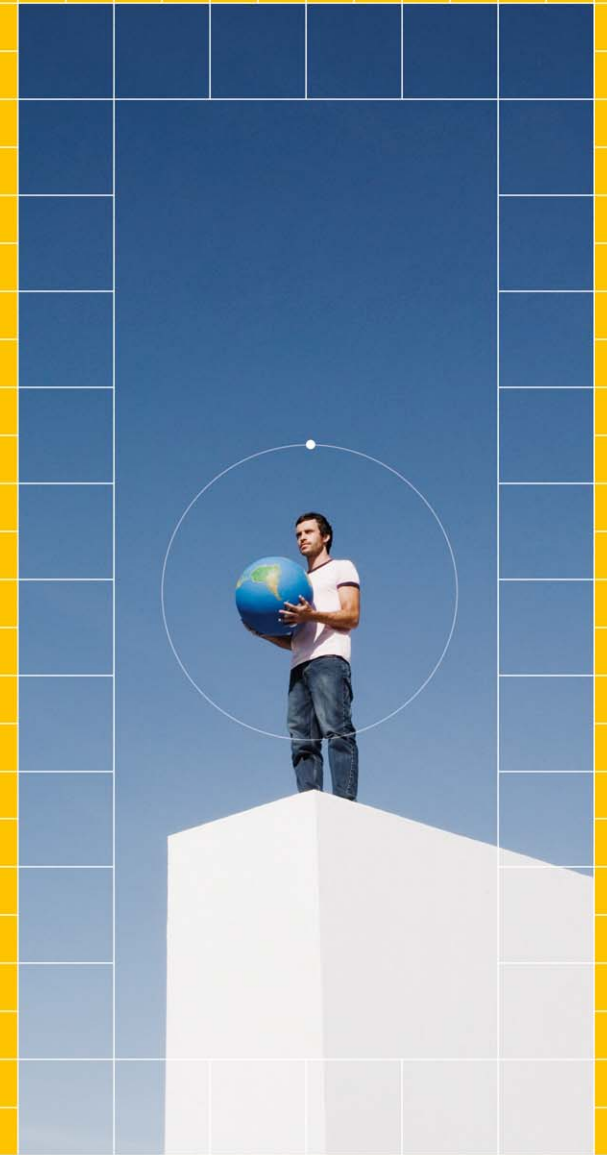




Roland Juthman / AAC Global
Tailored Language Training



The Critical Challenge

- “Cost-efficient and motivating language training”?
 - For the student?
 - For the purchaser?
 - For the organization?
- Language training and learning must be SMART:
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Timely
- SMART training allows you to show off your business and personal skills in another language

Tailored Language Training

- Addresses the specific needs of a cohesive target group
 - Builds on the professional skills of the target group
 - Implements standardized processes
 - Has clearly a defined topic and scope, as well as specific learning targets
 - Offers ready-to-use content – comprehensive tools for achieving real results
 - Is flexible and adapts according to individual needs
 - Is structured and transparent
-
- ▶ Learning is meaningful and enjoyable, increasing employee satisfaction and commitment
 - ▶ Learning supports business objectives, and
 - ▶ Learning is cost-effective and motivating

Tailored Solutions

Client-specific training content:

- Our terms
- Our situations
- Our challenges
- Our solutions
- Our processes

Client-specific training content design:

- For whom? (the exact target group)
- Why? (the aim of the organization)
- What? (specific targets, topics, scope)
- How? (format of content, training implementation)

Content Development Process

Content Definition

Creating Target Content

Customer Review and Validation of Target Content

Creating Learning Tools

Proofreading and Layout

Publication and Customer Validation of Project Deliverable