



ENGLISH SPEAKING SKILLS

For Professionals

English Speaking Skills For Professionals

10 Quick Techniques for busy professionals

(eBook + audio)

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How To Use This Book?

I wanted to write this ebook (+ audio) to be a quick and easy resource for busy professionals to 'Speak In English With Confidence!'

It includes:

- Quick Techniques
- Quick practice (activities / actions)

Develop your confidence speaking in English!

Practice & feedback are the keys to developing confidence!

- 1) Practice speaking in English, audio record yourself (webcam / smartphone).
Give yourself feedback and ask others for feedback.
- 2) Do 1) again and better!
- 3) Send us your best audio recording for feedback info@englishtco.com or chris@englishtco.com

Good luck! Wishing you lots of success with your Speaking in English with Confidence!

See you soon! / ¡Hasta pronto!

Christopher Wright

The English Training Company – we help professionals and companies to become Advanced Business English Speakers!

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Technique 1

Set SMART Goals

Define your goals and know how to measure them

Ever wondered why some people are better at achieving their goals in life? Simple, they don't just set goals they set SMART goals. Without SMART goals a professional is like a boat at sea without a compass, lost!

SMART Goals

- **Specific**
Specifically define goals.
- **Measurable**
Establish criteria for measuring progress towards achieving a goal.
- **Achievable**
Humanly possible to achieve with the resources and timeframe you have.
- **Realistic**
Set a realistic goal to help you make measurable progress – for motivation.
- **Timely**
A goal must have a time frame or else it could last forever and never finish.

Action:

- Define a **SMART** English speaking goal.
- E.g. Watch or listen to a news story from the CNN or BBC website and then record yourself on a webcam giving a spoken summary. Do this twice a week for a month.
 - Specific: Explain something clearly, simply and concisely.
 - Measurable: Criteria (clear, simple, concise) (5 = excellent: 1 = bad).
 - Achievable: 10 minutes, twice a week.
 - Realistic: Improve from 3 to 4 for all criteria (clear, simple, concise)
 - Timely: One month.

Technique 2

Make it a game

We learn best through fun challenges

You have a demanding job, maybe a family, and a long list of everyday responsibilities and obligations.

Do you really need another boring obligation? No.

We believe that accelerated learning happens when the brain is entertained and challenged, just watch kids for example. And as adults we're no different.

For children what works better telling them, "you need to work hard on your homework" or "let's make the homework a game". Which one motivates kids better?

So when you have to do something, ask yourself, "how can I convert this into a game (with fun challenges)?"

Action:

- Every time we discuss another technique, try and make it into a game (with fun challenges).
- E.g. think of a simple prize for yourself if you achieve technique 3's action.

Technique 3

Know yourself

Learn what you do well and what needs improving

Know your strengths and your areas to improve.

Complete this self assessment to help you.

Self Assessment

Read each statement, grade yourself from 1 to 5 for each (1 = Often, 5 = Never)

1. Do you focus too much on speaking accurately at the expense of speaking fluently?
2. When you express your ideas are they unclear, complex and long?
3. Do you find it hard to logically structure your ideas when speaking?
4. You don't think have an objective when speaking in situations?
5. Do you find it difficult to be enthusiastic when speaking?
6. Do you find it difficult to vary the volume and speed of your voice?
7. Is it hard for you to be confident when speaking?
8. Is it hard for you to change between speaking formally and informally?
9. You don't manage your time well when speaking in business situations?
10. Do you wait to be asked questions rather than initiate a conversation?

Action:

- If you scored too many 1s and 2s, set yourself the task of achieving 3s and 4s.
- E.g. I will score 3's and 4's in Numbers 1-5 during one week. Your English speaking skills will improve quicker as you reduce the effect of bad habits on your development.

Technique 4

Find Business English Speaking partners

You're not alone – find business speaking partners

New technology offers many opportunities to practice speaking.

Online language learning communities enable you to meet people looking to exchange and practice languages. They focus on General English but if you know what type of partner you want, you can find a speaking partner who wants to practice Business English.

When joining an online community, here are some tips.

1. Give limited personal information.
2. Use a pseudonym for your username to help you stay anonymous.
3. Remember whatever information you give can be seen by the world.
4. In your preferences, write that you're looking to practice speaking Business English.
5. Choose an appropriate speaking partner (Age, Profession, Position, Interests, etc)
6. Buy headphones and a microphone.
7. Free internet calls. Set up a Skype account <http://www.skype.com/intl/es/>

Online Speaking Practice - Online language learning Communities

1. Livemocha - www.livemocha.com
2. Busuu - www.busuu.com
3. Skype Language Communities - <http://community.skype.com/t5/Language-learning/Language-Exchange/td-p/49738>

In-Person Speaking Practice - International Communities

1. Find where international people go to meet and network. For e.g. www.internations.org – A community for expats and foreign professionals, events and groups in over 300 cities worldwide.

Action:

- Practice 1 hour a week with an English speaking partner.

Technique 5

Squeeze your time

Use your time productively.

Here are some suggestions to help you use your time productively.

Before starting English English speaking set your goal criteria.

Then record yourself either using audacity <http://audacity.sourceforge.net/> or using your webcam software.

Then ask for feedback based on your criteria (e.g. clear, simple, concise, etc). Ask a business trainer, teacher, colleague, friend or family member.

English Speaking Tips

1. Practice speaking for 1-3 minutes about a specific area.
E.g. explain a process or give an opinion.
2. Choose an article and practice reading it in front of the mirror. Concentrate on practising using your voice (e.g. clear, volume, speed, intonation, tone, pronunciation, etc).
3. Listen and take note of the English speaking skills of good communicators. Then practice mixing their communication techniques with your natural style.

Action:

- Think of your criteria to evaluate your English Speaking Skills
- Practice recording yourself when speaking
- Evaluate yourself based on your criteria
- Ask other people to evaluate you based on your or their criteria

Technique 6

Get a progress report

- 1) Practice
- 2) Evaluate & Give Feedback
- 3) Practice

Motivation is one of the key aspects of learning anything.

Without motivation we quickly lose interest and often decide not to continue.

Motivation comes from knowing that we're making progress. This is best achieved by asking others (you respect) to evaluate you and give you feedback.

Here is some criteria to evaluate your English Speaking Skills.

1. Achieve Objective (Did they achieve the objective?) (Example objectives: to inform, to convince, to answer the question)
2. Transmit Ideas (Clear, Concise, Simple)
3. Structure (Logical, Organisation)
4. Manner (Confidence, enthusiasm, directness)
5. Voice (Volume, flexibility, intonation)
6. Professional English (Appropriate use, accuracy)
7. Time Management (Not too short nor too long)

Note: Feedback should always be a balance of strengths and areas to improve.

Action:

- Record yourself explaining a process or giving an opinion in 3-4 minutes.
- Evaluate yourself using the 1-7 criteria.
- Then ask someone to give you feedback.

Technique 7

Good Communicators

1. Get your ideas across
2. Make sure you are understood.
3. Communicate with confidence.

Working in the global business world we have and will meet many different professionals who have varying levels of English.

Some will be extremely fluent, while some you will barely understand.

What's most surprising and interesting is that the best communicators are not usually the ones with the best level of English (grammar, vocab, accent).

What all Good Communicators have in common is the following.

1. Getting your ideas across (transmitting your ideas to people).
2. Making sure you are understood.
3. Communicating with confidence.

When Good Communicators make mistakes, they don't concentrate on them, because they don't want to get blocked. They just focus on 1-3.

Don't worry about embarrassment – as you try and get better, you'll see others encouraging and appreciating your efforts.

Also as you practice more you'll relax more allowing you to concentrate on 1-3.

Action:

- Replace your old internal voice that says "you made a mistake, people will laugh at you" with "everyone makes mistakes and that is how we learn".
- E.g. Write down an example of when you ignored your "internal voice".
 - What did the internal voice say?
 - What happened when you ignored it?
 - What was the result?

Technique 8

Clear, Simple and Concise

Change the chip in your brain.

Each language has different cultural norms that influence the language. For example, Spanish is eloquent and Japanese is diplomatic and indirect.

However in the global business world, **the most valued communication** between people is **clear, simple and concise communication**.

86-87% of people using English for International Business are not native speakers. So there's no place for local metaphors, slang and expressions if communication is your main objective.

Quick and effective International communication is **clear, simple and concise**.

The key to this communication base is to change the chip in our brains.

This new chip, is more powerful than Intel, it's the **CSC** chip. It enables us to communicate our ideas in International Business quickly and effectively.

CSC Chip

- **Clear**
- **Simple**
- **Concise**

Action:

- Think of an international business situation in the past when you weren't clear, simple and concise when communicating your ideas. What went wrong? What could you have done differently?

Technique 9

Cultural norms

Why do Japanese people bow when they greet people?

To be truly effective communicating in the world we need to understand cultural norms; our own and other cultures.

Each culture has unique “do’s and don’ts” that can be very different from those in your own culture. They are called cultural norms.

In Japanese culture it’s helpful to know how to bow. In the Middle East we suggest you don’t show the soles of your shoes to your potential clients. While in Germany we suggest not moving your hands very much when speaking, as the other person may start to distrust you.

Cultural Norm Information Sources:

- <http://www.executiveplanet.com/>
- Colleagues or business partners that have visited that country.
- Embassies, consulates and cultural offices.

Action:

- Design a Guide of Cultural Norms “5 Do’s and 5 Don’ts” for a foreign professional, client or supplier client visiting your country for the first time.

Technique 10

Communication Techniques

Monroe's Motivated Sequence

Have you ever heard of “Monroe's Motivated Sequence”?

It's a simple communication technique used by sales people to persuade.

1. Attention

Get the attention of your audience using a detailed story, shocking example, dramatic statistic, quotations, etc

2. Need

Show that the problem about which you are speaking exists, that it is significant, and that it won't go away by itself. Use statistics, examples, etc. Convince your audience that there is a need for action to be taken.

3. Satisfy

You need to solve the issue. Provide specific and viable solutions that the government or communities can implement to solve the problem.

4. Visualization

Tell the audience what will happen if the solution is implemented or does not take place. Be visual and detailed.

5. Action

Tell the audience what action they can take personally to solve the problem.

Action:

- Think of a situation at work where you needed to persuade a person or a group of people. Record yourself (audio) using Monroe's communication technique for this situation.
- Now try it in a meeting and write down how you used it and the result.

Author

My name is Christopher Wright and co-director of The English Training Company (www.englishtco.com).

I'm a Business English trainer and have books and articles published by Amazon, Oxford University Press and McGraw Hill.

And my company and I have helped thousands of professionals like you succeed in Business English and to speak, meet and present in English with confidence!



How Can The English Training Company Help You?

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"Do you want to have more confidence speaking, meeting and presenting in English?"

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See our website <http://www.englishtco.com>

Learning Resources (FREE):

- My Top Tips:
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