

Is this you?... your meetings go over their allotted time? Poor attendance or lateness? Agendas don't hang together and are changed as you go along? Attendees feel frustrated or negative? Unclear outcomes or none at all?

Yes? Then this 1-day workshop is for you. See how you can get the most value from your meetings: share information, solve problems or work with others to arrive at decisions that matter.





## Communication – Writing to get your Message Across.

*Write with ease – you've covered the bases*

Writing in English for work is a new challenge for many – emails and letters especially. Make sure that the documents you produce are clear, concise and appropriate for your organisation as well as your readers' needs.

This ability to write well in business means you present a positive professional image and you encourage swift, clear communication, both within the workplace and beyond. This 1-day workshop will show you how.

## Communication – Writing beyond the essentials

*Write documents that have clarity and real impact*

Communication skills in English, including writing, are among the most important transferable skills that we have in the modern workplace. Most business professionals in Ethiopia, such as marketing, finance, and research and development managers, need excellent writing skills to properly convey ideas and concepts in many types of business communications, including emails, reports, presentations, company brochures and sales materials.

This 1-day workshop will bring your writing to new heights of excellence.

## Administration skills - making things work

*Be valued, be noticed, be important*

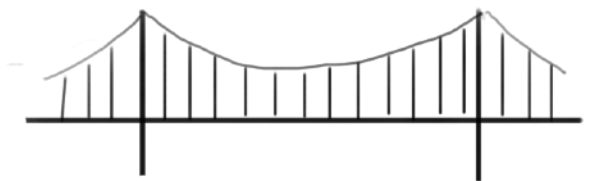
Behind every executive team is an assistant who makes business happen, providing high-level administrative support, including preparing reports, handling correspondence and scheduling meetings.

This 1-day workshop will help you be among the best and most effective administrators with new skills in communication and organisation, showing solid judgment and teamwork that employers value highly.

## Get that job! - interview and job application skills

*You can stand out from the others*

This 1-day workshop will help you understand and apply job application writing and interview skills, where English is the medium. Discover and use ideas to create your own personalised template for addressing job specific criteria. Take away practical tools will boost your confidence to increase your opportunities to secure your ideal role



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## Customer Service - personal effectiveness: making a difference

*Be effective, friendly and customer focused!*

You know that all customer facing roles are demanding – especially when you are connecting using a different language.

This 1-day workshop will help you adopt a consistent, professional style when speaking with customers. You will develop skills to engage with customers and handle their enquiries effectively. You will identify ways you can add value to customer relationships and exceed expectations.

We will show you how to turn a customer service disappointment into a positive experience and respond to selling opportunities effectively.



## Selling Skills for non-Sales Professionals

*Selling - not science, nor art: it's a skill*

While impact is an important consideration in all our work, we still need to generate income from our products and services. This workshop is designed to help participants understand how selling works and be part of that effort.

This 2 day workshop aims to build awareness and skill in selling in real-world commercial contexts. We introduce you to tools and techniques for selling in a way that makes it easy for buyers to buy and builds your confidence in making the initial contact with the potential client or customer.

## Time Management Skills

*Make the most of your time and be a stress buster*

Why is managing your time such an important skill? When working with our customers and colleagues you really need to show them your ability to manage your time and your tasks. It's a real reputation builder!

You will be introduced to the "diarise your tasks" approach and get beyond the simple to-do list to really get to grips with your workload..

This 1-day workshop shows you apart from looking and behaving more professional, good time managers have lower stress levels and a better work-life balance. Plus ..they are nicer to work with!

## Team-building and Managing

Building and managing a team has never been more complex. Knowledge-based workers are challenging 'old style' leadership looking for something different. Many are now working from home or are spread out across time-zones and continents.

So, are you ready to manage with the evolving and unique demands of the modern workforce, now looking for purpose and meaning in their work?

Are you ready to provide the right balance of challenge and autonomy for your team and build the strong relationships that characterise all high performing teams?

If you are, this 1-day workshop will show you where to start.



## Influencing skills

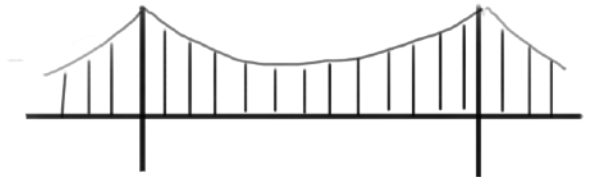
*Influence the people who matter*

Negotiating and influencing skills are indispensable in modern organisations. Command and control structures have given way to less hierarchical, cross-team and partnership working where you get things done by inspiring and persuading.

Persuasion is not an art, it's a science you need to know.

In this 1-day workshop, you will see the six principles of persuasion and how they work for you. You will develop the skills and confidence to use your influence irrespective of your formal role or grade.

We will help you understand what makes people tick, how to develop a convincing personal style.



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## Team-working skills

*Working at your best with others*

Teamwork isn't really teamwork unless the team *actually* works. Effective teamwork is hard ... it takes skill and effort. We are all spending much of our workday communicating, collaborating or interacting with co-workers on work-related activities.

This 1-day workshop deals with the challenges of teamwork - we'll show you how you can use your judgment, skill, attitudes and knowledge to become a valuable part of the teams you work with. Above all you'll see how making a connection is fundamental ... teams fail when connection fails.

## Proofreading and Editing Services

***We can make your writing shine - error-free with exactly the right impact***

We all want our writing to be clear, concise easy to read, courteous and free of errors... these little things can have a huge impact.

You may be short of time or you just can't see everything you need to and you end up unhappy with the finished document.

Our proofreading and editing service can help. Proofreading is about making your document error-free, while editing is concerned with the impact your document makes and ensuring that it achieve its aims.

**How can our professional proofreading & editing service help?**

We correct grammar, spelling and punctuation errors Adjust vocabulary to fit the document style, reader & purpose Spot inconsistencies eg. mixed American and British English Amend sentences whose meaning is unclear or vague Make sure your document reads smoothly Get the tone and level of formality right Your document is a pleasure to read & achieves intended results

Turn to pages 4 & 5 for more details

Our courses and programmes can be delivered in a variety of formats. For example, we can start with a company wide webinar to introduce a topic. Follow up with on-your-premises or interactive virtual training. Or choose a standalone option to fill a particular need.

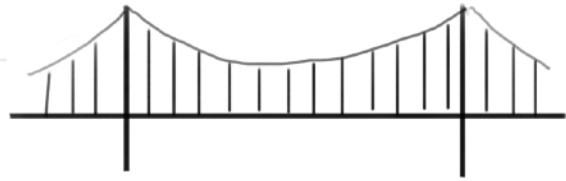


“ Unfortunately, some people believe that soft skills aren't that important. However, almost every employer I've ever talked to about this disagrees. In a world where roles are changing rapidly, soft skills will be one of the few constants [...]"

Chris Jones, Chief Executive at City and Guilds

via  
[backingsoftskills.co.uk](https://backingsoftskills.co.uk)





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## OUR PROOFREADING AND EDITING SERVICES

### Your writing – the best you can be

We all want our writing to be clear, easy to read, concise, courteous and free of errors ... those little things that have a huge impact. You may be short of time or you just can't see everything you need to and you may not be entirely happy with your finished document. Our proofreading and editing service can help.

Proofreading is about making your documents error free, while editing is concerned with the impact your documents make and making sure they achieve their aims.

### How can our professional proofreading service help? We look very closely to:

- Correct grammar, spelling and punctuation errors
- Adjust vocabulary choices to fit the document style, reader and purpose
- Spot inconsistencies eg mixed American and British English
- Attend to sentences whose meaning is unclear, vague or hard to resolve

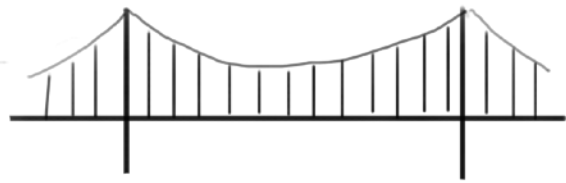
### How can our professional editing service help? We look very closely to:

- Make sure the document reads smoothly
- Get the tone and level of formality right
- Make the document a pleasure to read with intended benefits achieved

*Our service is easy, affordable and fast.*

*Talk to us today – we can help!*

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Is this you?

We have you covered!

You are a **BUSINESS** – you need proofreading and editing of your

- Press release
- Presentation
- Report
- Speech
- Newsletter
- Business Plan
- Blog
- Web pages content

You are a **RESEARCHER** – you need proofreading and editing of your research proposal or paper

- Journal article
- Grant proposal

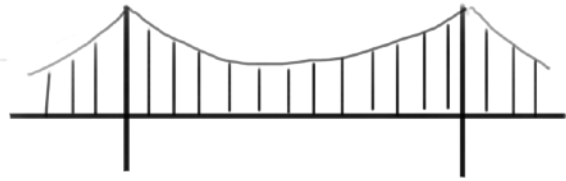
You are a **PROFESSIONAL** – you need proofreading and editing of your

- Resume
- CV
- Email
- Presentation
- Important business document

You are a **STUDENT** – you need proofreading and editing of your

- Dissertation
- Essay
- Assignment or paper

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## Team Awaydays

/ə'weɪ.deɪ/ ... a day that a group of workers spend together away from their usual place of work in order to discuss ideas or plans  
[Oxford Advanced Learners Dictionary]

There are many routes to an Awayday.

**Team Building** – to improve or build relationships, build team unity and support communication

**Staff Training** – to improve or fine tune existing skills, introduce new skills, knowledge or attitudes, build cohesion and purpose

**Staff Motivation** – to boost motivation for staff impacted by change or events around them, improve sales and customer interaction, increase team and brand loyalty

### What's involved?

Here is your opportunity to get your team, or your whole department or even your entire organisation, out of the office to explore new ideas, resolve issues and plan for the future. You'll spend more time 'on the business' rather than 'in the business'. Away together, learning together and achieving together.

As your facilitator, we will develop a programme to suit the unique dynamics of your people and the outcomes you want to achieve. Whether you need to create your strategic plan, decide on a new product, process or campaign, get to know your team better or simply take stock of the past financial year and look to the year ahead, we can create the day you need.

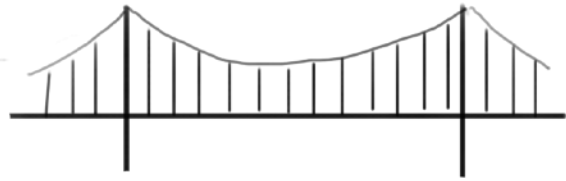
We'll bring together lots of collaboration options for you to choose from to create a memorable day and help your team achieve great things.

We will close your day with clarity and a new sense of purpose and understanding.

For your Awayday we will ensure we understand your needs, your intended measurable outcomes and any budgetary considerations you may have from our initial consultation and throughout the entire process.

**Price - based on project size, participant numbers, time and specialisation required.**

**Talk to us. We can help.**



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### We will ...

- Create an Away-day that is memorable, full of challenge and ... fun
- Stretch your team and push beyond their comfort zone
- Focus on the goals you set for the day and match them with the right activities, discussions and discussion making
- Make sure all voices are heard and acknowledged in the discussions
- Build an end-of-day Action Plan so the outcomes are captured and responsibility shared

### Questions for you to consider

- why are we looking at an Away-day, and what do we want to achieve?
- what outputs and outcomes do we want from the Away-day?
- who should attend and what do we want from them?
- what do we need to know about the venue (physical or online) and what are the practicalities we need to consider?
- what is the framework for the day?
- how will we prepare the communications to bring everyone on board?
- how will we follow up to make sure the outcomes are meaningful and sustainable?
- is there a monitoring and evaluation procedure we can use?

### What form could an Away-day take?

One formula to consider is the “split conference and learning day”. It’s the best of both worlds – the first part of the day is made up of a meeting or conference session to enable discussion, understanding and decision making.

This is followed by a series of activities which test, train and tease out awareness of the skills and attitudes needed to fulfil the business or other objectives arrived at in the morning.

These activities will be varied – mixing small group work with plenary, involving discussion and interaction, thinking as well as talking, narrow focusing on established problems and playing with big picture thinking. We assign lots of time at the end of day to bring people together to decide on next steps, agree follow up and support options.



# Our pricing is special. Talk to us today. See how we can make a difference.

## In-Company Course TYPE 1

1. Leadership Skills
  2. Presentation Skills - the Essentials
  3. Presentation Skills - beyond the Essentials
  4. Public Speaking Skills
  5. Negotiation Skills
  6. Meeting Skills
  7. Influencing Skills
  8. Selling Skills
  9. Team Building and Managing Skills
- 1-day\* 23,100 birr per group - standard  
2-day\*\* 46,200 birr per group - standard  
Max group size 12

Customised programmes - fee proposal available

## In-Company Course TYPE 2

1. Communication Skills
2. Writing Skills
3. Admin Skills
4. Interview and Job Application Skills
5. Customer Service Skills
6. Time Management Skills
7. Team-working Skills

1-day\* 21,100 birr per group - standard

2-day\*\* 42,200 birr per group - standard

Max group size 16

Customised programmes - fee proposal available

## Schedule Notes

### f2f in class

09.00 - 10.30

10.45 - 12.30

Lunch

13.15 - 15.00

15.15 - 17.00

### Virtual Zoom

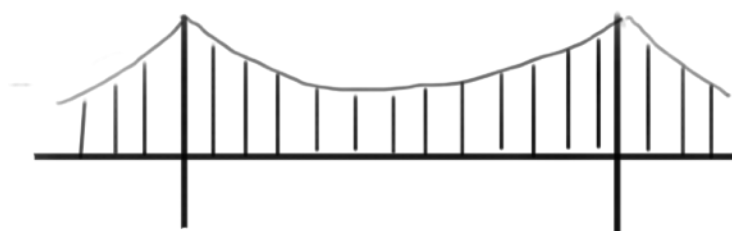
09.00 - 10.30

11.00 - 12.30

Lunch

13.30 - 15.00

15.30 - 17.00



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## Public Open course

1-day\* 4,475 birr per person  
2-day\*\* 8,950 birr per person  
Max group size 12

**\*\*Virtual or f2f in class**

**Quorum size: min 8 participants**

## Public Open course

1-day\* 3,950 birr per person  
2-day\*\* 8,450 birr per person  
Max group size 16

**\*\*Virtual or f2f in class**

**Quorum size: min 8 participants**

# Learning for your team – The Bitesize Option

## What is the bitesize learning option?

Are you looking for new learning and development options for your institution or team?

- something that's flexible enough to fit into a busy work schedule
- learning that's tailored, focused on your issues and challenges at work, not abstract but engaging
- learning options individuals and teams can frame for themselves, joining and interacting with colleagues, not solo, and set at a work time that suits them

*Bite-size training* – a series of connected 90-minute sessions – accomplishes all this and more. It's a distributed approach to learning that offers great flexibility over time and space which, if done with care and planning, can build a learning experience that's unique to small learner groups.

## Why is this an attractive option for your company or institution?

It's all about focus. You don't have time for long discussions about "why". So, you focus on the how: "how can I use this skill or knowledge to improve how I solve a particular work problem?" The learning outcomes can be applied, as newly acquired or improved skills, immediately after each 90-minute module.

## How does a Bitesize Program work?

You start with understanding the work based needs of your participant teams. Set your aims and objectives. Be flexible around the schedule teams work with: – a week, a month or longer. They should focus on current problems, issues or skills gaps and set their learning goals by choosing only those modules that are relevant to their needs: a specific learning pathway.

## Here are some examples:

**1 – The Customer Service team** needs to focus on communication and customer engagement skills, as face-to-face activity recedes. They choose this pathway: 8 modules over two weeks with listening skills, empathy and trust building and stress management prominent.

**2 – Management** needs to improve the 'change and collaboration' culture across teams, post Covid-19, so they consider this pathway: 10 modules over two months covering: being a team player, managing conflict, assertive communication and influencing skills.

**3 – Your middle managers** are dealing with increased workloads, uncertainty and complexity, stiffer competition in often new (online) environments. Consider 6 modules over 6 weeks with a focus on creativity and problem solving, brainstorming and planning tools, assertiveness and team working.

We ensure the 'formula' or structure for each module is clear and constant. Your group will be able to jump straight in without having to figure out how each session 'works'.

We ensure the learning perspective is very practical with a mix of theory and skills practice, with lots of different learning preferences built in.

Each session focuses on situations and scenarios relevant to (often contributed by) participants to complement pre-developed case studies. Sessions include lots of relevant role plays, problem solving activities and simulations.

## How many sessions make up a bitesize program?

That's up to you! A standard program can consist of between 8 and 20 sessions, depending on the needs of the target groups. You can choose from a variety of schedule options and topics.

**Talk to us today.** Discover more about this innovative approach to learning and development for your colleagues or staff.

# Learning for your team – The Bitesize Option

## How to do the Monitoring & Evaluation

You'll want individuals to show in real life situations how well they have incorporated the learning into their actual work: "show what you can *do* as well as what you know".

We can provide a layered approach. Quizzes and mini tests can be used straightaway. Afterwards, back at work, direct observation and assessment by the line manager is crucial. We can use prepared simulations too where real situations may not be immediately available.

For a broader demonstration of new competence, teams or individuals can take on Applied Learning Projects or assignments. We would make them meaningful, useful and real. For example, through a case study presentation, a customer service group can investigate and demonstrate how a customer complaint process can be improved.

Finally, we can help you ensure you integrate the evidence of the learning outcomes into whatever performance management system you have in place, including annual appraisals, to capture positive results and changed behaviour.

### **Morning sessions (11,550 birr)**

**09.00 - 1030**

**11.00 - 12.30**

### **Afternoon sessions (9,990 birr - where the same trainer continues from the morning, otherwise 11,550)**

**13.30 - 15.00**

**15.30 17.00**

**“From sermons and religious ceremonies to Ancient Greek plays, from piano lessons to pop quizzes, from the school curriculum to TV documentaries, we learn things in bite-size chunks and have done so for thousands of years.**

**Why should training at work be any different? Well, it shouldn't. When it comes to changing behaviour and achieving business goals, bite-size is most definitely the right size.”**

**The bite-size revolution - whitepaper**





## Classroom Training

All our English language and training courses are high energy and interactive learning experiences. Participants not only learn, but they are also confident to apply their learning on the job

## Engagement

Pair work, group work, practical activities, brainstorming, flip charts, individual reflection, case studies, debriefs

## Length

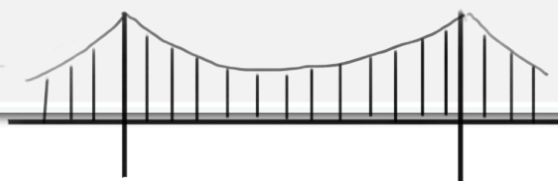
Intensive half day,  
full day or two days

## Participants

8 - 16 depending on course type  
and Covid19 regulations

## Materials

Detailed high-quality workbooks  
Certificate of Attendance



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**We're special. Talk to us today.  
See how we can make a difference.**

## Interactive Virtual Training

Experience all the interaction and engagement of our live, face to face programmes in a virtual space.

## Engagement

On-camera interaction, Discussions,  
Breakout rooms, Whiteboard,  
Annotations, Polling, Chat Box

## Length

Intensive half day,  
Two half days  
full day  
Series of 1.5 hour sessions

## Participants

12 - 25

## Materials

Detailed high-quality workbooks  
Certificate of Attendance

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## Webinars and Talks

Condense training topics into a single webinar or keynote presentation for larger groups or expand a topic into a series of webinars or lunchtime talks

## Engagement

On-camera Presentation, Slides,  
Polling, Chat Box, Live Q&A

## Length

1 - 2 hours

## Participants

Up to 500+

## Materials

Post webinar strategy sheet with top learning points