

# Language Courses and Business Seminars 2022

New Work – getting you ready for the working world of tomorrow



**Berlitz**<sup>®</sup>



Welcome

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## Shaping New Work Methods – Together

The extremely dynamic processes related to the digitalization of today's workplace are currently one of the greatest challenges impacting not only how we work, but also society as a whole. Without question, it takes courage to engage with these challenges, to face them with an open mind, and to see them as an opportunity. I know this from personal experience – because at Berlitz, learning never stops.

That is why it's all the more important for us to actively support you as you embark on this transformation. It is our goal to get you ready for the workplace of tomorrow. So we are leading by example and have further aligned our training offering with the agile requirements of the present age. For example, discover our new interactive self-study programs and live online formats taught remotely by Berlitz instructors. These harmonize perfectly with the remote and mobile work being done by your company's employees and offer even more flexibility for your learning and development strategy.

**“It's our goal to get you ready for the workplace of tomorrow.”**

Since 2000, our portfolio has already included training courses that are conducted entirely virtually – and our online course offering has grown steadily since then. You can trust in our experience and profit from our expertise. As your training partner, we also work with you to develop tailored solutions for hybrid learning that combine our digital courses with traditional face-to-face instruction.

Yet it is not only in form, but also in substance, that we are adopting a more digital approach in our current course catalog. This is because the digital transformation of the workplace affects not only professional development, but also the overall work processes and human resources development within companies – representing a learning process not only for employees, but also for leaders and the companies themselves. Flexible solutions are called for, which is why many of our new business seminars focus on the topic of New Work.

I'd like to conclude with a thought that is especially important to me: The way we will work and learn in the future will doubtless be digital. However, going forward there will also still be language courses, intercultural training, and soft-skill seminars that are held in person. At Berlitz, these two formats go hand in hand, rather than simply existing side by side – and that is what makes our programs particularly flexible. This variety of options gives you tremendous opportunities for new learning experiences and achievements. Which is why we invite you to step into this new world with us.

I hope you enjoy exploring our catalog.

Mattias Schwarz  
Senior Vice President EMEA



**Berlitz stands for diversity and equal opportunities.**

With this in mind, we have made every effort to use gender-neutral language in this catalog.

## General

Editorial	3
Contents	4
New Work – New Methods, New Skills	6
The Berlitz Difference	7
Award-Winning Expertise	8
The Berlitz Skill Areas	10
DZ BANK Case Study: Concept for Virtual Training	11
Managed Training Services	12
<b>New!</b> Corporate Customer Microsite	13
Advisory Services at All Levels	14
Berlitz Training Evaluation System	15
Stages of Face-to-Face or Live Online Instruction	16
Tailored Content	17
The World of Business Seminars	19
Berlitz Business Instructors	19
The Berlitz Seminar Portfolio	20
Berlitz International Professional Placement Services	22

## Language Skills



Overview	24
The World of Languages	25

### Step by Step to Your Language Course

#### 1. Core Product

The Berlitz Method®	27
Berlitz Levels	28
Berlitz Placement Tests	29
<b>New!</b> Student Portal MyBerlitz	30
Berlitz Language Instructors	32
Intercultural Competence	33
Personalized Courses	34
Course Content and Areas of Focus	35

#### 2. Format

##### Face-to-Face Instruction

Individual Instruction	36
Individual Instruction by Telephone/Skype	36
Total Immersion® Intensive Individual Instruction	37
Corporate Group Courses	38
Open Group Courses	39
Business English Workshops	40
Business German Workshops	41

## Online Courses

Language Instruction in the Digital and Connected World	43
--	----

### Berlitz Live Online

Berlitz Online Classroom	44
Individual Instruction	46
Corporate Group Courses	47
Open Group Courses	48

### Online Self-Study and Blended Learning

Berlitz Flex	50
Berlitz Connect	54

### 3. Additional Services

Language Exams and Certificates	56
<b>New!</b> Online Self-Study Exam Prep	58
Berlitz Language Tests	59
Berlitz Study Abroad	61

### Language Programs for Kids and Teens

Language Programs at the Berlitz Center	63
Language Programs in a Virtual Classroom	63
Language Camps at Your Company	64
Language Camps for Kids and Teens	65
Berlitz Digital School: Programming Classes and Digital Skills Workshops	66

## Management and Soft Skills



Overview	68
----------	----

### Global Collaboration

Intercultural Competence Workshop	70
Successful Collaboration with...	70
Intercultural Training for Expatriates	71
Repatriation Coaching	72
Working on International Projects	73
Safety Training for Business Travelers and Expatriates	74
Interview: Relocation in Transition	75

### Basics in Daily Work

Efficient Communication	77
Feedback	77
Conflict Management	78
Positive Customer Interaction	78
Managing Your Email Inbox Effectively Using Outlook	79

Increase Your Workday Efficiency	79
Project Methods and Tools	80
Professional Negotiations	80
Communication as a Key Competency	81
Managing Yourself and Your Time	81

### Leadership Skills

Our Career Development Programs for Your Leadership Success	83
Coaching Tools for Leaders	84
Delegation Toolbox	84
Leading Diverse Teams	85
Successful Team Leadership	86
New to Leadership	86
Professional Stakeholder Management	87
Leading Virtual Teams	87

### Solution-Finding

Effective Change Management	88
Problem-Solving and Decision-Making	88
Creativity as a Key Competency	89
Dealing with Change	89

### New Work

<b>New!</b> Basics of Agile Working	90
<b>New!</b> Customer Centricity	90
Digital Productivity and Organization	91
Emotional Intelligence	91
Hybrid Leadership	92
Peer Group Advice	92
Influencing without Authority	93
On-Point Business Communication	93

### Self-Guidance and Mental Health

Mindfulness	95
Assert Yourself with Confidence	95
Self-Guidance for More Efficiency	96
Resilience at Work	96
Stress Management	97
Appreciative Communication	97

### Teamwork

Working in Diverse Teams	98
Working in Virtual Teams	98
Collaboration in Agile Teams	99
Successful Teamwork	99
<b>New!</b> Establishing No-Blame Culture	100
<b>New!</b> Team Development	100
Team Culture Analysis	101

### Efficient Meetings and Presentations

Present Effectively and with Confidence	103
Meeting Design and Facilitation	103
Business Storytelling	104
Virtual Presentation Skills	104
Facilitating Virtual Meetings	105
<b>New!</b> Designing Virtual Training	105
Impactful Business Visualization	107

### Organizational Development

Our Expertise in Systemic Organizational Development	108
--	-----

### Individual Coaching

	109
--	-----

### Online Training

Cultural Navigator®	110
Cultural Orientations Approach™	113
E-Learning with Video Lectures	115

### Berlitz Blended Seminars

	116
--	-----

### Berlitz Business Instructors

	118
--	-----

## Useful Information

What Our Customers Say About Berlitz	120
Some of Our Clients	121
Berlitz Centers Worldwide	122
Credits	123



## **New Work – New Methods, New Skills**

New Work is the megatrend of our times, with complex processes, new technical challenges, global collaboration, and remote working fundamentally changing the way we work.

Continuing education plays a key role in harnessing the potential of this trend. And as a reliable partner, Berlitz can actively guide you through this process. Our sole yardstick here is your requirements, goals, budget – and of course, your time. Whether language courses or business seminars, hard or soft skills, we can offer you all relevant competencies from a single source while flexibly combining the best training formats to create a holistic solution that is right for your company. At your side: our Berlitz team of advisors and highly qualified, experienced instructors from each field.

Together we will master the challenges of the new digital workplace.



## What Sets Berlitz Apart?

Our expertise lets us deliver optimal learning outcomes in four ways: At Berlitz, learning is more effective, more flexible, faster, and has a higher degree of practical relevance.

To find out more, visit [www.berlitz.de/whyberlitz](http://www.berlitz.de/whyberlitz).

### Effective

#### Effective learning technique for maximum progress

The Berlitz Method® is an intensive and goal-oriented learning technique that targets rapid progress and is based on authentic professional and social contexts.

### Flexible

#### Flexible and tailored training options

On site, online, or both? Berlitz courses offer tailored content and maximum flexibility. So you can achieve your continuing education goals – any time, any place.

### Fast

#### Fast acquisition of new skills

Our course content is tailored to the individual goals of our participants, so you can make rapid progress in your communication abilities and apply what you have learned immediately.

### Practical

#### Real-world content for global challenges

Berlitz combines language skills with intercultural understanding and other business competencies. This high degree of practical relevance gives you an edge – for maximum return on your investment.



## Trust in Our Expertise

For more than 140 years, we have been applying our substantial expertise, experience, and capacity for innovation to help you achieve your goals – as a renowned language school and a successful seminar provider. Or to put it simply, as a supplier of wide-ranging solutions tailored precisely to your needs. When it comes to the planning, implementation, and evaluation of continuing education measures for your company, you will benefit from the passion and dedication of our team.

 <b>Our experience</b>	A successful provider of continuing education since we were founded in 1878.	 <b>Digital learning</b>	As a trailblazer, we have been offering our customers virtual courses for 20 years now.
 <b>Dedicated team</b>	More than 10,000 Berlitz employees worldwide work with passion to ensure your success.	 <b>Certified quality</b>	Since 2006, our work has been continuously certified under the ISO 9001 quality management system.
 <b>Berlitz locations</b>	You'll find more than 350 Berlitz Centers across the globe.	 <b>Global standards</b>	You will enjoy the same high standard of instruction in the more than 70 countries where Berlitz operates.
 <b>Our customers</b>	More than one million learners worldwide have reached their continuing education goals with Berlitz.	 <b>Corporate customers</b>	We are currently a continuing education partner to more than 4,000 corporate customers in Germany.
 <b>Commitment in Action</b>			
<p>We embrace diversity, global understanding, and social responsibility. For example, the German <i>Charta der Vielfalt</i> (Diversity Charter) shows our commitment to an organizational culture that does not tolerate prejudice, while the Berlitz Foundation (in Germany) stands up for children's right to an education.</p>			



Berlitz stands for  
the highest quality in all areas.



## The Berlitz Skill Areas

### The best mix for your continuing education success

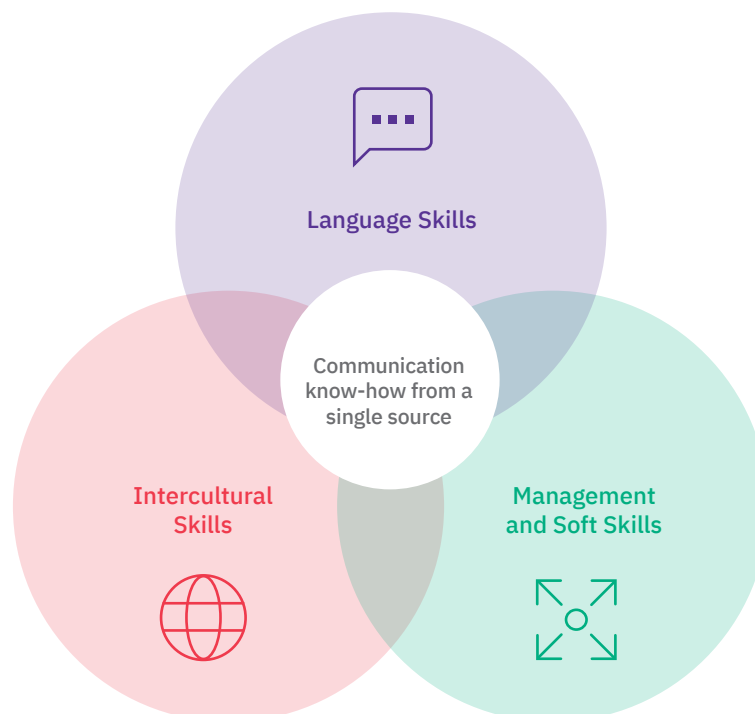
We know that communication is what brings people together. So it is our unequivocal goal to improve your communication skills. At Berlitz, we offer comprehensive solutions from a single source. With our proven Berlitz Method, professional instructors, and practice-oriented expertise, we cover all aspects of the three skill areas – language, intercultural, and management and leadership – optimally preparing you to master all the challenges you face on the job.

In addition to our training topics, we offer an equally diverse selection of formats to help you reach your goal. All our training formats are personalized, interconnected, and designed to complement each other, so employees have flexible options. For instance, they can switch between face-to-face instruction at the company or a Berlitz Center and Live Online units that are not tied to a specific location. Phases of independent study through e-learning round out our innovative approach to hybrid learning.

**Benefit from this mix, develop New Work skills, and foster a new, modern culture of learning in your company.**

### Understand and communicate

**Our goal:** Accurately teaching language skills to establish the groundwork for communication that will let your business flourish.



### Enjoy success worldwide

**Our goal:** By expanding your intercultural competence and awareness, we help lay the foundation for your success across the globe.

### Project strength and confidence

**Our goal:** Through the right attitude, personal presence, and cutting-edge communication and work instruments, we empower you to act more effectively and prepare you for the future.

## DZ BANK Case Study: Concept for Virtual Training

### Professional development in unfamiliar circumstances

The pandemic has turned vast swathes of our familiar work life upside-down – the physical has become virtual; our daily office routines have been replaced by remote working. DZ BANK also had to shift its in-house professional development programs to online training almost overnight.

### The challenge

Providing 140 employees from the GenoBanks/Network division, which looks after approximately 840 regional cooperative banks, with expert insights into agile working methods – all within a very short period of time.

### The objective

The objective was to provide an overview of various agile methods and systematically identify the advantages in order to motivate and empower the employees to also work more intensively with these methods.

In Berlitz, DZ BANK found a competent partner who accomplished the job in a matter of weeks. Needless to say, this included individual solutions that were tailored directly to DZ BANK's requirements.

### The solution

- Customized workshop entitled “Insights into the new workplace: the VUCA world, agility, and customer centricity”
- Interactive training sessions in small groups combined with video lectures to reinforce acquired knowledge
- Exercises on the seminar topic and testing of the technical setup before training started to ensure efficient learning from the very beginning
- Training conducted in 10 groups, each comprising 14 participants

### The feedback

“Planning, implementation, knowledge transfer – everything worked superbly,” reported a project manager at DZ BANK. “We were particularly pleased with the way Berlitz made the training in this virtual format so interactive. From the trainer's assessment and the relevance of the content to the clear and professional delivery – everyone was extremely satisfied.”

#### About DZ BANK

DZ BANK is the second-largest commercial bank in Germany and the umbrella institution for the Volksbanken Raiffeisenbanken Cooperative Financial Network.

It is the central bank for all of the approximately 840 cooperative banks in Germany and part of the Cooperative Financial Network (Genossenschaftliche FinanzGruppe), which employs around 170,000 people and has consolidated total assets of around 1.4 billion euros.

With almost 23 million shareholders, the Cooperative Financial Network is Germany's largest business organization in terms of membership. The DZ BANK. Initiativbank supports the operations of independent local cooperative banks with the aim of strengthening their competitive positions. The DZ BANK Group includes such well-known players as the Schwäbisch Hall building society and the R+V Versicherung insurance group.



## Managed Training Services

### Your continuing education program in good hands

Are you looking to bring together employees from separate locations for training? Or do you need to offer cross-border professional development to employees at different international sites? We can manage all the coordination and administration of your continuing education set-up. We would be happy to work directly with your **learning management system (LMS)** or online on a **corporate customer microsite** developed specially for you – see the opposite page for details.

Or you can use the **Berlitz continuing education portal**, a platform that gives your employees access to a wide range of courses and professional development options in the language, intercultural, and leadership and management skill areas – all perfectly adapted to the wishes and needs of your company. Classic face-to-face courses can be seamlessly combined with e-learning modules developed specifically for you or with externally purchased tools, resulting in an engaging learning experience that results in lasting progress. A broad variety of options is available.

Automated registration options, discussion forums, and digital feedback forms with automatic scoring save you time and money and tangibly boost the efficiency of your personnel development initiatives.



Overall concept



Organization



Communication



Instruments & tools



IT & data privacy



Reporting

Everything you need for your  
continuing education program





## New! Corporate Customer Microsite

### Line up all the advantages

Your Learning Management System (LMS) is an important component of your continuing education program – for information, communication, and organization. However, static systems sometimes hit their limits. We are here to help! With a customized corporate customer microsite – either integrated with an LMS or as a stand-alone solution – you can gain valuable advantages by communicating clearly and organizing all participants' learning journeys perfectly from day one.

### Time-saving administration

When it comes to managing important projects, every minute counts. Streamline the important steps in the onboarding process for both your employees and your company, freeing up time for other responsibilities.

### Instant training information

Your employees can access the information they need through a modern user interface – in real time and on any device. In just a few clicks, they can explore program options, arrange consultations, or take a placement test. What's more, they can sign up for courses (with or without a supervisor approval function) and get all the details they need.

### Easy to use

From the corporate customer microsite, you can manage employee queries, registrations, and evaluations, and easily edit course information.

#### From the Base version to the Customized version: A microsite tailored to your needs

Depending on the desired level of functionality and customization, we can set up your microsite in our **Base, Standard, Standard Plus** or **Customized versions**.

Individual features include:

- Training options with course description
- Link to online placement test
- Registration and approval process
- Multiple interface languages: English, German, and more upon request
- Berlitz contact page with advisor information
- Supplemental tips to help learners keep making progress
- Program videos and tutorials



#### What our customers say about Berlitz:

"Berlitz convinced us when we looked for new providers for our language training. Our employees value the new opportunity for distance learning and online 1:1 with language teachers. The new seamless process with the microsite enhances the employee experience and reduces our administration."

Joachim Hammer  
Head of Learning & Development Munich  
Munich Re

## Advisory Services at All Levels

### Close to our customers – in person, by telephone, or online

Good training starts with... good advice! As a professional corporate training partner, we know this from our own experience – which goes back more than 140 years. Our team of advisors is made up of specialists who not only know the Berlitz portfolio inside and out, but also have a sound grasp of your concerns and requirements.

There are many ways of reaching us. For example, we can meet you in person – no matter where you are based. Our corporate customer advisors are located throughout Germany. Of course, you can also contact us by phone or get convenient online support through our **e-consulting service**. And since we know that time is usually tight and people's schedules are usually full, we are able to organise many things flexibly and at short notice.

Decide how you would like to get in touch with us!



#### Virtual consultations

Meet us face-to-face, regardless of location. Anything is possible thanks to video calls! We will also be happy to give you a live demonstration of our products and show you what sets Berlitz apart from the rest.



#### In-person consultation at your company or a Berlitz Center

Our corporate customer advisors will visit you on site at your company for an in-person meeting. Or you can make an appointment with our center teams and come to one of our more than 50 locations across Germany.



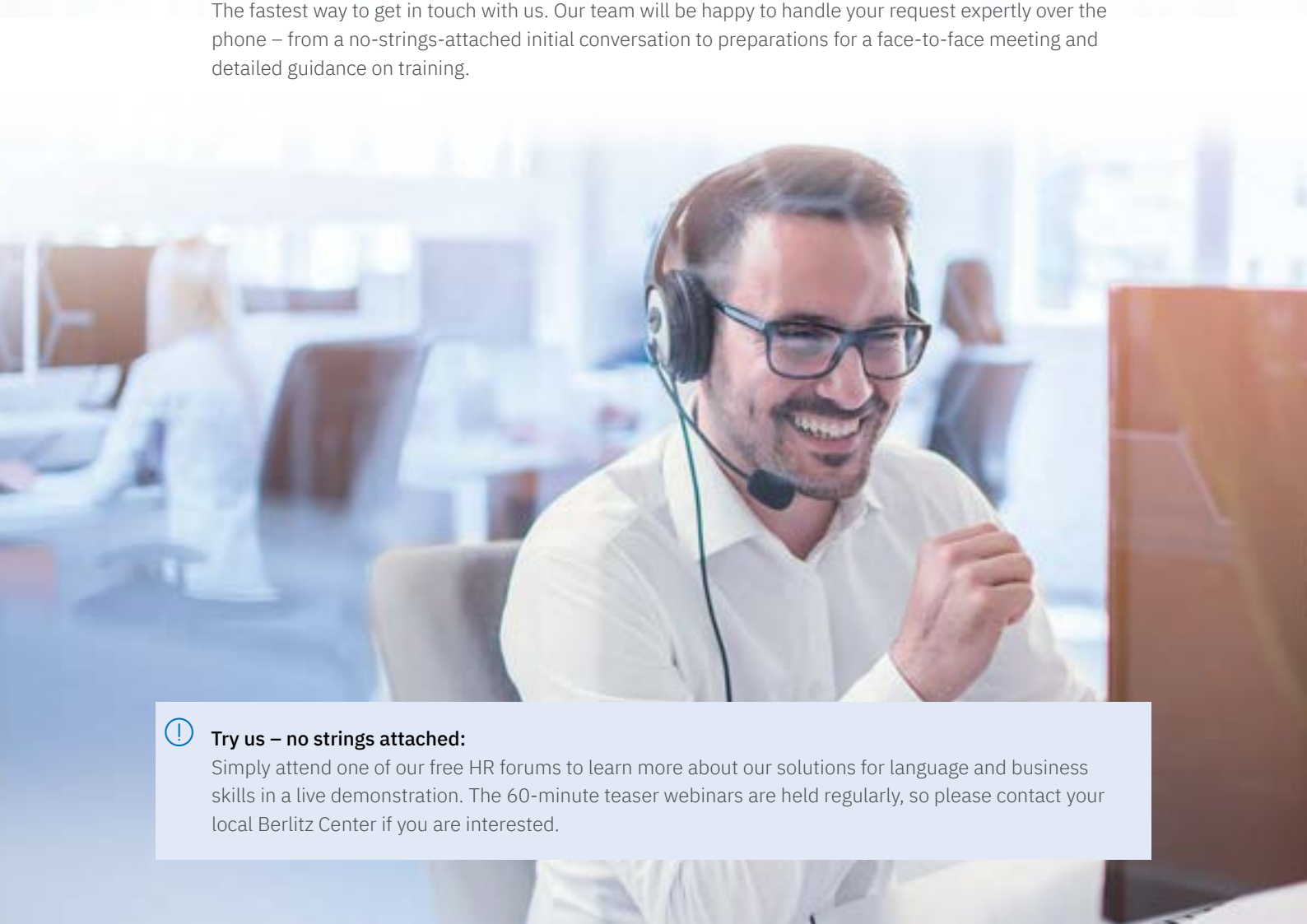
#### Phone consultations

The fastest way to get in touch with us. Our team will be happy to handle your request expertly over the phone – from a no-strings-attached initial conversation to preparations for a face-to-face meeting and detailed guidance on training.



#### Try us – no strings attached:

Simply attend one of our free HR forums to learn more about our solutions for language and business skills in a live demonstration. The 60-minute teaser webinars are held regularly, so please contact your local Berlitz Center if you are interested.



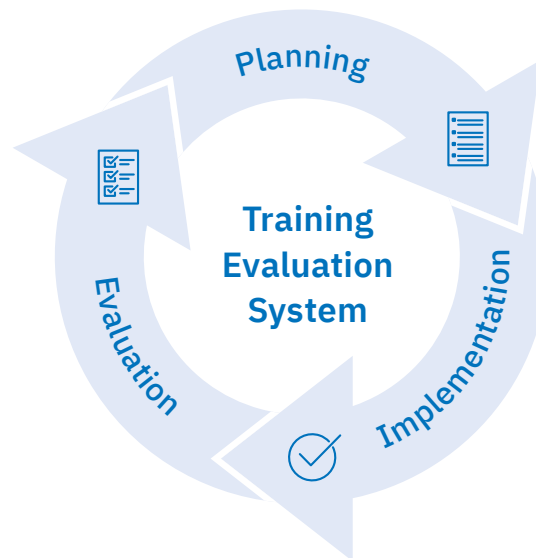
## Berlitz Training Evaluation System

### Successfully implement and scale your continuing professional education programs

With the Berlitz Training Evaluation System, we offer you and your employees first-class services for your learning and development strategy – starting with planning and continuing through process coordination and administration all the way to training evaluation.

We work with you to analyze the specific needs of the training group and set realistic goals to achieve the desired learning results. Optimum implementation of the training program is ensured through our internal quality processes, which include – as defined in our ISO 9001 certification – an approach based on the principles of the Berlitz Method®, our uniform educational processes, and continuous reporting systems.

Thanks to this detailed online reporting, you always have an eye on the effectiveness of the activities and access to the most important metrics.



	Planning	Implementation	Evaluation
Processes	<ul style="list-style-type: none"> <li>Assessment of needs</li> <li>Placement and target-setting</li> <li>Defining concept and curriculum</li> <li>Incorporating corporate objectives</li> <li>Budgeting</li> <li>Ensuring ROI through careful planning</li> </ul>	<ul style="list-style-type: none"> <li>Kick-off event for all participants: communication of content, methods, and aims</li> <li>Ongoing support from pedagogical supervisors</li> <li>Regular evaluations of learning progress with participants</li> <li>Feedback sessions with HR development team</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation and analysis of targets</li> <li>Assessment of skills acquired</li> <li>Reporting</li> <li>Review of long-term gains</li> <li>Appraisal with HR development team</li> </ul>
Tools	<ul style="list-style-type: none"> <li>Recruitment guidelines</li> <li>Training standards</li> <li>Uniform system of levels (CEFR and Berlitz levels)</li> <li>Assessment test (online and interview)</li> <li>Customer microsite</li> </ul>	<ul style="list-style-type: none"> <li>Customized curriculum for specific needs</li> <li>Trainer guidelines</li> <li>Learning portal/course materials</li> <li>Feedback forms</li> <li>Educational reports</li> <li>Online reporting</li> </ul>	<ul style="list-style-type: none"> <li>Participant feedback forms</li> <li>Final tests</li> <li>Certificate/Certificate of participation</li> <li>Analysis of participant attendance</li> </ul>

## Stages of Face-to-Face or Live Online Instruction

### Successful training simply involves more

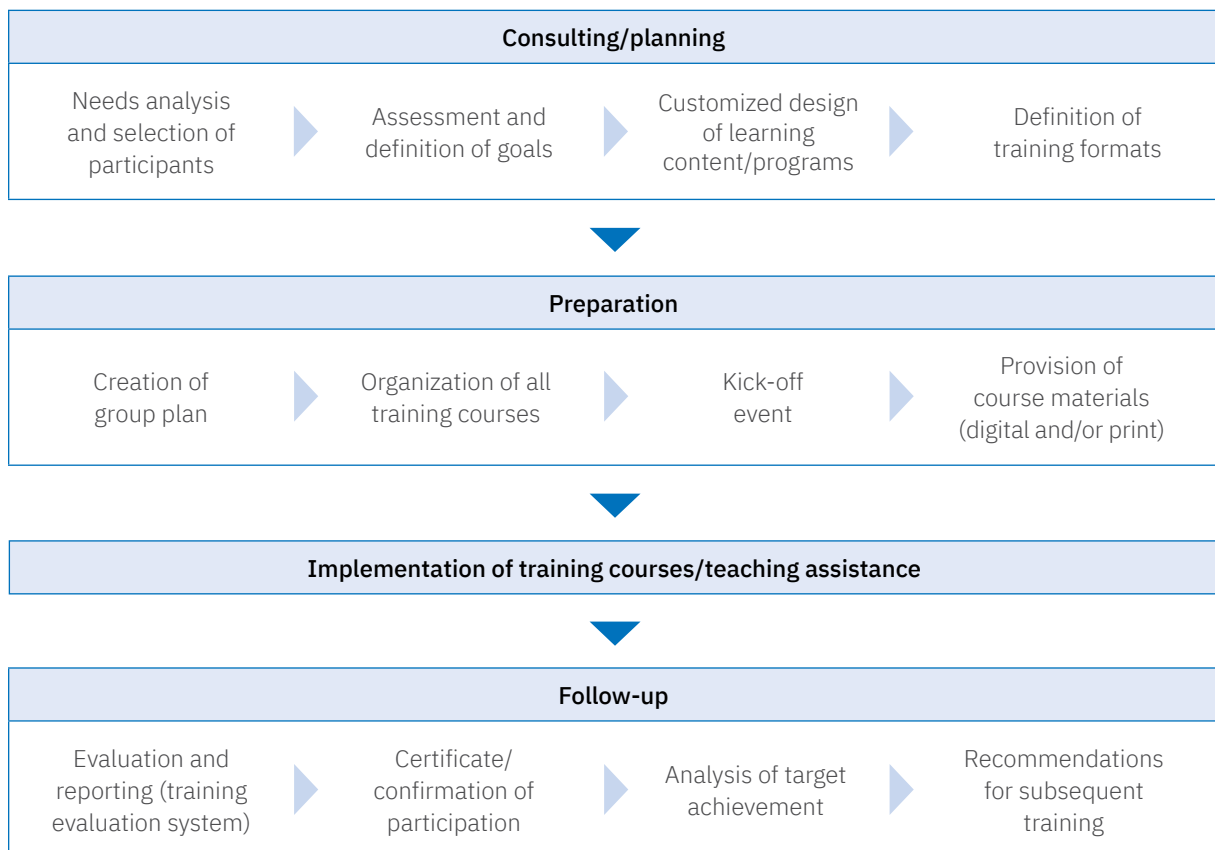
An intensive preparation phase and comprehensive follow-up are as important as the training itself. Our team supports you throughout all of the stages – providing personal, integrated, and professional assistance. You can rest assured that you will receive services tailored to your company's needs, resulting in lasting success.

We will also be happy to help you with internal communications related to our training program, from course announcements to the evaluation of feedback surveys. You may even benefit greatly from entrusting your entire continuing education process to Berlitz. Please see our managed training services on page 12.



The entire process is always adapted to suit your needs and requirements.

### An example of a typical training process



### What our customers say about Berlitz:

"We have been pleased to work with Berlitz for more than six years in building our employees' language skills. Thanks to the thorough preliminary discussions, the participants receive instruction that is tailored to their needs – including specialized professional language. We very much appreciate having Berlitz as a central point of contact for organizing the training."

Ilona Mettmann  
Corporate Human Resources  
Carl Zeiss AG





## Tailored Content

### Course content tailored to your company's needs

Our courses and seminars use materials that are perfectly tailored to your goals and your employees' prior knowledge – usually a blend of the following:

- Berlitz teaching materials (print and digital)
- Outside materials
- Company-specific materials

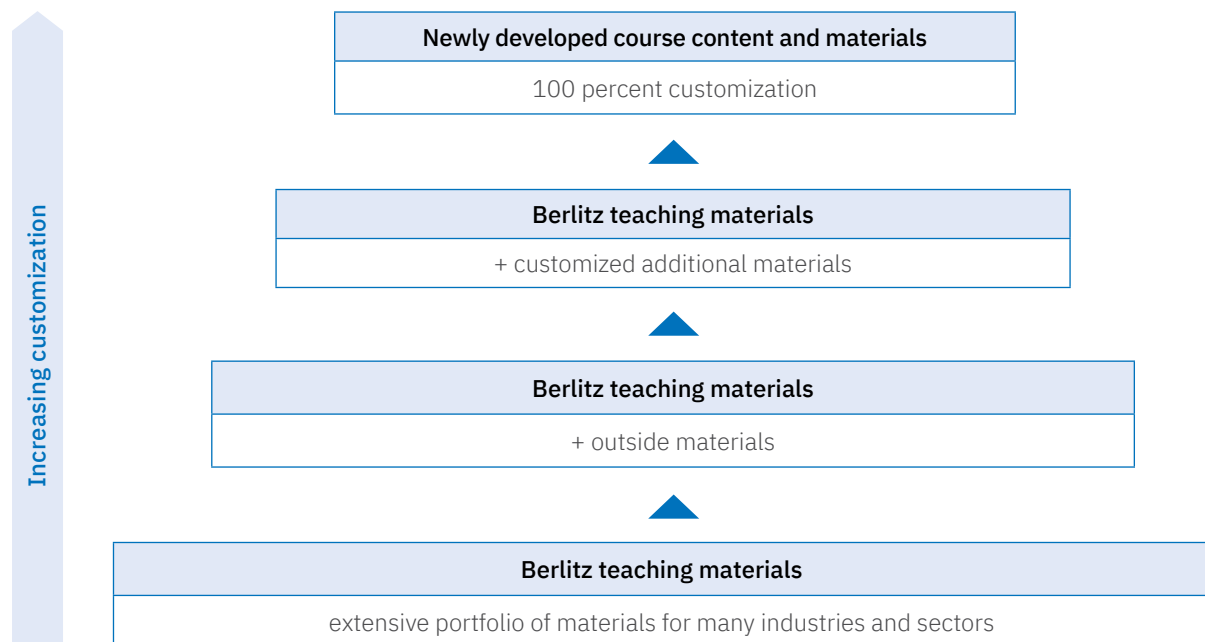
### Content can be customized to meet all defined requirements

- Course content can be coordinated with your company's decision-makers, with support provided by our experts
- Your employees complete a questionnaire in advance; the training concept can then be modified if required
- Development of the training concept can include a tailored in-house solution if required



**It doesn't get more hands-on than this: Case studies from your daily business and company-specific terminology are integrated into your training concept.**

### Maximum flexibility of course content and learning goals



### What our customers say about Berlitz:

"We have been working productively with Berlitz for several years now. What began as employee training in German as a Foreign Language and Business English has over the years grown into an established program in all our offices in Germany. New employees in particular participate in our language classes shortly after joining us. Berlitz is also a flexible partner when it comes to customized solutions and adaptations, as well as slightly more unconventional requests. Our successful collaboration has recently expanded to include NVIDIA's European locations. We benefit greatly from the international presence and experience of Berlitz."

Iris Lange  
Senior HR BP  
NVIDIA GmbH



**Because companies  
should value values**



## **The World of Business Seminars**

### **Business excellence for your future success**

Across the globe the way we work and learn has changed a lot – especially in response to the particular challenges of the recent past – and it is still in a state of transition. In terms of media, the world seems to have become smaller through virtual working, increased networking and more intensive use of conference tools and other channels. At the same time, the situation has greatly limited direct human contact, travel, and in-person interactions.

For situations such as this, which will also continue to leave a mark on the future due to the new options that have emerged, we at Berlitz have created learning and teaching structures adapted to the changed requirements of our customers. This includes flexible learning concepts that are not tied to a specific time – or, above all, location – which can be carried out by instructors or as e-learning in a virtual environment and are thus perfectly tailored to your needs. But we will also continue to offer you traditional instructor-led, classroom-based programs, because direct contact and interaction with our participants is as important to us as it is to our instructors and continues to represent an excellent alternative to digital learning.

Our seminar portfolio is remarkable for its sheer variety: from relevant aspects of global collaboration and New Work to the key requirements of traditional work methods; from agile methods to workplace basics. And we have grouped all of these topics into thematic learning clusters for you. This is how we help you be perfectly prepared for the workplace of today and tomorrow.

All continuing education courses can be found starting on page 68.

## **Berlitz Business Instructors**

### **Highly qualified experts for training success**

Berlitz offers an extensive global network of instructors. All our trainers have one thing in common – they are experts in their fields with extensive training and consulting experience with national and international clients. In addition to their professional expertise, they also bring solid methodical competencies, helping them provide participants with a high level of interaction and success.

### **How we ensure our business instructors meet quality standards:**

- Multi-stage selection process
- Supervision and ongoing feedback

### **What sets our business instructors apart:**

- Extensive national and international professional experience
- Certification in continuing education fields such as training, moderation, coaching, agile methods, and assessment
- Continuing education in areas relevant to fields taught
- Certification as a Cultural Orientations Practitioner® based on the Cultural Orientations Approach™ (COA™) and the Cultural Orientations Model™ (COM™)

For more information on selected business instructors, please turn to pages 118 and 119.

## The Berlitz Seminar Portfolio

### Continuing education exactly the way you want it – face-to-face or virtual

At Berlitz, you will always find the right training format for your needs. Simply select from the following successful formats: face-to-face instruction at the location of your choice, virtual courses, e-learning – or the best continuing education mix with our blended-learning options.

Our seminar topics can usually be booked as face-to-face and virtual courses for your company, are available worldwide, and can be combined with other offers and conducted in many languages.



#### **In-house seminars: Single- or multi-day continuing education courses**

You decide on the topics, dates, and instruction format (in-person or virtual seminar). Our in-house seminars last a day or longer, depending on how much depth you prefer. All our in-house seminars can be conducted in English upon request. Our corporate customer advisors and training development team will be happy to discuss your needs and advise you on seminar concepts. Learning success is further boosted by the use of case studies and specialist terminology from your organization.



#### **In-house seminars: Half-day workshops**

Many of our seminar topics are available as half-day intensive courses, which can be taught in-person or online. They offer an ideal way to provide fresh momentum, boost motivation, and work your way into a complex topic. The content is aimed primarily at actual business practices and can be applied on the job right away.



#### **Open-enrollment seminar program: Half-day virtual courses**

Perfect for those looking to enroll individually. Our open-enrollment virtual half-day seminars are short, concise, and interactive – and teach the essentials about relevant topics. This is where you can exchange ideas with people from other companies and in different functions, sometimes even internationally. You will find upcoming dates for our open-enrollment seminar program at [www.berlitz.de/bols-en](http://www.berlitz.de/bols-en).



#### **Organizational development: When your company is facing complex changes**

We firmly believe that an organization can only change when leaders and employees are also on board. This is where our concepts for organizational development and the fostering of a learning organization come into play. Organizational development is a planned, long-term development and change process that extends throughout the entire organization. We will be happy to put together a tailored action plan to advise and guide your company through the change process. For more information, please turn to page 108.



#### **Coaching: Reach your personal goals**

Working with a coach in a one-on-one dialog helps you reflect on your questions, develop new points of view, gain a clear perspective, mobilize new resources, and be well prepared for an important situation or new role. It also provides you with a safe space to sound out new plans of action. An overview of situations and target groups that can benefit from our coaching can be found on page 109.





### **E-Learning: Virtual instruction at your own pace**

When employees need to work on special, defined learning content independently and remotely, e-learning is the training format of choice. Take advantage of the Cultural Navigator®, our intercultural learning platform, or the e-learning courses offered by our business partner Pink University. A detailed description of our intercultural learning platform can be found starting on page 110. More information on the e-learning courses with video lectures can be found on page 115.



### **Berlitz blended-learning seminars: Modern and flexible hybrid learning**

Our virtual solution is particularly flexible and intensive while still maintaining a high level of focus and engagement through the use of well-structured learning modules. In this format, we combine our compact virtual half-day seminars with e-learning. Our modules are learning nuggets that are efficient, flexible, quickly available, and particularly easy to integrate into your daily work routine. More information and three sample learning modules can be found starting on page 116.

## **Three Questions For...**

### **An Interview with Jutta Markhof, Director of Berlitz Seminars, EMEA**

#### **How did continuing education change in 2021 and how is Berlitz addressing these changes?**

Concepts for learning that are not tied to a specific time or location have been in demand for years and are an established part of the Berlitz portfolio. However, the pandemic also acted as a catalyst here. Continuing education in a virtual environment and blended-learning formats are now even more in the spotlight – as is self-directed learning, which can include video lectures. We've adapted to this and are pursuing a very clear objective with our current course program: Offering companies training that can be incorporated flexibly into daily work routines and provides practical support in moments of need.



#### **And in terms of content? What topics are currently in demand?**

We've worked closely with our customers to identify many areas that are currently important to companies. The key questions are: What content needs to be learned so that people can better cope with the changed circumstances? And how can a new, forward-looking learning culture be built within the company on this foundation? Key competencies that are now being sought primarily relate to the areas of New Leadership, New Work, and global and virtual collaboration. We have expanded our training portfolio accordingly and can adapt the content to meet companies' specific requirements.

#### **What do you see as the future of continuing education?**

The future of learning is digital and flexible. But this doesn't mean instruction will not also be offered on site in a seminar room as well. The pandemic has also made many customers aware of how valuable physical proximity and a strong feel-good aspect are during seminars. I'm thinking, for example, of team development or of project teams in their early phases – these are cases where a shared experience is very conducive to sustainable learning. I also see leadership training returning to a physical space going forward.

We at Berlitz already cover both aspects and will continue to do so in the future, combining them flexibly whenever it makes sense.

## Berlitz International Professional Placement Services

### Work with us to find the best people to fill your job openings

Germany is an attractive country for immigration and is experiencing a lack of qualified professionals and apprentices in almost every sector. The German Federal Government is aware of this problem and has improved immigration opportunities for skilled workers from countries outside the EU (third countries) by passing the Immigration Act for Skilled Workers (FEG). This law, which has been in force since March 1, 2020, is now well established and has proven effective.

Berlitz helps you find the right skilled personnel in other countries, give them language and intercultural training, and integrate them successfully into your company. To do this, we collaborate with numerous trade associations and partners to offer a professional service from a single source.

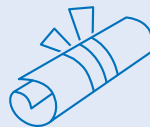
### Advice, training, placement – an overview of our services

- Extensive individual consultation, including on state subsidies
- Assistance in the selection, recruitment, and placement of skilled personnel for your company
- Coordination between your company, the employees, and the responsible government agencies
- Provision of German courses starting in the country of origin and continuing in Germany (on site in local Berlitz Centers, as Live Online courses, or as blended learning)
- Exam preparation and external certificate testing, e.g. from telc or the Goethe Institute
- Instruction in relevant intercultural skills

### We offer your company placement services for:



Specialists with a university education from outside of Germany



Specialists with vocational training completed outside of Germany



Applicants interested in undergoing vocational training in Germany

### Our services are primarily aimed at these sectors:



Medicine



Nursing



Engineering



IT



Manual trades



Logistics



Hotels, restaurants, and catering

## The advantages of Berlitz international professional placement services

### Proven expertise

- Expertise in all training formats: face-to-face instruction, distance learning, and blended learning
- Experience in teaching German for professional purposes
- Know-how in applying for subsidies for German courses

### Standardized methodology

- Berlitz Method®: communicative teaching approach used around the world
- Uniform quality assurance and monitoring of progress
- Qualified instructors trained in teaching methods

### Reliable management and coordination

- Experience in planning and implementing international projects
- A central point of contact in Germany for all processes
- Berlitz Deutschland GmbH as contractor

### Meet our service partner: VISABEE



VISABEE is a full-service agency for people coming to Germany from abroad. An innovative online portal brings together skilled personnel and vocational training applicants – from countries outside the European Union in particular – with German employers. The service not only includes the digital application process, but also personal relocation support in cooperation with attorneys and Berlitz.

### Example of a Berlitz German course focusing on a specific field: German for Nursing Professionals

When it comes to the integration of non-German nursing staff, preparation for a German language exam, or advanced language training focusing on nursing, traditional language instruction does not suffice. Berlitz offers you practice-based instruction that not only teaches the basics of the language, but also important professional vocabulary, workplace communication, and intercultural skills.



#### Content

- Planning, carrying out, documenting, and evaluating patient care
- Giving instructions and advice and holding discussions
- Participating in medical diagnoses and therapy
- Providing care and assistance to elderly individuals
- Legal and institutional parameters of nursing work
- Assisting with quality assurance measures in nursing

All courses  
can also be  
conducted  
online!

For more German courses, please see page 41.



#### What our customers say about Berlitz:

“With Berlitz, we are holding three German for Nursing Professionals courses for 37 nurses on site in Mexico. Upon completion, the participants will work as nurses caring for the elderly here in Berlin. We would like to warmly thank Berlitz for their competent assistance and flexible organization. Even though the situation around the globe was new and challenging for everyone at times, we always found a good solution together. Our most important responsibility is of course making sure that the participants continue to be motivated and receive support and the highest quality of instruction. We are very happy that Berlitz is on the job!”

Antje Bollinger and Madlen Franz  
Vivantes Forum für Senioren GmbH





# Language Skills

The World of Languages	25
<b>Step by Step to Your Language Course</b>	26
<b>1. Core Product</b>	
The Berlitz Method®	27
Berlitz Levels	28
Berlitz Placement Tests	29
<b>New!</b> Student Portal MyBerlitz	30
Berlitz Language Instructors	32
Intercultural Competence	33
Personalized Courses	34
Course Content and Areas of Focus	35
<b>2. Format</b>	
<b>Face-to-Face Instruction</b>	
Individual Instruction	36
Individual Instruction by Telephone/Skype	36
Total Immersion® Intensive Individual Instruction	37
Corporate Group Courses	38
Open Group Courses	39
Business English Workshops	40
Business German Workshops	41
<b>Online Courses</b>	
Language Instruction in the Digital and Connected World	43
<b>Berlitz Live Online</b>	
Berlitz Online Classroom	44
Individual Instruction	46
Corporate Group Courses	47
Open Group Courses	48
<b>Online Self-Study and Blended Learning</b>	
Berlitz Flex	50
Berlitz Connect	54
<b>3. Additional Services</b>	
Language Exams and Certificates	56
<b>New!</b> Online Self-Study Exam Prep	58
Berlitz Language Tests	59
Berlitz Study Abroad	61
<b>Language Programs for Kids and Teens</b>	62
Language Programs at the Berlitz Center	63
Language Programs in the Virtual Classroom	63
Language Camps for Companies	64
Language Camps for Kids and Teens	65
Berlitz Digital School: Programming Classes and Digital Skills Workshops	66



## The World of Languages

### Language instruction – Redefined

It is a widely known fact that the German economy is heavily export-oriented. It is estimated that nine out of ten industrial enterprises in Germany maintain important ties abroad. The figure for the service sector is only marginally lower. And business across borders is founded on global communication.

This is why having a strong command of a foreign language has been a key career qualification for some time now. From face-to-face instruction to virtual lessons and hybrid solutions, Berlitz has just the right courses to meet your personal language learning requirements and develop the skills you need for the global market.

### Three steps, one goal – Boosting your language skills

To meet your goals, we consult with you in an optimally structured and transparent manner. What language do you need? What training format best suits your requirements? And which additional services would also be useful to you? On the following page, you'll learn how to find the perfect language instruction for you – in just three steps!

### Maximum efficiency – Because time is precious

Our unique learning methods and quality of instruction, specific course content tailored precisely to your needs, and a clearly defined training plan with integrated live and online elements all come together to help you reach your goals quickly. A Berlitz advisor is at your side throughout the entire continuing education process and reports on individual progress.

### The search is over – Language instruction just for you

As one of the world's leading providers of language services, our wide-ranging course offerings and formats mean that we can meet your exact language learning needs. We offer instruction in the most commonly learned foreign languages in all training formats. With many formats, such as individual language instruction and corporate group courses, we even offer all actively spoken languages. Instruction is offered from Berlitz Level 1 to 10, or CEFR A1 to C2.



**Learn in person, learn live online.  
For better communication.**



# Step by step to your language course

1

Core product



Choose your language and always enjoy these benefits:

- The Berlitz Method®
- Berlitz Levels
- Berlitz Placement Test
- Student Portal MyBerlitz
- Berlitz Language Instructors
- Intercultural Competence
- Personalized Implementation
- Course Content and Areas of Focus

2

Format



Select the training format that suits your needs:

#### Face-to-Face Instruction

- Individual Instruction
- Individual Instruction by Telephone/Skype
- Total Immersion® Intensive Individual Instruction
- Corporate Group Courses
- Open Group Courses
- Business English Workshops
- Business German Workshops

#### Berlitz Live Online

Berlitz Online Classroom:

- Individual Instruction
- Corporate Group Courses
- Open Group Courses

#### Online Self-Study and Blended Learning

- Berlitz Flex
- Berlitz Connect

3

Additional  
services



Additional services for a more comprehensive learning experience:

- Language Exams and Certificates
- Online Self-Study Exam Prep
- Berlitz Language Tests
- Berlitz Study Abroad



## The Berlitz Method®

### Experience that keeps up with the times

The Berlitz Method® has been at the heart of all Berlitz language instruction since 1878, and has gained worldwide popularity for its effectiveness in achieving learning goals. It has been continuously developed and perfected in line with the latest linguistic research. Today, for instance, our courses include an individual needs analysis, digital course materials, and Live Online and e-learning options.

You always learn a new language in a natural fashion. This means that in your Berlitz course, you'll only speak and hear your target language – just as authentic and vibrant as a stay in the country where it is spoken. Instruction always centers on your experience, needs, and language-learning goals.

Has this piqued your interest? We answer all the most important questions about the Berlitz Method® below. But it's even better to experience its many advantages for yourself in a language course.

### What will my language course focus on?

Listening, reading, writing, and speaking. At Berlitz, you will always practice all four language skill areas. Reading and writing are actively integrated into the lessons so that the course resembles a workshop, with a focus on active speaking. Communication takes place not only with your instructor, but also with the other participants – entirely in the target language, of course. The language is taught through simulations and role-playing of real-life situations.

### How is my course structured?

The learning process is divided into several phases. You'll start with controlled practice phases in which you are corrected more frequently by your instructor so you can work on your pronunciation and accuracy. In the next phases, the aim is to put what you have learned into practice and to work on speaking freely. During this time, the instructor does not interrupt you with corrections, but instead offers feedback after the activity has been completed. This sort of practice in speaking freely – even with mistakes – is important for improving your fluency while at the same time breaking down any inhibitions about speaking the foreign language.

### How do I learn grammar at Berlitz?

If you want to speak a language, you don't necessarily have to learn all the grammar rules by heart – what's important is using them correctly when you talk. This is why you will always practice grammar in a linguistic and topic-specific context and internalize what you have learned through structured application.

### How do I make the greatest amount of progress? The three most valuable tips we can give you are:

- Make sure you remain positive and stay persistent in your goal of perfecting your language skills
- Attend your course regularly and participate actively
- Don't be afraid to make mistakes – it's the only way you'll learn

For additional information and a video on the Berlitz Method®, please go to [www.berlitz.de/method](http://www.berlitz.de/method).



#### What our customers say about Berlitz:

“As part of the Premier Inn expansion in Germany, we were looking for a Germany-wide language provider that was well positioned to respond flexibly to our various requirements as a hotel brand with a broadly diversified program. And we found that strong partner in Berlitz!”

Maren Krützfeldt  
Learning & Development Manager  
Premier Inn Deutschland

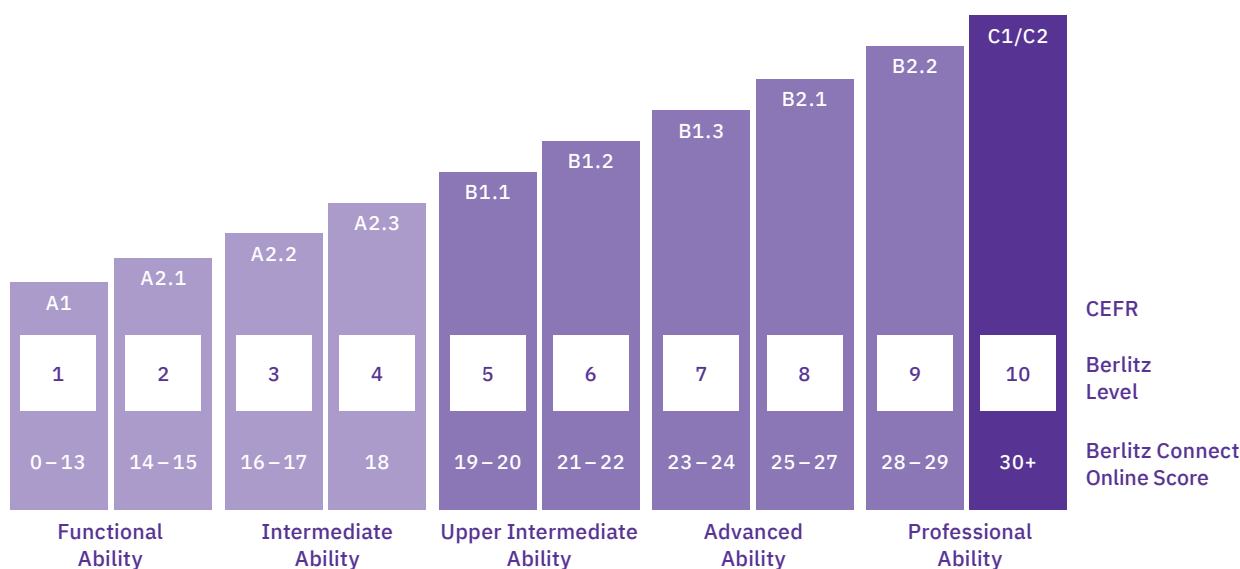




## Berlitz Levels

### Standard definitions for language skills

The Council of Europe's Common European Framework of Reference for Languages (CEFR) defines different levels of language proficiency to make the learning of languages and evaluation of language skills more transparent and easier to compare. These CEFR levels correspond to the ten Berlitz levels.



**Berlitz Level 1/CEFR A1:** Your language skills are sufficient to make yourself understood with questions and answers in simple everyday situations.

**Berlitz Level 2/CEFR A2.1:** You possess basic skills in the language and can conduct simple conversations in at least one tense.

**Berlitz Level 3/CEFR A2.2:** You can follow the gist of a conversation on familiar subjects. You can initiate, maintain, and end a conversation and discuss a range of topics.

**Berlitz Level 4/CEFR A2.3:** You can understand information on familiar subjects in the relevant context and can hold a conversation on a range of general subjects.

**Berlitz Level 5/CEFR B1.1:** You can hold a conversation and describe things in a coherent manner. You can ask and respond to questions in the workplace. You can understand all sentence structures.

**Berlitz Level 6/CEFR B1.2:** You can communicate effortlessly in a variety of professional and personal situations using a variety of expressions.

**Berlitz Level 7/CEFR B1.3:** You can express views and defend them in discussions. You can handle challenging professional situations and also use the language in complex contexts.

**Berlitz Level 8/CEFR B2.1:** You can communicate efficiently and correctly in challenging activities and situations and participate in discussions in all environments. You can express yourself in a nuanced manner.

**Berlitz Level 9/CEFR B2.2:** You can communicate in detail and use targeted expressions to add nuance to discussions on complex topics.

**Berlitz Level 10/CEFR C1/C2:** You can express yourself at an extremely high linguistic level, virtually on a par with a native speaker.



## Berlitz Tests for the Assessment of Language Skills

We offer three general language tests to help you determine which Berlitz language program is right for you. The tests take place before you start language instruction, so we can recommend the perfect course for you based on your current proficiency level.

### Language Audit for Virtual Training

Lasting around 30 minutes, this online multiple-choice test is used for placement and needs analysis (questions about learning goals and professional fields) for our Connect program and individual instruction by phone/Skype. It tests knowledge of English, French, Spanish, or German; one of the 14 available instruction languages can be selected in advance. A re-test at the end of the course documents learning progress.

### Oral Placement Test

Our oral placement test is available for all languages and can be conducted at a Berlitz Center, on company premises, or by phone. The oral placement test, which takes approximately 15 minutes, can also be combined with the online placement test described above.

### Online Placement Test

This flexible online test is multiple-choice and is excellent for a quick and simple determination of proficiency level. It provides a valid evaluation of listening and reading skills in around 35 minutes. The test is available for English, French, Italian, Spanish, and German, with instructions available in 22 languages. The placement results are sent immediately by email. Companies also have different customization options, for example by adding their logo to the registration page. The entire structure of the test is very straightforward:

### Written and audio questions

Answer a series of multiple-choice written and audio questions.



### Placement Test Result

Mrs. Jane Doe

Thank you for taking the Berlitz Online Placement Test.  
You have achieved the following result:

**Berlitz Level 4 / Level A2.3 on the CEF scale.**

### Score

The test results will be sent to you right away by email to inform you of your current proficiency level.



### Good to know:

Find out more about our extensive range of testing services, including exam preparation and administration for internationally recognized language certificates. Details can be found starting on page 56.





## Student Portal MyBerlitz

### One portal – everything at your fingertips

This is how learning works today: MyBerlitz is a one-stop online student portal that lets you organize your language-learning experience – around the clock and independent of your location. From a comprehensive course overview and scheduling to communication with instructors, our new portal offers maximum convenience and transparency.

Its many features also include technical support and additional services. Enroll now in the language course of your choice and take your learning to the next level.



#### Benefits

- Personal learning path provides a course overview along with current progress
- Access to the digital training materials and supplementary documents and exercises
- Download function for all materials to allow offline practice as needed
- Personal calendar with an overview of all course dates and options for booking or rescheduling
- Direct login to Berlitz Live Online courses and access to lesson recordings
- Send messages or files to the Berlitz instructor team
- Detailed tracking of your progress



#### Bonus feature – MyBerlitz Corporate: outstanding online reporting for companies

A language course is a long-term, goal- and result-oriented investment for your company. So the MyBerlitz portal also offers you a way to keep tabs on each participant's learning progress on an ongoing basis.

With just a few clicks, you have the relevant metrics at your fingertips at all times – and always up to date. This serves as a valuable management tool for you and for us, of course in compliance with your company's specific data privacy guidelines.

Our portal makes it easy for you to adjust learning strategies, set new priorities, or request additional support as necessary. The perfect tool to ensure the success of your continuing education program!



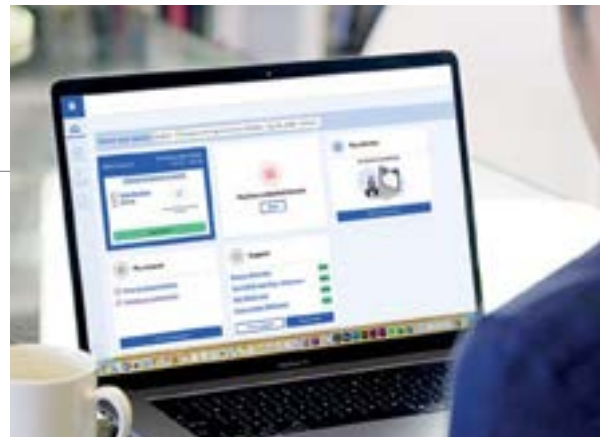


### MyBerlitz: selected features

The very first click will win you over: MyBerlitz's intuitive and modern user interface lets you instantly navigate through the system. You benefit from numerous useful features that perfectly complement your language training!

#### MyBerlitz dashboard

Your personal homepage with all the important functions needed to organize your courses at your fingertips. And if you have signed up for the Berlitz Online Classroom, you can log in to your course here.

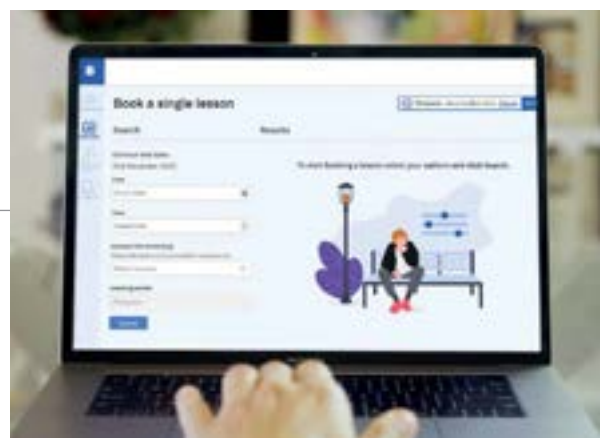


#### MyBerlitz learning path

This is where you'll find a complete overview of your training. You have access to supplementary digital material corresponding to your language level and your objectives, as well as documents which can be downloaded.

#### MyBerlitz scheduling

Book or reschedule appointments, at the click of a mouse and around the clock.



#### Good to know:

You automatically receive access to MyBerlitz with every Berlitz Live Online language course from our portfolio. Berlitz Flex (see page 50) is also organized via MyBerlitz.



## Berlitz Language Instructors

### Interaction with our experienced, native-speaker Berlitz language instructors opens the door to success

One essential component of our language courses is the interaction and communication with the Berlitz instructors. We firmly believe that a good instructor plays a key role in your motivation and your learning progress.

This is why Berlitz sets the highest possible standards for its language instructors. Initial training and continuing education for our teachers is an integral part of our quality management certification under DIN standard ISO 9001.

- Recruitment inside and outside of Germany
- Professional backgrounds, primarily in business
- Intercultural expertise
- Intensive training in:
  - The Berlitz Method®
  - Course materials
  - Teaching methods
  - Classroom management
- Teaching qualifications:
  - Special University of Cambridge trainer certification series
  - Certified expertise and skills in the principles and practice of language teaching
- Quality assurance by local pedagogical teams
- Regular classroom observation for quality assurance purposes
- All instructors who conduct virtual language courses possess special skills:
  - Communicating in a virtual space
  - Providing an interactive and motivating learning environment
  - Using technology (whiteboard, tools for participants, webcam)



**Cambridge Assessment  
English**

---

Authorised Exam Centre



#### What our customers say about Berlitz:

“Berlitz has been a proven and highly valued partner of Wilde & Partner Communications for many years now. For our internal professional development academy, we are pleased to draw on the professional training program offered by Berlitz and benefit from the ideas that our employees gain in the courses. We continue to be impressed by the Berlitz trainers and their high level of competence.”

Marion Krimmer  
Deputy Chairperson of the Board of Management  
Wilde & Partner Communications GmbH

**Wilde & Partner**



## Intercultural Competence

### Because it's not just what you say, but how you say it

Speaking the same language as the person sitting across from you is a good start. But cultural understanding takes you a step further, letting you communicate respectfully and effectively. It has been shown that culturally aware teams are more able to build sincere and trusting relationships with customers, avoid misunderstandings, and work successfully across national boundaries.

That's why Berlitz combines languages with intercultural understanding – not only as an integral part of every Berlitz language course, but also through additional services that you can book with us, all from a single source.

### Build intercultural expertise



#### Integrated with language instruction

Short, topic-related lessons during and between the language-learning sessions create a deeper understanding of intercultural requirements.

#### Supplemental e-learning or seminar

Our Cultural Navigator® e-learning platform (see description starting on page 110) provides a fast-track introduction to working with people of different cultures. Our Berlitz seminars for intercultural skills (starting on page 70) also cover the most important topics related to intercultural collaboration.





## Personalized Courses

### Learn languages wherever and whenever you like

Select the language program that suits your individual needs and objectives. Berlitz also offers you numerous options with regard to the duration, time, and location of the courses, so you can adapt the training to the needs of your employees.

- **Face-to-face language courses at a Berlitz Center**

Language courses are held in our centers Monday to Saturday. The length of a language course depends on the frequency of the lessons and the language goals. Please note: The available language courses can vary from Berlitz Center to Berlitz Center.

- **In-person corporate courses**

For corporate training programs, the time, location, and duration of the courses are flexible and depend on the requirements of your company.

- **Business workshops – in English or German**

Our workshops last two days on average. They can also be split across several days. The location is up to you as well.

- **Berlitz Live Online language courses**

Our Live Online language instruction is not tied to a specific location. In most cases you also determine the time and duration. For the open-enrollment group courses in the Berlitz Online Classroom, you decide on a training schedule with specific dates in advance.

- **Online blended learning and self-study**

This training option is also available from any location. You can work on the self-study modules flexibly and around the clock. The live coaching sessions (Berlitz Flex, Berlitz Connect Premium) and the group conversation courses are held at scheduled times.



### What our customers say about Berlitz:

“3defacto is very satisfied with the way the continuing education course was managed. We were well looked after during the needs assessment, individual placement tests, and throughout the instruction process. The course was a success and everyone involved had a lot of fun.”

Peter Ahlmer  
Managing Director  
3defacto GmbH





## Course Content and Areas of Focus

### Programs and content tailored to specific language challenges

At Berlitz, we not only offer you a variety of training formats to meet every need, but also course content that is tailored to your individual language-learning goals. After all, when you face specific language challenges on the job, you need a program with authentic content that equips you with valuable knowledge to apply right away.

We work closely with you to adapt the content of our language lessons to your needs and level of proficiency. In every course, the focus is always on active, self-confident, fluent speaking in the target language.

### Possible general language topics:

- Travel, asking directions, booking hotel rooms
- Greetings, introductions, small talk
- Shopping, ordering food, exchanging money

### Possible business language topics:

- Conducting professional conversations with customers
- Socializing in business situations
- Confidence on the phone and using appropriate expressions
- Business correspondence
- Preparing, participating in, and facilitating meetings
- Preparing and giving presentations
- Understanding documents in a foreign language
- Business terminology and idiomatic expressions
- Presenting reports and project results

### Department-specific content for:

- Executives and managers
- Human resources
- Purchasing, sales
- Customer service
- Marketing, public relations
- Bookkeeping, accounting, finance

### Industry-specific content for:

- Automotive
- Service
- Energy
- Health and social services
- Hospitality
- Real estate
- Logistics
- Medical and pharmaceutical
- Law
- Telecommunications



#### Are you looking for a higher degree of specialization?

Our Berlitz experts can develop completely new course content that's 100% tailored to your needs. Turn to page 17 to learn more about customized content, or contact your corporate customer advisor at the Berlitz Center near you.





Also  
available  
remotely!

## Individual Instruction

### It is great to have your instructor's full attention

If your priority is to achieve your language-learning goals as quickly as possible, Berlitz individual instruction offers customized solutions. Your learning adviser will work with you to determine the content, learning speed, and course times that best suit your schedule and professional needs. You can choose between the following formats:

- **Individual Instruction Premium:** The ultimate freedom. You enjoy full flexibility with regard to the number of lessons, timetable, and length of contract.
- **Individual Instruction Compact:** Intensive and plannable. In at least 20 units of training a week, you learn your chosen language at scheduled times and at an attractive price.
- **Individual Instruction Happy Hour:** Enjoy especially affordable instruction at select times. Take your class at the Berlitz Center during a specific window (e.g. at lunchtime or on Saturdays) and enjoy a discount on the regular price.



### Content

- Job-related, real-world content
- Curricula from many industries
- Targeted building and expansion of vocabulary
- Specific topics and tailored content:  
The focus of instruction can be selected according to your requirements, be it everyday language skills, business language, or industry-specific content. Please also see page 35. Upon request, the content can also be completely customized for your company. Turn to page 17 to learn more.



### Benefits

- Available in all actively spoken languages
- Participant speaks for a very high proportion of the time
- Rapid learning progress
- Individual timetable
- Incorporation of learner experiences

To learn more about remote individual instruction in the Berlitz Online Classroom, please turn to page 46.

## Individual Instruction by Telephone/Skype

You can benefit from the advantages of our remote individual instruction anywhere and everywhere – which is ideal, for example, if there is no Berlitz Center nearby, you are on the road a lot, or you have last-minute language challenges. This is because the lessons, which are conducted by phone or Skype, are kept short at 30, 60, or 90 minutes.

### Facts at a glance:

- Individual instruction available around the world and around the clock
- Available in English, Spanish, French, Italian, and German
- Online reservation system for flexible organization of training sessions
- Tailored content; customized material can be integrated
- Lesson report – individual feedback sent by email after every session
- Perfect-match function for maximum performance: Select your preferred instructor profile, for example male or female, American or British English, etc.



## Total Immersion® Intensive Individual Instruction

### Maximum progress in the shortest time possible

For the most rapid language progress possible, Berlitz worked with the psychology institute at McGill University in Montreal to develop a special program: Total Immersion®. The concept is based on regular individual instruction, made significantly more effective by more hours of instruction and greater intensity. The goal is to be able to conduct advanced conversations in the new language after just a few weeks.

To this end, the course days are clearly structured – typically with individual instruction in the morning, a business lunch with small talk in a real-life environment, periods of independent study, and discussion sessions with two Berlitz instructors.



### Concept

- Intensive instruction with 12 daily lessons, 60 sessions per week
- Individually tailored duration of 1 to 6 weeks
- Daily business lunch plus one lesson with two language instructors
- Available at all language levels in all actively spoken languages
- Accurate and confident communication in the foreign language within a few weeks
- Ideal for mastering language challenges swiftly

## Three Questions For...

An interview with Tabeah Törner, Berlitz corporate customer advisor

### What precisely makes Total Immersion® so effective?

To put it simply, our customers receive a lot of knowledge in a particularly intensive form. With nine hours of language training, the days are highly focused, and the variety of learning elements prevents boredom and ensures that the participant's motivation remains high. After a very short time you start thinking in the target language – and sometimes even dreaming in it, as some participants have told me. This is our goal.

### Where does the Total Immersion® program take place?

It is always deliberately held away from the participant's workplace in order to create space and peace and quiet for the foreign language. We offer a pleasant and varied learning environment at the Berlitz Center in question, and lunch is eaten together in one of the nearby restaurants.

### Who is the typical participant for this program?

There is no typical participant; we have had customers from every sector and a wide range of positions. What they all have in common is the goal of making rapid and tangible language progress – sometimes as a matter of necessity, because they are going on an international assignment, for example.



### What our customers say about Berlitz:

“The Total Immersion® program helped me to get a condensed and intense learning experience which accelerated my confidence and comfort with the German language. The continuity that this experience offers is useful in maintaining focus. I would recommend this to someone who finds it difficult to maintain continuity and focus on German language learning due to work and family reasons, and needs additional confidence in speaking the language.”

Riju Mukhopadhyay  
SAP SE



Also  
available  
remotely!

## Corporate Group Courses

### Shared success for your employees

Our corporate group courses are an effective way of targeting the development of several employees' language skills. Take advantage of all the benefits of our comprehensive training evaluation system, starting with a precise assessment of needs and continuing through the definition of individual content and placement tests, all the way to a detailed evaluation of participants' progress. You can choose from the following course options:

- **Corporate Group Premium with a maximum of ten participants.** The course is entirely flexible to meet your needs; the number of lessons and timetable can be arranged as required. There is no fixed contract length.
- **Corporate Group Compact with a maximum of six participants.** Employees learn the foreign language according to a predetermined timetable. This option is an affordable alternative to the Corporate Group Premium course.



### Content

- Job-related, real-world content such as business correspondence by email, telephone calls, communicating in meetings, presentations, etc.
- Targeted building and expansion of vocabulary
- Typical business expressions and phrases
- Curricula from many industries
- Specific topics and tailored content:  
The focus of instruction can be selected according to your requirements, be it everyday language skills, business language, or industry-specific topics. Please also see page 35. Upon request, the content can also be completely customized for your company. Turn to page 17 to learn more.



### Benefits

- Available in all actively spoken languages
- Learning pace and dynamics tailored to the course participants
- Comprehensive training evaluation system
- Instruction either at the Berlitz Center or on your company premises



### Service package for every employee

- Individual needs analysis
- Oral assessment interview, upon request a written online placement test
- Kick-off event at the start of the course
- Documentation of each course unit, progress reports for each participant
- Berlitz level tests and certificates
- Comprehensive training evaluation system:
  - Reports on all training activities
  - Development of a group plan based on entry level and target
  - Overview of participants and attendance reports
  - Course statistics, learning progress quantification, and target attainment analysis
  - Budget monitoring
  - Collection and evaluation of feedback

To learn more about remote group instruction in the Berlitz Online Classroom, please turn to page 47.



### Good to know:

There are many Berlitz corporate customer advisors throughout Europe who are available to advise you free of charge – they will even come to your business premises if you wish. Simply contact your local Berlitz Center.



Also  
available  
remotely!

## Open Group Courses

### Learning is easier together

Do you learn best in a group with other people? In Berlitz group courses, you will meet like-minded participants who motivate each other and have fun with the language. Attractive rates make Berlitz group courses a great option for those who like to learn with others.

Regular lessons at your Berlitz Center will allow you to achieve your personal language goal easily and rapidly. Our small groups are made up of participants at similar levels of proficiency, which helps motivate them and allows them to communicate on an equal footing. At every center throughout Germany, Berlitz offers you group courses with different areas of focus and a variety of lengths. You can choose between the following formats:

- **Intensive group instruction with three to six participants.** Small groups, huge success! Available as evening courses once or twice a week, or as intensive courses with daily lessons.
- **Semi-private course with two participants.** Get talking! In this format, you work with just one other participant and your Berlitz instructor for a more intensive and personalized learning experience.



### Content

- Content for beginners to advanced learners in accordance with the course booked
- Focus on general or business language
- Targeted building and expansion of vocabulary
- Internalization of grammatical structures
- Practice with authentic everyday situations
- Key terms, phrases, and colloquial expressions



### Benefits

- For English, German, French, Spanish, and Italian
- Small groups and participants at similar levels of proficiency
- Motivating group dynamics
- Attractive rates
- Many courses can be recognized as educational leave



### Good to know:

You can also book open-enrollment group courses in our **Berlitz Online Classroom**, so you can participate no matter where you are. Our Live Online courses offer the same high quality as our face-to-face instruction and are available in more than 10 languages. For more information, please turn to page 48.



## **Business English Workshops**

When a specific English-language problem needs resolving or you want to focus on certain topics, the Berlitz Business English workshops are the ideal alternative to our regular language courses.

Working in small groups or one-on-one, the participants learn precisely the topics that match their language needs and goals. This might take the form of a two-day intensive course or could be spread over a longer period. Interactive exercises, role-playing, and simulated situations guarantee lasting language success.

We offer a large number of specialized courses for you to choose from. Upon request, course content can also be tailored to your company's specific needs. A small selection of our workshop topics is presented on these pages.

### **Business English Workshops for Key Qualifications**

Daily business is not always about major projects, but also the smaller, no less important tasks. So it is important to get the little things right. Our workshops ensure that your employees make a confident impression and continue to develop important soft skills.

- English for Meetings
- English at the Office
- English for Negotiations
- English for Business Small Talk
- English for Emails
- English for Presentations
- English for Telephoning

### **Business English Workshops for Your Department**

Professionals who want to build and maintain international business relationships have to focus on numerous details. Experience has taught us the most important questions and conversational situations encountered in business, and these form the focus of these courses. We offer specialized content for many different departments, based on authentic professional practice.

- English for Human Resources
- English for Sales
- English for Finance and Accounting
- English for Customer Service
- English for Marketing and Advertising

### **Business English Workshops for Your Industry**

Every industry has its own rules. So it is all the more important that this know-how is correctly communicated in a foreign language. We provide you with the necessary knowledge, using case studies to help you practice for the many challenges of your profession. We will be pleased to organize a suitable course for your industry.

- English for Legal Professionals
- English for IT Professionals
- English for the Energy Industry
- English for Insurance
- English for Real Estate
- English for the Automotive Industry



#### **Even more effective in combination:**

We recommend combining periodic workshops with our virtual language instruction. This gives you a hybrid continuing education solution for long-term, active language proficiency. You'll find more information starting on page 43.





## Business German Workshops

Whether as a first step toward integrating into the labor market or as targeted training to help you communicate with German coworkers, a confident command of the German language opens up new opportunities. Our German courses can be booked flexibly by companies and are based on specific professional requirements, such as:

- German for Business Communications
- German for Effective Meetings
- German for Physicians
- German for Presentations
- German for Professional Customer Service
- German for Negotiations

Our German courses can also be offered in conjunction with the Berlitz international professional placement services. Please see pages 22 and 23 for more information.

### An example from our course program: German for Nursing Professionals

When it comes to the integration of non-German nursing staff, preparation for a German exam, or advanced language training focusing on nursing, Berlitz offers you practice-based instruction. In addition to language basics, this course covers specialized vocabulary, situations relevant to the profession, and intercultural skills. The course can be supplemented by virtual instruction – for instance, lessons can be started before coming to Germany.

## Three Questions For...

### An interview with Lena Kauth, Executive Assistant at the AZURIT Group



The AZURIT Group operates inpatient facilities and services for the elderly and runs more than 60 retirement and nursing homes throughout Germany. For some years now, the company has been responding to Germany's shortage of skilled nursing staff by recruiting nursing professionals in non-EU countries.

#### How important is it for your potential nursing employees to learn German, and what level of language proficiency do they have to reach?

Language and gestures (non-verbal communication) are an extremely important part of the job of a geriatric nurse, who can use words and signs to encourage patients, soothe them, or make them laugh. For our foreign staff in particular, good language skills are essential. Language certificates are often required as part of the application for recognizing foreign qualifications. But unfortunately, language certificates are often like school report cards – they do not always say a lot about true proficiency. What matters to us is how well our staff members can actually speak.

#### What topics are covered in the language classes?

In addition to general job-related language skills, the focus is on communication with doctors, colleagues, and our residents and their families. The primary goal is to break down language barriers and boost communication skills. Speaking makes up a major part of the class time. If you use the language every day, at some point you will master it – it is a kind of learning by doing. We trust the job-related language courses and integration seminars offered by Berlitz because they are based on educationally sound concepts and have achieved excellent results.

#### What advice do you have for German companies who are experiencing staff shortages and urgently seeking skilled employees?

The shortage of qualified nursing professionals can be felt across Germany. Do not wait for assistance from politicians or employer associations. Recruiting employees abroad, despite the red tape, is one important way of overcoming staff shortages. Get your current staff involved in the process, because they often have contact with potential applicants both in and outside of Germany. Success in recruiting and hiring depends on having a positive reputation with your employees.

**Because learning  
knows no borders**





## Language Instruction in the Digital and Connected World

### The signs point to change

2020 and 2021 once again saw dramatically accelerated digitalization in the fields of continuing professional education and employee development. And when it comes to digital and virtual learning, Berlitz has also continued to expand its offering in the area of virtual language training in order to support companies even more effectively. Today we can deliver any training format you require.

### Online language instruction that fits your company

Efficient live online, instructor-led courses can be found under **Berlitz Live Online**. In the new Berlitz Online Classroom, you can book virtual one-on-one instruction, form a corporate group, or have individual employees from your team participate in our regularly scheduled open group courses.

As a **blended-learning solution** combining e-learning with elements of live instruction, Berlitz Flex offers you content that is completely coordinated and integrated. And like Berlitz Live Online, it can be conveniently organized via our MyBerlitz Student Portal. The Plus and Premium versions of Berlitz Connect also feature an online self-study program supplemented by instructor-led live elements.

Berlitz Connect Classic, on the other hand, is a completely **online self-study platform** that is an ideal complement to a face-to-face or Live Online course.

### Are you interested in taking your learning and development strategy in a new direction?

Work with us to develop a forward-looking continuing education strategy and benefit from language training that is not tied to a specific location – and is available flexibly for those moments of need. Our unique learning methods and quality of instruction, specific course content tailored precisely to your needs, and a clearly defined training plan all come together to help you reach your language goals quickly.

From day one, our team will provide you with personal support, guide you professionally through the entire continuing education process, and keep you up to date on all aspects of the program. **Start today!**

## Are you ready for a new online learning experience?



### Anywhere and everywhere

Language instruction – wherever you happen to be.



### Flexible

A variety of formats to suit every need.



### Results-oriented

Goal-oriented program structure based on language levels.



### State-of-the-art

Modern technology, innovative features, and extremely user friendly.



### Interactive

Live conversations, direct exchange of information, and instructor feedback.



### Qualified

More than 8,000 qualified, native-speaker instructors worldwide.



### Good to know:

You can also find our entire selection of virtual language courses at [www.berlitz.de/e-learning](http://www.berlitz.de/e-learning).



## Berlitz Online Classroom

### 100% live – 100% success

Welcome to the Berlitz Online Classroom! Make progress in learning a language without being tied to a specific location. Whether in intensive private lessons or a small group, you will be deeply immersed in the foreign language from the very first session. We have taken our popular Berlitz Virtual Classroom to the next level, adding numerous new features for active conversation and rapid learning progress. Come and explore!



#### Benefits

- Live online language lessons taught by native-speaker instructors
- The same high quality as classic Berlitz face-to-face instruction
- Level-based courses for all proficiency levels
- Communication in line with the Berlitz Method®: active, practice-oriented, and exclusively in the target language
- Numerous interactive features such as virtual whiteboards, breakout rooms, quizzes, and lesson recording
- Learning path with practice-oriented lessons and language skills that can be applied immediately
- Easy organization, preparation, and follow-up via the new MyBerlitz Student Portal



#### Available training formats

- Individual instruction
- Corporate Group Courses
- Open Group Courses



#### What our customers say about Berlitz:

“We’ve been working with Berlitz for several years now and offer virtual and face-to-face language courses across the group. The virtual courses in particular foster networking between colleagues in our group and enable them to learn together across national borders. Structurally and educationally, the lessons are very well thought out and of high quality. We have received very positive feedback from the participants.”

Friederike Hübner  
Team Manager, Human Resources  
TENTE-ROLLEN GmbH







### Berlitz Online Classroom: selected features

This language course is more than just a video chat. To make your language lessons as varied and effective as possible, we use numerous innovative features on our training platform. And it's all browser-based, so you don't even have to download a program.

### Interactive tools

Multiple interactive tools such as live quizzes, digital whiteboards, live chat, videos, and audio files make for a holistic and varied learning experience.



### Breakout rooms

In the breakout rooms, participants are divided into small groups so they can focus on applying the language in role-playing activities.

### Collaborative notes

Notes on the lesson can be written in real time and downloaded at the end of the session for review.



To watch our video about live online training in the Berlitz Online Classroom, go to [www.youtube.com/BerlitzCorporationWorldWide](https://www.youtube.com/BerlitzCorporationWorldWide).



Or go straight to the video by scanning the QR code with a smartphone or tablet.







## Individual Instruction in the Berlitz Online Classroom

### Achieve your language goal – intensive and individual

Obtain maximum flexibility now with Berlitz individual instruction – made possible by the Berlitz Online Classroom. You learn at your own pace and according to your needs, independent of location and with highly customized content.

With the help of a learning path, you first define topics that match your personal goals. You can select from a broad spectrum of business- and industry-specific content to help you meet a wide array of professional challenges. Based on your selection, we will tailor the instruction to your needs. Because you will speak a lot yourself and receive individual support from your instructor, you will achieve maximum progress in the shortest possible time.



#### Benefits

- Tailored content
- You speak for a large part of the lesson
- Flexible scheduling
- Rapid progress
- In more than 40 languages

### The Berlitz hybrid learning approach

Our holistic training approach gives you the flexibility to mix and match our various programs. For example, employees can take part in a remote language course in Berlitz Online Classroom and reinforce what they have learned in a face-to-face course at the nearest Berlitz Center.



#### What our customers say about Berlitz:

“As an international company, what we most appreciate about Berlitz is its many locations around the world. The many learning options, such as face-to-face instruction and the Berlitz Virtual Classroom, offer our employees a variety of solutions tailored to every individual learning need. In addition, our employees are able to use the CyberTeachers e-learning platform to expand their personal language development outside the regular learning program. The direct support and professional advice from Berlitz helps us keep things running smoothly.”

Sabrina Lüthi  
HR Development Business Partner  
dormakaba Deutschland GmbH





## Corporate Group Courses in the Berlitz Online Classroom

### Build structured language skills for your team

In the Berlitz Online Classroom, you can create a learning group with a maximum of six employees from your company, regardless of location. We will work with you to set up a course schedule, customized course content based on a learning path, and training goals. Once this is done, our team of experts will assist you in the implementation of the courses in your company and offer ongoing support.

Our native-speaker instructors ensure maximum active participation by all the learners during the lessons. We aim for high performance so that participants make rapid progress in learning the foreign language.

If you do not have enough participants to make up your own corporate group course, you can also enroll individual employees in our open groups in the Berlitz Online Classroom. For additional information, please see the next page.



### Benefits

- Standardized, scalable solution for companies of all sizes
- Instruction can be offered worldwide across locations
- Extremely easy administration
- Detailed training evaluation
- In more than 40 languages





More than  
10 languages  
available!

## Open Group Courses in the Berlitz Online Classroom

### Continuing education for individual employees in group courses

Our open-enrollment group courses in the Berlitz Online Classroom are currently very popular, and we are continuously expanding our offering by adding many new starting dates every month. There are lots of reasons that these courses are in high demand – open groups represent an ideal solution for any company that is looking for affordable and flexible language instruction for its employees without having to organize an in-house course or arrange for individual instruction.

Berlitz takes care of organizing everything. You simply register online for a suitable course; our wide selection ranges from specialized business courses to instruction aimed at achieving a specific language level. Courses are available in more than 10 languages and for all levels. The schedule is prearranged, which gives you certainty in your planning.

In our small groups, we take the proficiency levels of the international participants into account – which helps motivate them and allows them to communicate on an equal footing.



### Benefits

- Small groups with a maximum of 3 to 6 participants who are pursuing similar objectives
- Motivating group dynamics
- Learning path with specific topics in line with the learning objectives of the group
- Attractive rates
- Many courses can be recognized as educational leave
- More than 10 languages and all levels

## Three Questions For...

An interview with Deniz Cooknell, Corporate Sales Director, Europe

### In your opinion, who are the open-enrollment group courses in the Berlitz Online Classroom suitable for?

Our open-enrollment group courses are particularly popular among companies who don't have enough participants for an in-house group. Individual employees can get started immediately in an open group.

This training concept is also attractive for people who like to learn in cooperation with others and who want to make rapid progress – because learning in a group is simply more motivating, not to mention a lot of fun!

### How do you manage to meet the needs of the individual learners within the group?

The groups never have more than six participants. This keeps the instruction personal and everyone has enough time during the lesson for active speaking. Plus the small number of participants ensures that our instructors can focus on the individual needs of each learner. An additional advantage is that the composition of the group remains the same for the entire course. So participants get to know each other quickly and practice the language in a familiar environment.

### How do participants adapt to learning in a virtual space? Do they receive a technical briefing?

Prior to the start of the course, learners are invited to participate in an orientation session. This is also carried out live online, of course, and includes a detailed introduction to the learning platform as well as a technical check. So before the course starts, the participants are already familiar with all the tools.





More than 10 years ago, the first online instruction took place in an open group course.

Over 5,000 participants have already reached their learning goals in an international open group.

More than 600 companies across the globe are booking open group lessons for their employees.

11 languages are on offer today in our open group courses.





## Berlitz Flex

### The perfect combination of online self-study and live coaching

Thanks to New Work and the different forms of working it involves, our daily routines are becoming increasingly flexible and digital. Which is why many people expect their language training to be equally flexible, efficient, and, of course, digital – but they also like it to be personal. And to offer good value for money.

We developed Berlitz Flex to give you a maximum of freedom and flexibility. With our new online self-study program, you are not tied to a specific location and can learn at your own pace. Our instructors provide you with targeted support in live coaching sessions that follow the Berlitz Method®. The result is genuine blended learning with a well-defined learning path and lessons that build on one another.

Achieve real progress from one language level to the next!



### Benefits

- Effective combination of 70% self-study and 30% live coaching sessions
- Learn completely online at your own pace, wherever you are – on a laptop, tablet, or smartphone
- Organized, level-based structure with the same content and materials as classroom instruction
- All content is coordinated and integrated
- Short lessons in intercultural skills
- For English (Berlitz levels 1 to 8/CEFR A1 to B2.1), German, and Spanish (Berlitz levels 1 to 4/CEFR A1 to A2.3)

### Highlights

- **Unlimited possibilities:**

Live Coaching Sessions for a language level can be booked without limit until your license expires. With our annual “All you can learn” license, you can also complete as many language levels as you like.

- **Interactive video learning:**

Learning videos presented by native-speaker instructors teach pronunciation, sentence structure, and vocabulary, and encourage you to speak along.

- **Innovative voice recognition:**

Practice the pronunciation of entire sentences, not just individual words.

- **Flexible organization of training:**

Convenient login through the MyBerlitz Student Portal, where you can manage your self-study lessons and schedule your live coaching sessions.



Clear navigation through the program





### Structure of the Berlitz Flex program

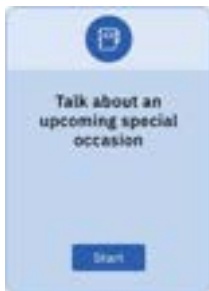


**The new way  
to learn languages**



## Program components

Berlitz Flex offers you maximum freedom in your language learning – but still provides a clear structure with compact lessons that build on one another. The program components in your learning path offer great variety while focusing on a single goal: building your language skills.



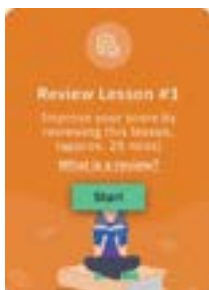
### 36 self-study lessons

Each of the approximately 60- to 90-minute lessons has a defined learning objective and contains different types of educational activities, such as interactive videos, short exercises, puzzles, and much more.



### 20 live coaching sessions

Two completed online lessons are always followed by a 25-minute Live Online session with a Berlitz instructor. The schedule can be arranged individually in advance during the program.



### 36 self-study review lessons

For each self-study lesson, there is the option of doing exercises to review the content. Through this repetition, the lesson is reinforced and long-term recall improved.



### 4 self-study checkpoints

As you progress along the learning path, regular checkpoints are unlocked to monitor and encourage learning.



### 4 self-study culture lessons

Because it's not just what you say, but how you say it, the program also includes short intercultural training modules.



### Berlitz Flex: selected features

Smart, modern, and personal: Berlitz Flex is the perfect program for everyone who is looking for a digital solution for learning language skills – but doesn't want to forego the human touch.

#### Personal learning path

For methodical and structured learning, the individual self-study lessons, live coaching sessions, review lessons, checkpoints, and culture lessons can be worked through in the specified sequence.



#### Live coaching sessions

The 1:1 live coaching sessions with a Berlitz instructor last 25 minutes each. In these sessions, you receive direct feedback and assistance for optimal learning progress.

#### Modern speech recognition

One of the true highlights of Berlitz Flex is automatic speech recognition. Practice your active speaking and pronunciation whenever you like – using full sentences, not just individual vocabulary words.



To watch our video about Berlitz Flex:

Visit [www.youtube.com/BerlitzCorporationWorldWide](https://www.youtube.com/BerlitzCorporationWorldWide).



Or go straight to the video by scanning the QR code with a smartphone or tablet.





## Berlitz Connect



### Online self-study with extras

With Berlitz Connect, you can learn your chosen language entirely according to your personal preferences. You have around-the-clock access to our online platform, where you can practice independently at your own pace and following your own interests. E-lessons form the core of your training and are part of your personal learning path. Each lesson consists of several different activities and takes about 30 minutes to complete.

Depending on the version you choose, you can use Berlitz Connect as a strictly **online self-study solution** (Berlitz Connect Classic), or combine it with live online group conversation courses or live coaching sessions (Berlitz Connect Plus/Premium) for a **blended learning solution**. The choice is yours!



### Benefits

- Online language audit including a language placement test, a needs analysis, and a selection of professional fields
- Personalized instruction with an individual learning path consisting of a variety of e-lessons
- Choose from more than 800 training modules, 218 professions, and 20 industries
- Interactive exercises, pronunciation trainer, speed memorization tool, and gaming area
- Content coordinated with other Berlitz language courses
- Numerous micro-learning units for flexible integration into your daily work routine
- Free participation in instructor-led online group conversation courses
- Optional 30-minute one-on-one phone/Skype coaching sessions with Berlitz instructors
- For English (CEFR A1 to C1) as well as German, French, and Spanish (CEFR A2 to B1)



Well-structured and easy to navigate: The Berlitz Connect homepage with e-lesson and your personal progress tracker



Choose the right type of training from our three Connect programs.

Berlitz Connect programs	Classic	Plus	Premium
Target language	English, German, French, Spanish		
<b>My Program</b> Individual learning path with e-lessons that build on one another	•	•	•
<b>My Resources</b> Additional learning activities and support tools	•	•	•
<b>My Progress</b> Detailed mapping of your personal learning progress	•	•	•
<b>Flash Lesson</b> Daily email with three short exercises	•	•	•
<b>SOS Teachers</b> Written assistance from our instructors within two working days	•	•	•
<b>Gaming Area</b> Collect points and awards for learning progress	•	•	•
<b>Live Support</b> Live chat with Berlitz instructors should language problems arise		•	•
<b>Community Room</b> Chat function to converse and learn with other participants		•	•
<b>Live Classroom</b> 30-minute group conversation courses several times daily		•	•
<b>Live one-on-one coaching</b> 30-minute phone/Skype individual coaching sessions			•



#### What our customers say about Berlitz:

“We opted for the CyberTeachers e-learning platform as the perfect complement to our existing face-to-face language learning, since it allows our employees to work on their language skills independently and according to their individual needs. The CyberTeachers learning tools are especially helpful and are used a lot – for instance to assist our employees with writing emails and letters in the foreign language. Overall, the effective coordination of face-to-face and online language instruction is a major advantage of working with Berlitz.”

Dr. Rüdiger Keller  
Apollo-Optik Holding GmbH & Co. KG



“We discovered Berlitz Blended Learning and came to value it greatly – especially CyberTeachers and one-on-one instruction over the phone. The course set-up was excellent both for beginners and more advanced participants. Everyone who took part was able to improve their language skills, as clearly demonstrated by a comparison of the initial placement tests and the final tests that all participants took. The phone-based instructors were excellent and adapted to the participants’ individual wishes and abilities. The great support was the icing on the cake.”

Marco Nübling  
Head of HRM  
AVS Holding GmbH







## Preparation for Internationally Recognized Language Exams

### Earn the language certificate of your choice – with Berlitz

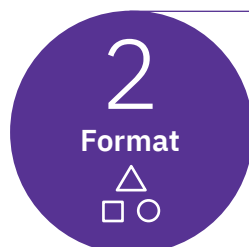
Are you looking to have your current language skills officially tested or to prepare for a specific language exam? Berlitz is the right partner to help you reach your goals. We offer effective preparation for internationally recognized language certificates – as a live online course, online self-study, in-person instruction, or a combination of these options. Furthermore, many Berlitz Centers serve as certified examination centers where you can also take the exam.

Earn your official language certificate in just three steps:



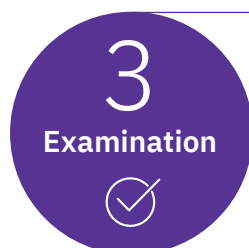
#### Which language examination do you wish to take?

- You will find the most important internationally recognized language exams at Berlitz.
- We offer examinations and prep courses for more than 10 languages.
- We will be happy to advise you on which certificate best suits your specific needs.



#### How would you like to prepare for the language examination?

- In a **face-to-face or Live Online course** with individual or group instruction.
- **Self-study** on an online platform with a personal study plan.
- A **combination** of flexible online self-study and Live Online course for focused preparation for your selected exam.



#### When and where would you like to take the language exam?

- At a licensed Berlitz Center close to you. You can select one of our many test dates throughout the year.
- Directly from the official language exam provider.
- We will be happy to advise you as to when and where you can take your exam and assist you with registration.



## Recognized Language Tests and Certificates

### The most important official test certificates are available from us

Prepare effectively for your certificate exam with Berlitz and take the examination right at one of our certified test centers. We have listed the most important international exams for you below. We would also be happy to help you prepare for many other language certificates such as Cambridge (English), DELE (Spanish), DELF (French), and HSK (Chinese).

### telc (The European Language Certificates)

The telc certificates document language proficiency in the skills of listening, reading, speaking and writing and are recognized by companies, government agencies, schools, and universities alike. They are available for German, English, French, Italian, Spanish, Russian, Arabic, Polish, Portuguese, and Turkish. The telc exams for German B2 and C1 are important elements for the successful integration of international professionals into German companies.

### TOEIC® (Test of English for International Communication)

The TOEIC® test of English is used by companies as a hiring criterion and training standard. Many academic institutions also use the exam as an admission requirement or a final certification. It consists of a listening and a reading section. In addition, the TOEIC® 4 Skills Test evaluates writing and speaking as well as listening and reading.

### TOEFL® ITP (Test of English as a Foreign Language)

Der TOEFL® ITP test for English frequently serves as an admission requirement for universities and colleges. However, government institutions and companies may also ask for a TOEFL® certificate. The test comprises two sections, reading and listening.

### Versant™ Professional English Test (VPET)

Developed by experts in psychometrics and linguistics, the Versant™ Professional English Test uses real-life professional scenarios to assess key English communication skills – listening, reading, writing, and speaking – in a 60-minute online test that is particularly accurate, reliable, and fast. The auto-scored test provides personalized score results in minutes, in line with the CEFR levels.

### TFI™ (Test de français international)

The TFI™ test is the first choice when it comes to demonstrating French business language skills. Used by international companies and universities, it evaluates listening and reading comprehension.

### WiDaF® (Test Deutsch als Fremdsprache in der Wirtschaft)

The WiDaF® exam tests German as a foreign language for business, covering all economic sectors and workplace situations. This internationally recognized language certificate boosts candidates' chances in the job market.



#### Good to know:

Before you start exam preparation, the Berlitz language proficiency tests can give you an indication of your current level and help you choose the right prep course. For more information, please turn to page 29.



## New! Online Self-Study Exam Prep

### Perfectly prepared for your language examination – online

Exam prep – anytime, anywhere? With our new self-study program, it's easy to use a computer, smartphone, or tablet to study for your language examination on our modern online platform. With your own profile and a personalized study plan, you learn at your own pace while benefiting from a variety of interactive exercises as well as mock tests that effectively simulate the exam. And of course the content is entirely based on the official test requirements.

Our new self-study exam preparation program can also be used in combination with a live online prep course or as an e-learning supplement to your language course.



#### Benefits

- Study for the examination at your own pace
- Individual learning path for your selected language examination
- Vocabulary exercises, grammar practice, videos, and study sheets
- Specific practice exercises for each part of the examination (writing, speaking, etc.)
- Practice tests under exam-like conditions
- Usage statistics for tracking your learning progress
- Available for more than 10 tests in five languages
- License can be booked for three months



#### Available language tests

- English: TOEIC® Listening & Reading, TOEIC® Speaking & Writing, TOEIC® 4 Skills, TOEFL® iBT, TOEFL® ITP, TOEFL® Junior, IELTS Academic, IELTS General, Cambridge A2 Key, Cambridge B1 Preliminary, Cambridge B2 First, Cambridge C1 Advanced
- German: WiDaF®
- French: DELF
- Spanish: DELE
- Chinese: HSK

### In-depth preparation

Homepage: You can choose from interactive exercises, study sheets, mock exams, and videos



### Targeted skills development

Library: Select a section of the test and complete the specific exercises.



## Berlitz Language Tests

In addition to our partners' official language examinations, Berlitz also offers language tests with a certificate. The tests are only administered online and are ideal whenever a valid proof of language skills is needed quickly. Flexible and cost-effective, they are ideal, for instance, for companies that wish to have applicants tested as part of a recruiting process. An additional advantage is the significantly broader selection of test languages.

All four language skills can be tested. Continue reading for an overview of our online tests:

### **Berlitz Test of Listening and Reading Skills (BTLR): Check your listening and reading comprehension**

This 60-minute multiple-choice test focuses on listening comprehension, reading comprehension, vocabulary, and grammar in various dialog situations.

- For English, French, German, Italian, Portuguese (Brazilian), and Spanish
- Flexible online test with easy, around-the-clock access; can also be carried out remotely
- 24 multiple-choice audio exercises, 18 multiple-choice text exercises
- Automatic scoring and immediate results
- Results in line with the Common European Framework of Reference (CEFR)

### **Simulated Oral Proficiency Interview (SOPI): Put your speaking skills to the test**

This approximately 20-minute online interview, which was developed in association with the University of Illinois, makes it possible to accurately assess a person's active language skills in a business context, including their pronunciation and intonation.

- For more than 30 languages
- Flexible online test with audio recordings and easy, around-the-clock access; can also be carried out remotely
- Review of the results by at least two examiners
- Results in line with the Common European Framework of Reference (CEFR)
- Test results available online

### **Writing Proficiency Exam (WPE): Assess your written communication skills**

This test was also developed in association with the University of Illinois and lasts around 60 minutes. The results deliver a detailed assessment of a person's ability to write in the target language. The test includes a variety of writing skills encountered in everyday work situations, such as emails, memos, and reports.

- For more than 20 languages
- Flexible online test with easy, around-the-clock access; can also be carried out remotely
- Review of the results by at least two examiners
- Results in line with the Common European Framework of Reference (CEFR)
- Test results available online



#### **What our customers say about Berlitz:**

"Our employees in Germany and Turkey receive face-to-face language instruction from Berlitz. Employees in our German sales organization also benefit from remote group instruction in the Virtual Classroom. In addition to the different training formats that Berlitz offers to meet our needs, as a global company we appreciate Berlitz's international presence – it facilitates the centralized, transparent organization of all continuing education activities. Berlitz is the ideal partner and has provided us with excellent service all around."

Jessica Linxweiler  
Manager International Training & Development  
edding AG





**Watch videos about the London Berlitz Center:**

Visit the YouTube channel of one of our most popular Berlitz Study Abroad destinations at [www.youtube.com/berlitzlondon](https://www.youtube.com/berlitzlondon) – or simply scan the QR code.







## Berlitz Study Abroad

### Learn languages where they are spoken worldwide

Do you enjoy traveling? Would you like to discover other cultures while receiving professional support to improve your foreign-language skills? We have the perfect solution for you: Berlitz Study Abroad.

Berlitz will organize your stay in an attractive location such as Rome, Paris, or London. You choose your learning strategy. You can use the mornings for individual or group instruction in your chosen language – offered at the Berlitz Center at our usual high level of quality. In the afternoon, you can take time to immerse yourself in the culture of the country and try out your newly acquired language skills. Or you can select Total Immersion® or all-day instruction for even more in-depth learning and accelerated learning progress.



### Benefits

- Organized language program in another country
- Select from locations around the world
- Language instruction at local Berlitz Centers
- Instruction in small groups, as individual instruction, or Total Immersion®
- Active application of a foreign language around the clock
- Stay with a guest family, in an apartment, or at a hotel

## Three Questions For...

An interview with Dan Spalding, Center Director, Berlitz London

### Who would you particularly recommend Berlitz Study Abroad to?

Basically, anyone who's interested in culture and wants to make rapid progress in a foreign language. After all, there's nothing better than learning a language in the place where it's spoken.

Our Study Abroad program takes the learners out of the classroom and into the real world. Here you can experience language up close in its social and cultural context, and you automatically have to join in the conversation. Berlitz Study Abroad enables learners to have this maximally intensive language experience.

### What sets the Berlitz program apart?

Most study abroad programs are designed for large groups and therefore tend to appeal to a younger set of participants. In contrast, the customers who take part in Berlitz Study Abroad are on average 30 years or older and have completely different expectations. So our language courses focus on individual instruction or very small groups of three to five people. This lets us address individual learning needs much more closely. The accompanying cultural program that we recommend to our customers here in London is also adapted to their age.

**From accommodation to language instruction, Berlitz Study Abroad offers a lot of options.**

### How do you identify the best solution for your customers?

It's important for us to know the exact wishes and current language proficiency level of each participant. That's why we always contact them beforehand and provide an in-depth personal consultation – either online or by phone. This helps us understand their needs before the start of the trip and to customize the program.





# Language Programs for Kids and Teens



## Learn while having fun with foreign languages

Based on sound educational principles, our language programs are designed to get kids and teens actively involved from the outset – through exciting role-playing activities, language games, varied exercises, and age-appropriate topics. Cramming vocabulary and grammar is completely off the table. Specially trained native-speaker Berlitz instructors guide participants through the interesting and engaging language lessons.

Learning languages with Berlitz is not only fun and motivating, but also fosters development, boosts self-confidence, and provides valuable insights into other cultures. Berlitz courses complement the language instruction offered in school and offer optimal preparation for future careers. Now all that's left to decide is how much time your child should spend on language instruction and which format is the best match for your schedule.

**All Berlitz language courses are based on a standardized system of language levels that function as coordinated building blocks.**



### At the Berlitz Center

- Weekly courses
- Vacation courses
- Individual instruction
- Language certificates



### Online in a virtual classroom

- Live Online group courses
- Live Online individual instruction



### On company premises

- Vacation camps for children of employees
- English camps for apprentices and trainees



### At more than 60 camp locations across Germany

- Residential vacation camps
- Day camps
- Family camps



## Language Programs at the Berlitz Center

### Weekly Courses

In our weekly courses, young people learn their chosen foreign language in regular lessons at their local Berlitz Center, e.g. in classes held once a week and lasting 1.5 hours each. Instruction is geared toward the age of the participants. The youngest are taught using age-appropriate exercises such as singing, drawing, and dancing. Older children learn to enjoy the foreign language through interesting stories and role-playing activities.

### Vacation Courses

Kids and teens go to the Berlitz Center in their city for a week during their school vacation and participate in entertaining projects and workshops that immerse them in the foreign language. Depending on the school vacation, classes take place on four or five consecutive days of the week, usually as an intensive morning course. The students are assigned to courses based on their grade level or age. In some Berlitz Centers, we also offer prep courses for the Abitur (German secondary school diploma) English examination.

### Individual Instruction

Kids and teens can also benefit from many of the advantages of Berlitz individual instruction – such as when they are facing an important language exam, preparing for a student exchange program or an international assignment with their family, or simply looking to intensively target their foreign language skills. Our native-speaker instructors adapt their lessons to the participants' current level of language proficiency and address their individual needs.

### Language Certificates

For teens in particular, internationally recognized language certificates can be very important, e.g. as an admission requirement for international institutions of higher education or for job applications. Berlitz offers a variety of prep courses for such certificates, in both individual and group instruction formats. In many cases it's possible to sit for the examinations right at the Berlitz Center. More information on our language certificates can be found starting on page 56, including options for exam preparation that take place completely online.



## Language Programs in a virtual classroom

### Live Online Group Courses

It's easy to learn languages from home – our Live Online group courses for 8- to 18-year-olds make it possible. The lessons take place on an online video platform in small groups with a maximum of six participants. Unlike traditional school lessons, the focus of our virtual group courses is on sustained, active communication between the group and the Berlitz instructor as well as between the participants themselves – during the class, only the target language is spoken. Modern course content and cool topics, e.g. based on articles or videos from National Geographic Learning, boost motivation and ensure progress from the very first hour of instruction. Courses are offered for English, French, German, and Spanish.

### Live Online Individual Instruction

Berlitz online individual instruction is the first choice for anyone who wants to learn languages in an especially flexible and personalized manner. Here instruction also takes place in a virtual classroom, with the dates and duration arranged together in advance. Our specially trained instructors first assess the young person's language level and then offer individual lessons in line with their age and proficiency level as well as the desired intensity. Rapid learning progress is guaranteed!



## Language Camps at Your Company

Berlitz can deliver its language camp concept on your business premises. This offer is aimed at the children of your employees in order to provide families with a childcare option during school vacation and boost job satisfaction. We provide the instructors and organize the camps, which are held on your company premises. Upon request, the camp can also be held at an external location. Some of the course content can be tailored specifically to your company – such as interviews conducted with staff members, guided tours, etc.



### Concept

- Organization and implementation of an English language camp on your company premises (or a suitable location nearby) during the school vacation
- Recommended for your employees' children aged between 6 and 13 years
- Participants are placed in age-appropriate groups of no more than 12 children based on language level
- Program is based on the working hours of your company to make it easier for employees to drop off and pick up their children
- Language instruction with native-speaker instructors and a rich variety of sports and other fun activities



### Benefits

- Boost your employees' satisfaction and loyalty
- Employees' childcare needs are taken care of during the school vacation, letting them focus on their work
- You have the flexibility to decide if the company will carry the costs fully or the employees pay a share

## English Camps for Apprentices and Trainees

We also offer Berlitz language camps for young people working at your company. The tailored program combines Business English courses aimed at professional challenges with fun and age-appropriate activities.



### Concept

- Business English instruction in the morning, fun activities (excursions, sports) in the afternoon
- Topics in English classes tailored to your company and the vocational training program
- Ideal supplement to the academic component of the vocational training program, e.g. intensive practical training during vocational school vacations
- Strengthens apprentices' and trainees' ties to the company and builds skills
- Can be conducted in locations such as hotel seminar rooms, on the company premises, or at a Berlitz Center



### What our customers say about Berlitz:

"The language camp concept for apprentices completely won us over. Berlitz was flexible in designing a program tailored to the needs and wishes of our Continental commercial apprentices. The language instruction and free-time activities were well suited to the target group and the native speakers employed by Berlitz did an excellent job."

Elena Beck  
HR Business Partner Education  
Continental Automotive GmbH



"The vacation language camps held on site at our company were an enormous success. The camps offered a variety of activities – from fun English lessons to creative group projects. It was a great experience for everyone – parents and their kids – to 'go to work' together in the mornings and home again in the evenings. We thank the Berlitz team for their outstanding planning and implementation."

Samsung Electronics GmbH





## Language Camps for Kids and Teens

### Berlitz language camps during all school vacations

What has been the secret of the success of our popular Berlitz camps for more than 20 years now? Combining language learning with fun free-time and sports activities. Held all over Germany, from the North Sea to the Alps, the camps allow 7- to 17-year-olds to actively learn German, English, French, or Spanish all day long, completely immersing themselves in the target language from the time they get up to the time they go to bed.

Motivating lessons in the morning encourage the participants to speak, while in the afternoons and evenings, they continue to learn without even realizing it during a wide array of activities. Some 10,000 children and teenagers attend Berlitz language camps every year. We hope to welcome your child soon!



### Concept

- Participants are placed in groups according to their language proficiency at the beginning of the camp
- Instruction in small groups of 8 to 12 participants, 4 x 45 minutes daily
- Interviews, role-playing, presentations, and topic-related projects
- 90-minute evening program daily, and in most cases 2 x 90-minute afternoon activities, held entirely in the target language
- Options include one- and two-week camps, residential and day camps, family camps, exam preparation camps, and more



### Benefits

- More than 60 locations and more than 300 dates covering all school vacations in all German states
- Combines instruction, sports activities, and creative workshops
- Experienced, native-speaker camp counsellors
- Learning by doing – the target language is spoken the entire day
- Success boosts motivation

Entire school classes can also take advantage of our camp program on a two-day Berlitz class trip. Please contact us for more information.

**More than 60 locations  
in all German states**



### Good to know:

You'll find our new language camp program, a video about our camp concept, upcoming dates, and online booking options at [www.berlitz.de/sprachcamps](http://www.berlitz.de/sprachcamps).





# Berlitz Digital School

## Programming Classes and Digital Skills Workshops



### Actively help shape the world of tomorrow – today

At the Berlitz Digital School, kids and teens dive into the exciting world of programming languages and digital skills – thanks to our modern concept that includes courses as well as workshops, motivating exercises, lots of scope for creativity, and the outstanding Berlitz quality you’ve come to expect. Discover our programs and empower your child to learn the key skills of the future today – with methods that are right for their age group. The Berlitz DNA can be seen in every course, delivering active, dynamic, hands-on instruction of the type that has set us apart for more than 140 years.

### Berlitz Digital School programs:

- **Ongoing programming classes for 7- to 18-year-olds:** the whole world of coding – multifaceted and exciting.
- **Intensive digital skills workshops for 11- to 18-year-olds:** a selection of different topics from the digital world.

## Three Questions For...

An interview with Julia Pakravan, Director of Sales, Kids & Teens, Germany



### Why are digital skills so important for kids today?

To put it simply, because they’re with us everywhere: when we shop with Apple Pay, in our smart homes with Alexa, in our cars with digital cockpits, and on our smartphones with all their apps. This makes it all the more important for children to learn how to use digital media and data correctly and safely. Of course, digital skills also play a key role in the workplace of today and tomorrow. So parents can already lay the foundation for their children’s future. Besides, learning the logic of programming not only helps students in computer science classes, but in other subjects as well – and beyond.

### What do you say to parents who think their kids already spend too much time on their computers or smartphones?

We channel the energy that would otherwise be invested in social media and/or games into meaningful activities. The professional future of the rising generations will depend on their digital literacy, as the last few months in particular have shown us. Which makes it all the more important to master these skills today.

### The program has also been available in English since 2021. How did that come about and what has the experience been like so far?

Our courses in English have proven very popular. A lot of programming language terminology comes from English anyway, so it was only logical to take the step of teaching the entire course in English. This also has the positive effect of fostering the development of the children’s language skills.



Watch videos on the Berlitz Digital School:

Visit [www.youtube.com/berlitzdeutschland](https://www.youtube.com/berlitzdeutschland).



Or go straight to the video by scanning the QR code with a smartphone or tablet.





Online or  
Berlitz Center,  
German or  
English

## Programming Classes

This program looks at four main subject areas, each building on one another. Kids and teens learn the basics of programming and computer science, and receive an introduction to the development of 2D and 3D games, apps, and websites. By the end of the course, participants are familiar with well-known programming languages such as Java, JavaScript, and PHP and can build on these skills to quickly master other programming languages. In addition, our program covers the topic of cybersecurity as well as soft skills.



### Concept

- Small groups of 8 to 12 participants (7 to 15 years and 16 to 18 years)
- Courses available in German or English
- At your local Berlitz Center or as live online training
- One class per week consisting of three 45-minute lessons
- Overall program lasts up to 5 years; earlier withdrawal is possible
- New courses start regularly



### Benefits

- Instruction using original programming languages and English source codes
- Fosters logical thinking, creativity, problem-solving skills, and independence
- Builds self-confidence and motivation through individual projects and presentations
- Strengthens media competency and IT skills that are valuable for computer science classes in school as well as the future job market

## Digital Skills Workshops

In the future, using new media confidently and competently will be of fundamental importance, like writing – and we'll work to prepare your child for this future. Our intensive workshops on a variety of topics such as web design, artificial intelligence, and cybersecurity offer students the opportunity to acquire practical know-how in the digital arena. The result: fun new skills that foster self-confidence and help participants do better in school or give them a taste of what it's like to pursue a degree or launch a career in the digital sector.



### Concept

- Small groups of 8 to 12 participants (11 to 18 years)
- Workshops held in German or English
- At your local Berlitz Center or as a live online workshop
- Sixteen 45-minute lessons
- On four consecutive Saturdays or as a four-day vacation course from Tuesday to Friday
- New courses start regularly



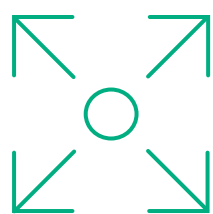
### Benefits

- Wide range of workshops for many different interests
- Interesting and entertaining approach to the topics
- Lots of hands-on exercises and practical applications to acquaint students with digital technologies and methods
- Exposure to original programs and programming languages



### Good to know:

We are constantly working to enhance the Berlitz Digital School programs. Additional courses with new, exciting topics and content are coming soon. Find out more online at [www.berlitz.de/digital](http://www.berlitz.de/digital).



# Management and Soft Skills

Be prepared for the workplace of tomorrow – today! Discover our diverse portfolio of seminars, grouped into thematic learning clusters and offered in a variety of formats for optimal flexibility: in a virtual classroom, in person, or as blended learning.

Do you have training needs that are not covered by the areas listed? We're sure we can find a solution for you – contact us today!

## Now is the time to learn the skills you need!

### Global Collaboration

Intercultural Competence Workshop	70
Successful Collaboration with...	70
Intercultural Training for Expatriates	71
Repatriation Coaching	72
Working on International Projects	73
Safety Training for Business Travelers and Expatriates	74
Interview: Relocation in Transition	75

### Basics in Daily Work

Efficient Communication	77
Feedback	77
Conflict Management	78
Positive Customer Interaction	78
Managing Your Email Inbox Effectively Using Outlook	79
Increase Your Workday Efficiency	79
Project Methods and Tools	80
Professional Negotiations	80
Communication as a Key Competency	81
Managing Yourself and Your Time	81

### Leadership Skills

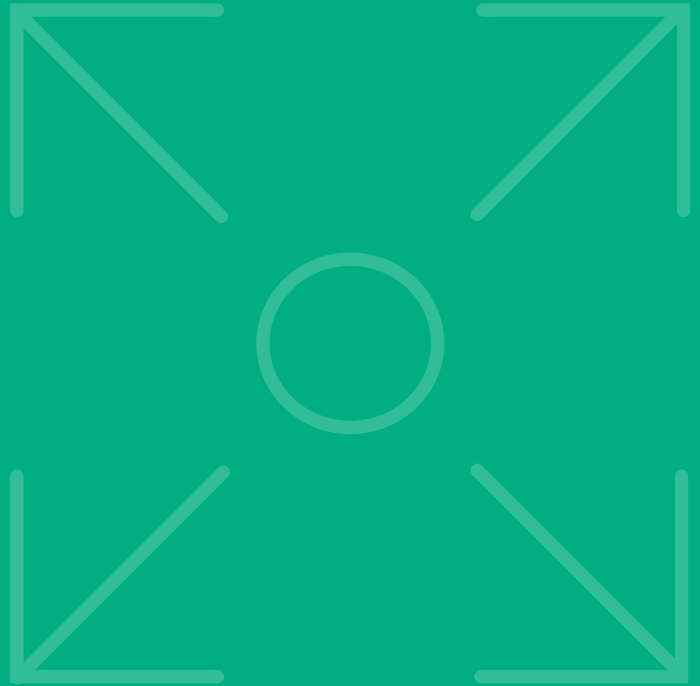
Our Career Development Programs for Your Leadership Success	83
Coaching Tools for Leaders	84
Delegation Toolbox	84
Leading Diverse Teams	85
Successful Team Leadership	86
New to Leadership	86
Professional Stakeholder Management	87
Leading Virtual Teams	87

### Solution-Finding

Effective Change Management	88
Problem-Solving and Decision-Making	88
Creativity as a Key Competency	89
Dealing with Change	89

### New Work

<b>New!</b> Basics of Agile Working	90
<b>New!</b> Customer Centricity	90
Digital Productivity and Organization	91
Emotional Intelligence	91
Hybrid Leadership	92
Peer Group Advice	92
Influencing without Authority	93
On-Point Business Communication	93



## **Self-Guidance and Mental Health**

Mindfulness	95
Assert Yourself with Confidence	95
Self-Guidance for More Efficiency	96
Resilience at Work	96
Stress Management	97
Appreciative Communication	97

## **Teamwork**

Working in Diverse Teams	98
Working in Virtual Teams	98
Collaboration in Agile Teams	99
Successful Teamwork	99
<b>New!</b> Establishing No-Blame Culture	100
<b>New!</b> Team Development	100
Team Culture Analysis	101

## **Efficient Meetings and Presentations**

Present Effectively and with Confidence	103
Meeting Design and Facilitation	103
Business Storytelling	104
Virtual Presentation Skills	104
Facilitating Virtual Meetings	105
<b>New!</b> Designing Virtual Training	105
Impactful Business Visualization	107

## **Organizational Development**

Our Expertise in Systemic Organizational Development	108
--	-----

## **Individual Coaching** 109

## **Online Training**

Cultural Navigator®	110
Cultural Orientations Approach™	113
E-Learning with Video Lectures	115

## **Berlitz Blended Seminars** 116

## **Berlitz Business Instructors** 118



## Intercultural Competence Workshop

**Your starting point for successful intercultural collaboration.** In today's world of international collaboration and virtual teams, intercultural skills are considered a core competency for managers and employees. No matter whether you travel overseas on business or manage international customers, work in an international team or lead one, or are assigned to a foreign office as an expat – intercultural skills are always relevant. Our seminar sensitizes you to the issues of intercultural collaboration. Not only will you gain a valuable theoretical foundation, but also practical knowledge that you can apply directly on the job.



### Target group

- Executives, project managers
- All staff with international contact



### Benefits

- Learn the basics of intercultural competence
- Develop a practical understanding of culture
- Discover solutions to challenging situations that arise during intercultural collaboration



### Content

- Intercultural competence
- What is culture?
- The six levels of culture
- Cultural models
- Biases and stereotypes
- The Berlitz Cultural Orientations Model™ (COM™)
- The four key cultural competencies
- Real-world case studies and examples



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Successful Collaboration with...

**Working together across borders.** Successful international collaboration involves a large number of interrelated factors. Different cultures can have starkly differing approaches to time and quality, hierarchies and respect, communication and etiquette. In this seminar, you will learn how you can leverage the challenging situations of cross-cultural collaboration to your benefit. We provide you with consolidated expertise to allow you to steadily develop your intercultural skills along with the required sensitivity for the other culture. Our one-day seminar is available for around 60 countries. We also offer half-day seminars for selected countries.



### Target group

- Executives, managers, project managers
- Employees with international professional contacts



### Benefits

- Build intercultural competence with a focus on a specific country
- Develop approaches for handling challenging situations during international collaboration
- Apply your newly gained knowledge directly in hands-on exercises



### Content

- Culture, cultural models, and cultural perceptions – a comparison of your culture and the target culture
- The most important cultural dimensions, country information, and how they impact business
- Identifying and avoiding sources of misunderstanding in communication and behavior
- Authentic case studies



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

We recommend combining the one-day seminars with the COI® to learn to apply your personal cultural profile in context for your professional benefit.





## Intercultural Training for Expatriates

**Get set for living and working abroad.** Sending employees abroad should be a beneficial experience both for your company and the expatriate. The positive outcomes of a successful international assignment include the optimization of structures through direct insights into local ways of working, the forging of new and important contacts, and the improvement of intercultural collaboration. But international assignments also carry the risk of early termination, which can mean a financial loss for the company. This risk cannot be entirely ruled out by thorough preparation, but it can be minimized. Because to live happily and work effectively in another country, it's important to be as well equipped as possible for this new adventure.

At Berlitz, we are ready to assist your employees as they prepare for their international assignment with our Intercultural Training for Expatriates, which draws on country specialists from our global network of instructors. The training we offer is based on our proven training methods, the Cultural Navigator® (our intercultural learning platform), and our intercultural online analysis tool for exploring personal cultural profiles (the Cultural Orientations Indicator®, or COI®). Berlitz offers you a customized blended-learning package that helps ensure that the relocation will be a success for both your company and your employees.

In our seminars, we help your employees take the first steps toward intercultural competence by learning how to handle local red tape and make new friends, as well as teaching them the most important aspects of doing business in their new region: How do you lead in the new culture? How do teams work there? How do you communicate effectively with stakeholders from different cultures in presentations and meetings? During training, we explore and answer these questions and more.

### Features

- Supplemented by our Cultural Navigator® learning platform for a more in-depth look and analysis of individual cultural orientations
- 12 months of unlimited usage of the Cultural Navigator® including learning paths, country information, and expert network
- Spouses and partners can participate in the training at no extra cost
- Business lunch with an instructor (face-to-face instruction)
- Experienced coaches offer your expats a high level of support and help them prepare individually for their international assignments
- Optional: Supplementary safety training (90 or 180 minutes); see page 74



#### Target group

- Future expatriates
- Couples and families



#### Benefits

- Coaching content tailored to your individual needs
- Acquire lasting knowledge about culture and business in your host country
- Effective analysis and comparison of your own culture using our COI® intercultural tool



#### Content

- What is culture?
- Getting to know your host country: business, government, religion, and society
- Personal perspective: the individual COI®
- Everyday, regional, and corporate culture
- Coping with culture shock: strategies for feeling at home in the new culture
- Personal action plan



#### Available training formats

- One-day seminar (in-person or virtual)



#### Do your employees have special requirements for their partners or children?

We would be pleased to put together a tailored coaching package for all family members.



## Repatriation Coaching: Support for Expats Returning Home

**Welcome home.** When your employees return home after an extended period abroad, many things often are no longer as they were. The returnees have gained new experience and internalized new cultural elements and ways of working. At the same time, life and work in their home country has moved on. A certain amount of dissonance is inevitable, and their return and reintegration are often more difficult than anticipated – both professionally and personally.

Our repatriation coaching helps your employees manage their expectations and goals. Our experienced coaches work with them to explore possible challenges, examine their expectations and objectives, and set up a concrete action plan for the period following their return – so the international assignment is also a success after repatriation.



### Target group

- Individual employees returning from an assignment abroad
- Employees and their spouses or partners returning from an assignment abroad



### Benefits

- Coaching content tailored to your individual needs
- Define clear goals by developing a concrete action plan for your return
- Manage your professional expectations using guided changes in perspective and stakeholder analysis



### Content

- Challenges and reality of repatriation
- Reintegration into professional and private life
- COI® and cultural values
- Looking back: the expat experience
- Looking forward: applying the benefits of your international experience



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

**It's good to have you back!**





## Working on International Projects

**Intercultural skills for collaborating on projects.** Projects that extend across national borders are becoming more and more common, which makes working together in international project teams more and more relevant. Project work in an international environment will only succeed if the project team develops an awareness for intercultural differences and similarities as well as the ability to act globally. This seminar focuses on precisely these competencies.

In addition, our Cultural Navigator® offers you a platform that you can use to prepare to work with international project team members from more than 100 countries. You can first analyze your own cultural predispositions using the Cultural Orientations Indicator®, and then compare them with those of other cultures.



### Target group

- International project managers, subproject managers
- Project members
- Project teams



### Benefits

- Use the fundamentals of intercultural competence to facilitate collaboration in your project
- Gain practical know-how you can apply quickly in your next international project
- Learn to better achieve project objectives across borders



### Content

- The fundamentals of intercultural competence
- Reflection on the impacts of cultural orientations on international projects
- Collaboration and communication in projects with international focus
- Planning and organizing projects with different cultures



### Available training formats

- One-day seminar (in-person or virtual)

If participants have limited experience with virtual collaboration, we suggest supplementing this course with our half-day virtual seminar on Working in Virtual Teams (page 98).



### What our customers say about Berlitz:

“We have worked with Berlitz as a partner in our internal human resources development since 2009. For SAP, Berlitz develops customized and standardized training concepts and materials, coordinates all aspects of training administration, and is conducting seminars virtually and at 38 locations in 25 countries in German, English, Spanish and many other languages. Berlitz has proven to be an extremely reliable global training partner, providing high quality in planning and implementation while at the same time reacting quickly and flexibly to new requirements. In our work with Berlitz, we highly appreciate their team’s customer focus and smooth communication. We look forward to our continued collaboration, which will surely expand to new topics and locations.”

Barbara Jamelli-Sefchik  
Global Learning Vendor Lead, Senior Expert Skill and Career Management  
SAP SE





## Safety Training for Business Travelers and Expatriates

**Assess situations – act confidently.** Are you sending employees on international assignments? Do your employees make regular trips abroad? Depending on the country and the security situation, a business trip can quickly become a nightmare for travelers. We offer Safety Training for Business Travelers and Expatriates in partnership with GEOS Germany. These 3-hour or 90-minute modules are a perfect complement to our other relocation training.

GEOS Germany is a branch of GEOS SAS, the French specialist in crisis management, corporate security, and business intelligence. GEOS experts are crisis managers, political analysts, and communication consultants. With years of experience in their field, they take account of regional and country-specific conditions and prevailing risks in each country.



### Target group

- Business travelers and expatriates



### Benefits

- Learn rules and recommended behavior for everyday life in your host country
- Raise your awareness of specific risks in the region and host country
- Receive information about current risks in the host country



### Content

#### 3-hour safety and security training module

- Briefing on the geopolitical and security situation of the travel zone
- Advice on preparing for relocation, alone or accompanied by family
- How to behave in an emergency or a situation involving personal threat

#### 90-minute safety and security training module

- Overview of the region and its geopolitical situation

The safety training can be held as an in-person or a virtual seminar.

## Your Network of Experts for International Assignments

**Berlitz is part of CROSS GLOBE.** Whenever employees, departments, or entire companies operate internationally – or plan to – there is a lot to keep in mind. The CROSS GLOBE network of experts offers comprehensive professional support and coordination across all relevant areas.

Berlitz is a part of this network, offering customers the benefit of our outstanding expertise in the fields of language and intercultural skills. In addition, the network also provides assistance with:

- Entry and residence permits
- Insurance and travel assistance
- Taxes and social security benefits
- Housing searches and moves
- School education and integration
- Safety/security and emergency management

### Additional information:

CROSS GLOBE

Jens Washausen, Network Coordinator

GEOS GERMANY

Phone: +49 (0) 228 96 96 090

Email: [info@crossglobe.de](mailto:info@crossglobe.de)

[www.crossglobe.de/en](http://www.crossglobe.de/en)

CROSS GLOBE develops tailored and safe solutions – putting your mind at ease so you can concentrate fully on your international business.



## Interview: Relocation in Transition

When it comes to relocation, **Sylvie Schmit-Verbrugghen** is a sought-after expert with more than 30 years of experience. Back in 2004 she founded European Relocation Services in Luxembourg to facilitate people's moves to foreign countries. From handling official paperwork to teaching intercultural soft skills, Sylvie Schmit-Verbrugghen, her multilingual team, and her international network of experts coordinate all the tasks involved in a professional relocation. In an interview, she shares some interesting insights into the world of relocation – and how it's evolving.



### Let's start with a look at the recent past: How did the pandemic affect your work?

No business, no travel – that period was an enormous challenge for us. Like so many others, we also had to completely re-invent our jobs. We nevertheless provided our customers with the best possible service throughout – but mostly online and on a very individual level. You could almost call it psychological support. We asked how they were doing and if there was any way we could help. And of course we focused a lot on topics such as the current legal situation, entry restrictions, etc.

### And today? How has relocation changed?

We see that a lot of companies have prepared themselves for the era of New Work, e.g. by making more use of remote work. For me as a relocation manager, this also means that many aspects of my work are increasingly taking place in the digital realm. We always try to be creative and develop the best solutions here – if possible without sacrificing the very important personal aspects. I continue to be of the opinion that some matters are better handled in person than remotely.

### What impact does this trend toward remote work have on relocation?

It's impossible to generalize. There are fields where it's possible to find digital alternatives to business travel or international assignments. But many jobs require a physical presence on site. Take engineers or architects, for example. You can't just digitally work on building a house in another country. You have to be present, talk to people at the site, and supervise the work. So there are certain fields where professional relocation in the traditional sense will continue to be necessary.

That said, my agency doesn't just take care of the physical relocation. Even if fewer people are working on site, they're still working in international teams. In my opinion, cultural competence and sensitivity toward the other person become even more important in a digital environment. We provide services for our clients in this area as well – not least, by the way, thanks to the outstanding support from Berlitz.

### How important are language and intercultural preparation in a relocation, irrespective of remote work or physical presence?

They're absolutely essential. Language skills and cultural training open many doors. Experience clearly shows that if you want to live in a foreign country, you shouldn't just focus on the job that you're doing there. It's more important to also learn the language, to get to know the day-to-day life of the place and how to interact with others. Because only by really immersing yourself in your new life at the location can you also excel at your new job.

Of course you don't learn all that in a single day. I therefore advise employees to seek professional support at an early stage – ideally before the relocation takes place. This means you don't lose any time once you arrive in the new country.



**Because the new workplace  
demands innovative approaches**





## Efficient Communication

**Your toolkit for clear communication.** Ineffective communication and “getting your wires crossed” can hamper project success, lead to lost sales opportunities, and short-circuit cooperation in teams. Our communication seminar will teach you simple techniques to avoid just such situations. We will focus on how language is used to establish an efficient connection based on mutual respect, whether holding a face-to-face discussion or exchanging emails or other written communications. You will receive simple yet effective communication tools that bring you positive results.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Acquire a toolbox of methods for communicating clearly
- Optimize your language using simple techniques
- Practical and direct applications



### Content

- The four keys to being understood
- Using more succinct, concise, and interesting phrasing
- Writing more efficient emails
- Preparing efficiently for discussions
- Understanding cultural differences in communication



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Feedback

**Take full advantage of constructive feedback.** Strong communication skills are important for success within your company or team. Learning to give and receive feedback empowers you to develop professionally – and to help others do the same. But how do you give and receive feedback respectfully? What can you do if feedback hurts your feelings? In our seminar, you will work out the best solution for these questions – and more. Learn to understand feedback as a method, attitude, and gift, as well as how you can ask for high-quality input with the aim of making a constructive contribution to the feedback culture of your company.



### Target group

- Employees at all levels
- Experts, managers



### Benefits

- Learn effective feedback tools for your personal success
- Make your perspective heard in a respectful and convincing way
- Handle feedback from others confidently



### Content

- Know and understand the usefulness of feedback
- Self-perception and how others perceive you – the Johari window
- The ground rules for giving and receiving feedback
- Communication tools for constructive feedback
- Know and apply a variety of feedback techniques



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



## Conflict Management

**Everybody wins.** A conflict should be dealt with as quickly and constructively as possible. And to do so, you must be able to not only analyze the causes and effects of the problem, but also assess the conflict behavior of everyone involved. Because only when you understand your own behavior – and that of others – in conflict situations can you put a lasting end to the dispute. In our seminar you will develop effective approaches to resolving conflict, based on your own conflict behavior. Case studies help you to be prepared for future conflicts.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn the principles of solution-oriented conflict management
- Master methods for assessing yourself and others in conflict situations
- Show appreciation in your communication instead of playing the blame game



### Content

- Analyze your own behavior in conflict situations
- Types, causes, and manifestations of conflict
- Focusing on solutions rather than problems
- Appreciative communication in conflict situations
- Tools for preventing and resolving conflicts



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Positive Customer Interaction

**Create customer enthusiasm and loyalty.** When you work with customers, there are many facets to your role: fielding requests, handling complaints, keeping customers happy, and much, much more. To bring a customer-focused approach to this multi-faceted job, you not only have to demonstrate politeness and flexibility, but also have detailed knowledge of the company's products and services, a clear understanding of how to behave toward customers, and outstanding communication skills.



### Target group

- Employees with customer contact



### Benefits

- Behave professionally and confidently in dealings with customers
- Understand the needs and language of your customers
- Handle complaints professionally



### Content

- The etiquette of customer contact
- Identifying and understanding customer needs and wishes
- Appreciative and effective customer communication
- Handling customer complaints professionally



### Available training formats

- One-day seminar (in-person or virtual)



## Managing Your Email Inbox Effectively Using Outlook

**Insider tricks for your inbox.** In this seminar held in English, you will discover completely new aspects of Outlook. The useful pointers and techniques will save you both time and effort going forward. For example, learn how to categorize your incoming emails with Outlook, how to use your calendar effectively, how to quickly retrieve all relevant information with the advanced search function, and how to efficiently archive your messages for later use.

Please note: Course content includes exercises in email management and organization that are also covered in our Increase Your Workday Efficiency seminar. If you book both seminars, Managing Your Email Inbox Effectively Using Outlook is a perfect refresher that includes additional tips and tricks for Outlook.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Boost your effectiveness with new Outlook skills
- Save time in your daily work
- Stay on top of things even when your inbox is overflowing



### Content

- Organizing your inbox for practical use
- Finding unresolved emails more quickly
- Organizing and archiving messages
- Tips for time management and prioritization
- Shortcuts and techniques for daily use



### Available training format

- Half-day seminar (virtual)

## Increase Your Workday Efficiency

**Learning to prioritize.** In the digital age, we are constantly confronted with more information and interruptions. It is challenging to stay on top of things and simultaneously minimize distractions. We teach you the fundamentals you need to better handle interruptions, streamline your work processes, and use email productively. In addition, you learn how to effectively manage competing priorities and discover valuable techniques that you can apply on the job immediately.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- No longer let interruptions throw you off track
- Prioritize correctly and always stay on top of things
- Achieve more with less effort



### Content

- Setting priorities and organizing information
- Keeping track of tasks and appointments
- Using your calendar and notepad
- Optimizing email processes
- Thinking in terms of results and acting strategically
- Establishing new structures
- Sharpening your focus and managing stress
- Action planning and tools for practical applications



### Available training format

- Half-day seminar (virtual)



## Project Methods and Tools

**Effective tools for a successful project.** You will discover the most important basics of project work in our seminar – from project planning and coordination to communication. Using practical methods, you will learn how to plan your project strategically from day one, organize the individual project phases professionally, and foster an appreciative atmosphere in your team. During this seminar, you can apply what you have learned directly in authentic case studies – including examples from your own workplace if desired.



### Target group

- Project managers, subproject managers
- Project members
- Project teams
- Experts and managers with project responsibilities



### Benefits

- Learn the most important basics for working on projects
- Effectively combine methods and practical know-how
- Apply authentic examples and case studies to your projects



### Content

- Effective planning of project phases
- Successful collaboration in the project team
- Communicating professionally even in crises
- Wrapping up projects successfully



### Available training formats

- One-day seminar (in-person or virtual)

## Professional Negotiations

**The right strategy gets the right results.** Skillful negotiations are based on a number of factors. You need good strategic and mental preparation, strong arguments and knowledge of the facts, self-assured body language and confident speaking skills, an understanding of the psychology of negotiations, and a clear goal that you pursue systematically until the end. All of these skills can be developed and practiced. In this course, you will learn what specific techniques you can apply for optimizing your negotiating style as well as how to structure your arguments for maximum effect, take the wind out of the other party's sails, and fend off attempts at manipulation.



### Target group

- Executives, managers
- Purchasing and sales staff
- Freelancers



### Benefits

- Know and effectively apply your own negotiating profile
- Present your arguments with confidence
- Conduct yourself more professionally in negotiating situations



### Content

- Know and understand the principle of negotiation
- Preparing professionally for negotiations
- The different stages of the negotiation process
- Skills for conducting negotiations
- Applying best practices to real-world challenges – case studies and negotiation simulation



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)





## Communication as a Key Competency

**Your key to effective interpersonal interactions.** Communication is a constant feature of our daily work – whether verbally or non-verbally, we are always communicating. But communication skills are like muscles: If we exercise them regularly, they become strong and well-defined, while if we neglect them, they lose their power and effectiveness. Stay in shape with our seminar, where you will refine your communication skills, find out more about your personal communication style, and learn techniques for holding efficient discussions. It's a great way to tone your muscles and make successful workplace communication one of your strengths!



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Strengthen your communication skills
- Reflect on your personal communication style
- Learn methods for efficient discussions



### Content

- Communication – the foundation of human interaction
- Learn and understand personal communication structures
- How voice and body affect communication
- Soft skills for good communication
- Techniques for efficient discussions



### Available training formats

- One-day seminar (in-person or virtual)

## Managing Yourself and Your Time

**Be your best (organized) self.** Time is one of the most valuable resources for professional success today. When you don't have enough time, stress seems to be the inevitable result, as the growing accumulation of unfinished work takes its usual toll. So it's all the more important to use your time efficiently. In our seminar, you will learn how to analyze and structure your work methods and routines and organize yourself more effectively. Focus on your priorities and develop your personal strategies for fighting distraction. Learn how easy it can be to liberate yourself from distractions and time-wasters.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Discover the best time management methods to get yourself organized
- Directly transfer and rapidly implement what you have learned in your daily work routine
- Reduce stress effectively by taking a mindful approach to your own time



### Content

- Analysis of your personal working style
- Managing goals and priorities efficiently
- Saving time by setting time limits
- Developing focus and efficient strategies against procrastination
- Techniques for dealing effectively with time-wasters



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

**Because the workplace  
of the future needs  
new leadership concepts**





## Our Career Development Programs for Your Leadership Success

### For your leaders – local, global, or virtual

Whether your leaders work in traditional or agile structures and manage teams locally, virtually, or globally, today leadership skills are more important than ever. The expectations placed on managers are constantly growing; methodology alone is not enough to see you through. The right attitude, a clear understanding of the role, intercultural competence, motivating vision and communication, charisma, and persuasive powers are all essential to winning the trust of employees and meeting desired objectives.

And it is exactly these factors that we address in our career development programs for managers. In addition to sharpening the instruments and methods in the leadership toolbox, we focus on effective implementation and follow-through to achieve results quickly.

### For your new leaders

So many expectations are placed on people new to a leadership role. It's important to gain a foothold quickly in the new function, approach new responsibilities in a structured manner, and know and apply the most relevant management instruments. Not least, new leaders also have to learn how to manage expectations and pressure. It's helpful to have a clear picture of yourself so you can be aware of the impact you have on others.

In our seminars, we focus on clearly defining the role of the new leader, exploring the most important tools for strengthening leadership and supervisory skills, and applying individual feedback to improve your sense of authority.



### Let's talk about this!

We will be happy to advise you on the relevant course content for your objectives. We can put together a program tailored to your needs (content, duration, format) – for your managers and your up-and-coming leaders.



## Coaching Tools for Leaders

**Help your employees be their best.** Leaders who decide not only to supervise their employees, but to coach them, have their career development in mind. Such leaders help their people help themselves without relieving employees or teams of responsibility for their actions or pursuing their own interests. In this process, they focus on employees' resources with the aim of mobilizing individual talents and encouraging employees to achieve defined objectives independently. This requires interpersonal and communication skills, not to mention methodological know-how. In our seminar, you will learn how to combine your role as a manager with that of a coach for more effective leadership.



### Target group

- Managers, new leaders
- Project managers, subproject managers, team leaders



### Benefits

- Know and understand the significance of your role as a coach
- Understand how to foster your employees' development in a resource-oriented manner
- Master practical coaching tools to use immediately



### Content

- Coach, advisor, or manager – defining the roles
- What is coaching? What is not coaching?
- Coaching: the process and the setting
- What's required of a coach
- Coaching tools for practical applications



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Delegation Toolbox

**The courage to share responsibility.** Leaders don't have to do everything themselves – in many cases, the resources and talents of the team can be leveraged. Done correctly, delegation reduces the workload of the manager, empowering employees to do the job and increasing the motivation of everyone involved through a greater sense of participation. Learn how to achieve goals together with your team!



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Team leaders



### Benefits

- Know which tasks can be successfully delegated
- Receive valuable pointers that can be applied immediately on the job
- Acquire tools and methods for efficient delegation



### Content

- To delegate or not to delegate?
- What you can delegate and to whom
- Ten tips for delegation
- Delegating means handing over responsibility
- Two practical delegation tools



### Available training formats

- Half-day seminar (in-person or virtual)



## Leading Diverse Teams

**Diversity: the key to success.** Compared to others, diverse teams are considered to be more innovative because they benefit from different perspectives, different experiences, and many different ideas. But how do we manage this diversity in teams? What challenges do managers have to overcome if they want to lead their diverse team successfully? And how do they deal with these varied challenges? Our seminar offers you an up-to-date overview of the various aspects of diversity management. It also teaches you how to leverage diversity appreciatively and efficiently – whether it is to foster the potential of individuals in a team or to improve team culture and have a lasting impact on productivity.



### Target group

- Managers, new leaders
- Project managers, subproject managers, team leaders



### Benefits

- Develop lasting awareness of diversity issues in teams
- Know how to show appreciation while fostering an innovative team culture
- Use diversity to boost success



### Content

- What is diversity?
- Diverse teams
- Inclusion and exclusion
- Inclusive leadership
- Biases, microinequities, microaffirmations, and nudges



### Available training formats

- One-day seminar (in-person or virtual)



### What our customers say about Berlitz:

“As a science and technology firm, at Merck we attach great importance to providing our employees with a working environment that empowers them to contribute to their full potential. Diverse teams who work in an inclusive environment are more successful – especially when it comes to developing creative ideas into genuine innovations. To us, an inclusive environment means that everyone feels appreciated and respected – regardless of factors such as gender, ethnicity, nationality, religion, sexual orientation, or physical ability.

We decided to offer seminars on ‘unconscious bias’ to ensure our employees are always inclusive in their daily work at Merck and that they make unbiased decisions in a professional context.

And Berlitz is the strong training partner at our side. In a series of seminars specially developed by Berlitz for Merck, participants have a safe space to critically and constructively explore their own thought patterns and experiences, and are sensitized to the experiences of others. The goal of the training is to become more aware of the impacts of possible biases and ways of thinking in the workplace and foster inclusive behavior.

Something we especially value at Merck is the strong customer focus of Berlitz, its highly competent and knowledgeable instructors, and the practical approach of its business seminars. By incorporating international perspectives and in coordination with the Cultural Navigator, the training could be adapted to local requirements. Berlitz gives our employees tools and resources that help them become effective and inclusive members of the Merck team – driving innovation and ensuring our corporate success.”

Kathrin Schugens  
Head of Global Diversity & Inclusion  
Merck KGaA





## Successful Team Leadership

**Building, developing, and managing teams.** In a successful team, the performance of the group far exceeds the potential of its individual members. The challenge facing the team leader is how to integrate the differing personalities and competencies, and how to leverage these factors to optimal effect. In this seminar, you will learn how to get the best out of your team through the right internal attitude and a clear understanding of your role as a team leader. You will also look at how to apply effective tools of team analysis, team-building, and much more. Work with your team to develop a motivating team culture and well-functioning communication – even when there is conflict.



### Target group

- Managers, subproject managers, management trainees
- Project managers, subproject managers, team leaders



### Benefits

- Sharpen your understanding of your role as a team leader
- Know how to make optimal use of the different personalities and skills in your team
- Assess your own team and get tips on how to boost its success



### Content

- Role, mindset, and responsibilities of team leadership
- What is a team?
- Twelve factors for a successful team diagnosis
- Team development using the Tuckman method



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## New to Leadership

**Shine in your new role.** Your new responsibilities as a manager go hand in hand with a multitude of challenges. To master them, it is important to understand your role, stay focused on your goals, and know what you expect from yourself and your team – and of course, to have the most important tools for successful management at your disposal. In our intensive seminar for new managers, you will learn to develop your own leadership style and motivate yourself as well as your employees.



### Target group

- Management trainees



### Benefits

- Gain intensive leadership know-how for your new position
- Understand the most important tools for getting started
- Boost your professional development with individual feedback from the instructor



### Content

- The new role as a manager
- Leadership styles, approaches, and models
- Communication as a leadership tool
- Giving motivating feedback



### Available training formats

- One-day seminar (in-person or virtual)



## Professional Stakeholder Management

**Analysis and strategy for success.** In corporate and project management, stakeholder management is an essential tool for reaching the defined objectives. In our seminar, you will learn how to identify and classify relevant stakeholders and how to effectively and persuasively build positive relationships. In this context, a good communications strategy is just as important as effectively managing expectations in accordance with the needs of the stakeholder in question. All with the aim of achieving your shared goals – so everybody wins.



### Target group

- Managers, new leaders
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn methods for identifying your most important stakeholders
- Use good communication to boost success
- Discover tools and instruments for effective interactions with your stakeholders



### Content

- What is stakeholder management?
- The stakeholder management cycle
- Identification and analysis of your stakeholders
- Developing an efficient communication strategy



### Available training formats

- Half-day seminar (in-person or virtual)

## Leading Virtual Teams

**Effective at a distance.** The way we work is becoming more global and more flexible, which not only has a significant impact on individuals, but on team structures as well. Virtual teams are increasingly replacing direct daily contact in the office, resulting in new communication, organization, and management challenges. In this seminar, you will learn the most important criteria for successfully managing a virtual team. You will find out how to position yourself as a leader in decentralized teams and overcome barriers of space, time, and sometimes even language, as well as how to use effective virtual communication to avoid communication pitfalls. We'll share practical tools for leading employees despite the physical distance and give you pointers for workplace feedback that go beyond the typical face-to-face situation



### Target group

- Managers, new leaders
- Project managers, subproject managers, team leaders



### Benefits

- Gain practical knowledge you can apply to leadership at a distance
- Communicate more efficiently in a virtual environment
- Take a results-oriented approach to virtual team development



### Content

- Leading teams virtually
- Virtual team-building
- The relevance of trust in virtual teams
- Effective management tools for leadership at a distance
- Impactful leadership communication in a virtual space
- The challenges of leading virtual teams



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



## Effective Change Management

**The art of shaping transformation processes.** Markets and systems are in a state of increasingly rapid transition. The resulting changes in corporate strategies, organizational structures, and management processes make change management a key success factor – not only for companies, but also for managers. Given the shortage of skilled professionals and the “war for talent,” it is no longer enough to hit targets and bask in the glory of efficient management processes. It is much more important to have the right communication strategy in place to guide employees through the change process and overcome any reluctance or resistance. Our seminar provides you with an overview of the most important factors and the corresponding tools for your change process.



### Target group

- Managers, new leaders
- Project managers, team leaders



### Benefits

- Define your role as a change leader
- Receive a personal methodology toolbox for your change process
- Effective strategies for handling pushback



### Content

- What is change management?
- Reasons that change management is necessary
- Why do change projects fail?
- The role of employees in successful change
- Driving the transformation process
- The eight steps of change management



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Problem-Solving and Decision-Making

**Make productive choices.** As autonomy grows in the workplace, the process of making clear and quick decisions in difficult situations increasingly presents teams, professionals, and managers with new challenges. What is needed are highly developed analytical skills, the ability to reduce complexity, and systematic processes – resulting in a decision that offers an effective solution as well as transparency for others. While this might seem like an art, mostly it comes down to methodology and practice. With the techniques you learn in this seminar, you can apply strategic analysis to cut through the complexity of problems. The seminar also teaches methods for making efficient, effective, and transparent decisions.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Receive a toolbox for strategic problem analysis
- Learn to make decisions – effectively, efficiently, and transparently
- Boost your ability to cut through the complexity of problems



### Content

- Process-oriented approaches to analyzing problems
- Methods for environmental scanning
- Important decision-making tools for practical application
- Evaluation of decisions



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



## Creativity as a Key Competency

**Think creatively, act flexibly.** In the modern workplace, creativity has become an essential key competency. Lasting success will only belong to those who can leverage innovation and creativity and adapt their business practices and products to constantly changing circumstances. People often have a limited view of creativity that is “only” about applying certain techniques. But creativity is much more. Creativity is a mindset, requiring solution-oriented thinking, discipline, and training. In our seminar, we will help you unlock your creative potential. You will learn to recognize the connection between creativity and thought and how you can come up with new ideas by asking the right questions. Expand your problem-solving skills and discover the path to new ideas.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Practice your creativity in a completely new way
- Develop new powers of innovation and problem-solving abilities
- Discover effective strategies to sustain your personal creativity



### Content

- How creativity develops
- Mindset and problem-solving skills
- Application of techniques for creative thinking
- Building creative environments
- Developing personal creativity



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Dealing with Change

**See change as an opportunity.** Change processes in companies often mean significant professional and emotional challenges for employees. Structures are dismantled; tasks and responsibilities are reassigned. Employees often long for transparent communication and wish they had more control over the process. The situation becomes easier when you understand your own role, know your strengths, and are aware of the change curve that every such process brings. In our seminar, you will learn to develop strategies for better handling changes as they are implemented. You will analyze your own patterns of behavior and look at your role in and your attitude toward change processes. Understand how you can make change positive for you.



### Target group

- Employees at all levels



### Benefits

- Strengthen your role in the change process
- Handle the change process professionally, even when things get emotional
- Look at change processes from different perspectives



### Content

- What is a change process?
- My experiences with change
- The change curve and its impacts
- My role in and attitude toward the process
- Crucial factors for the success or failure of change processes



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



## New! Basics of Agile Working

**Ready for the new world of work.** The workplace is in a state of transition and more complex than ever. New Work and agile working are on everyone's lips, and new skills are needed to react to challenges and changes more and more quickly. New Work also brings a different mindset into the workplace, leading to transformation and new ways of thinking. However, a lot of the terms that you frequently hear in the context of agile working are not so easy to understand. After all, what does it really mean to have an agile mindset? And how do holacratic teams work? In this seminar, you will gain insights into agile working, develop your own understanding of New Work, and decide which ideas and methods you would like to adopt in your workplace.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn the basic values and principles of agile work
- Develop skills for New Work
- Discover new ideas and approaches to apply on the job



### Content

- Fundamentals of New Work
- Opportunities and challenges of the VUCA world and the new working methods
- The meaning of collaboration, holacracy, and collegial leadership
- Understanding the agile manifesto
- Developing an agile mindset: How agile am I?
- Agile work methods and their benefits



### Available training formats

- One-day seminar (in-person or virtual)

We recommend booking this seminar in combination with “Collaboration in Agile Teams” in order to promote and support agile team cooperation, and with “Customer Centricity” to explore how a customer-centred approach can maximise returns.

## New! Customer Centricity

**Sharpen your customer focus.** Customer centricity is an approach that views the value chain from the customer's perspective, placing the customer – rather than the product or service – at the center of the company's activities. In our seminar, we show you the different communication and sales channels that can be used for customer centricity and how they impact on the entire corporate culture.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees in sales and marketing



### Benefits

- Know the importance of your customer for the success of your business
- Understand the customer journey as a driver of success
- Acquire tools and methods for customer-oriented sales



### Content

- Product focus vs. customer centricity
- Qualities of customer-centric companies
- The five stages of the customer journey
- The customer experience as a key point of reference



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)





## Digital Productivity and Organization

**Show your professionalism in the digital world.** Digitalization of the workplace has accelerated the pace of life and we are confronted with the challenge of managing large amounts of information. Learning to organize ourselves effectively is an essential part of coming to grips with our working days and focusing on tasks without distraction. This is the only way to efficiently manage our own productivity in times of increasing autonomy. In our seminar, you will learn focused and effective approaches to become better organized, get a handle on the flood of digital information, and prevent digital tools and communication methods from becoming an additional source of distraction.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Keep track of information
- Reflect on your personal forms of digital and analog organization
- Boost your self-reliance in the use of digital tools



### Content

- Tools for organization and structure in the digital workplace
- Shifting perspectives with New Work methods
- Methods for handling the flood of information
- Mastering the challenges of remote work
- Developing solutions for time drains



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

We recommend booking this seminar as a two-day course in combination with “Managing Yourself and Your Time” in order to explore both traditional and digital organization and time-management methods.

## Emotional Intelligence

**Become more aware of yourself and others.** In a dynamic environment, the ability to understand your own feelings, reflect on them, and deliberately control them is a key competency. And when working with others, the ability to understand other people and their emotional states is equally important. Having good insight into your own feelings and being able to react with empathy to other people is becoming increasingly important in the digital business world. In our seminar, you will discover new ways to access your emotions while at the same time developing a deeper understanding of the people around you.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Know and understand the basics of emotional intelligence
- Familiarize yourself with tools for perceiving emotions
- Boost your empathy for others



### Content

- The basics of emotional intelligence
- Tools for self-reflection and self-perception
- Discovering emotional self-control
- Developing empathy
- Interacting empathically with others



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



## Hybrid Leadership

**The best of traditional and agile approaches.** Command and control structures are no longer enough to make an effective leader. Managers of today require a much wider repertoire of strategies and methods to keep employees and teams functioning and motivated. In the modern, connected, and smart workplace, management also has to adapt to keep pace with other changes. At the same time, new forms of leadership do not make traditional management completely redundant. Instead, the two perspectives complement each other – it makes sense to choose depending on the situation. In our seminar, you will learn about efficient tools and instruments of hybrid management, empowering you to bridge the gap between classic management styles and agile methods.



### Target group

- Managers, new leaders
- Project managers, team leaders



### Benefits

- Learn the most important leadership instruments of hybrid management
- Apply methods of classic and agile management according to context
- Acquire pragmatic know-how which can be quickly applied on the job



### Content

- Recognizing the challenges of hybrid management and applying it efficiently
- The right mindset and the characteristics of “new” leadership models
- Classic management methods
- Agile leadership methods
- Delegation – disseminating leadership
- Successful self-management



### Available training formats

- One-day seminar (in-person or virtual)

## Peer Group Advice

**Tap into your internal resources.** Managers and expert teams often like to seek good advice outside the company. But not only are consultants expensive, but potential within the company is underutilized. In times of rapidly changing markets and higher demands for flexibility placed on both companies and individuals, expectations and workplace culture are moving toward augmenting individual responsibility, increasing self-efficacy, and fostering the exchange of information. In the last case in particular, our thoughts usually turn to digital solutions. But the advantages of human, group solutions are as obvious as they are simple – the collective intelligence of the group draws on its rich store of experience to deliver quick and innovative solutions that are tailored to the situation. Establishing the exchange of information and advice among colleagues can help you unleash your unused potential. Our instructor will assist you in launching this self-directed culture of learning.



### Target group

- Managers at all levels
- Project managers, subproject managers
- Experts, HR staff



### Benefits

- Develop quick, high-quality solutions
- Identify new ways to tap into internal know-how
- Create and foster a solution-oriented culture of learning



### Content

- The basics of internal consulting
- Peer group advice – the six phases
- Roles and behaviors
- Structure and setting
- Active methods and more – your personal toolbox



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



## Influencing without Authority

**Successfully lead your colleagues.** Lateral leadership means leading “from the side” and therefore not – as in classic management situations – from the top down. This leadership concept is especially valuable when you work in flat hierarchies, particularly in project teams, and have responsibility for outcomes but no supervisory authority. But as a lateral leader, how can you get people excited about the goals you have set, engage them, and create a productive and appreciative working environment? The secret lies in your own role and attitude. Understanding this, proactively shaping your role, and keeping the mechanisms of lateral leadership in mind are the first steps to successfully leading your colleagues.



### Target group

- Managers without direct supervisory authority
- Project managers, team leaders
- Experts with lateral leadership functions
- High potentials and trainees



### Benefits

- Learn the most important management instruments of lateral leadership
- Achieve clarity regarding your role by defining expectations
- Acquire pragmatic know-how which can be quickly applied on the job



### Content

- What is lateral leadership?
- The three most important coordination mechanisms of lateral leadership
- Values and ideals
- Appreciative communication
- Building trust
- Action plan



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## On-Point Business Communication

**Get right to the point.** Communication in the workplace takes multiple and complex forms: presentations, emails, analyses, and reports. It is even more challenging when you have to communicate the information to a variety of target groups. Your goal should be to present the information clearly, concisely, and in an organized manner – while still holding the recipient’s attention. Learn to apply the pyramid principle to structure complex content so it is accessible to your target group – and get straight to the point. Prioritize your key message, support it with convincing arguments, and keep your audience in mind. They’ll get the message – loud and clear.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Get straight to the heart of complex content
- Formulate your message with your audience in mind
- Apply the pyramid principle as a versatile tool on the job



### Content

- Using the pyramid method to meet communication challenges in your job
- The basic principle of the pyramid structure
- Constructing the pyramid
- Taking the recipient’s expectations as your starting point
- Examples of using the pyramid structure in business communication



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



**Because New Work also  
means new work balance**



## Mindfulness

**Focusing on the here and now.** In times of constant change, resource-oriented self-management is one of the keys to professional and personal success. There will always be times when a heavy workload, scarce resources, or difficult situations demand a lot from us. It is important to combat our nagging fears of not being able to live up to our own or other people's expectations no matter how hard we try – before they lead us to neglect ourselves. After all, the everyday grind costs a lot of energy and it is getting harder and harder to fully recharge our batteries. This course explores ways to consciously activate your personal strengths so you can meet daily challenges more calmly and with more composure. Reactivate your inner resources.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn practical methods for more mindfulness and renewed engagement with your work
- Discover self-observation and mindfulness as effective self-management techniques
- Identify your mental obstacles and redefine your internal and external attitudes toward challenges



### Content

- Self-management strategies – self-observation, mindfulness, identifying and using personal resources, self-motivation
- The levels of stress reactions
- Pointers and tricks for everyday life – achieving change through small steps
- Self-management – the key to activating your resources
- Internal drivers and typical behavior patterns



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Assert Yourself with Confidence

**Developing a more forceful personality.** To make a self-confident and compelling impression in the workplace, it's important to know yourself. Often we try to live up to the vague expectations, standards, and wishes of others, becoming more and more uncertain in the process. Fears and self-doubt frequently make us shy away from resolutely pursuing our own objectives. With the right tools, you can argue your case with more confidence and work toward your own interests without treading on other people's toes. In our seminar, we will help you bolster your self-confidence, identify what drives you, and say "no" in an assertive yet respectful manner.



### Target group

- Experts, managers, management trainees
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Bolster your confidence and self-esteem
- Learn to say no – and mean it – and to set boundaries
- Pursue your goals with confidence



### Content

- Knowing and recognizing your own needs
- Using SMART to set goals
- What drives me and others
- Saying no and standing your ground
- Dealing with uncomfortable situations



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)





## Self-Guidance for More Efficiency

**Unlock your own potential.** Self-reflection can be the key to your personal development and smooth your path to your individual goals. By asking yourself the right questions, you can overcome obstacles, tap into new sources of motivation, and discover new resources. In this seminar, you will gain clarity about the challenges you face by analyzing your personality and needs and identifying effective levers. The secret to effective self-management is being open-minded and applying method and will. You will learn to consciously interpret your behavior, ask yourself the right questions, and use the correct tools and techniques to fully exploit your potential.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels
- Consultants



### Benefits

- Formulate specific goals for your personal motivation
- Make full use of your potential
- Apply personal analysis for more success and energy



### Content

- Defining your own why
- Using SMART to achieve your goals
- Reflecting on your personal inner drivers
- Handling your personal change dynamic
- Mobilizing your inner resources to motivate and control yourself



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Resilience at Work

**More resilience through inner strength.** How can you muster your resources and energy to deal with the challenges, conflicts, and stress of the workplace? By cultivating psychological resilience – the mental ability to recover from crises quickly. It helps you develop the inner strength and defenses to cope with difficult situations. How does it work? Resilience can be acquired using mental techniques, the power of positive routines, and personal best-practice strategies. Learn to assess challenging situations for yourself and hone your inner ability to bounce back from difficulties. In our seminar, we will teach you the most effective resilience tools and methods.

We also offer this seminar with a focus on teams. This course is aimed at anyone who is looking to establish and improve resilience in a teamwork setting to boost the strengths of the team.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Activate your strengths immediately in this interactive seminar
- Strengthen your own resources for fighting difficulties
- Learn straightforward methods that make a big difference

For information on the content of our Resilience in Teams seminar, please contact [seminare@berlitz.de](mailto:seminare@berlitz.de). The two seminars can be booked together or separately.



### Content

- Resilience on the job – recognizing and using your own strengths
- Test yourself – do you know your inner resources?
- The R.E.S.O.U.R.C.E.® wheel of resilience
- The keys to building inner strength
- Best-practice strategies for rapid and direct implementation



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



## Stress Management

**Effective strategies for greater equilibrium.** There is no escape from stress – working from home, within the family, even in our free time. It has long been known that stress is one of the most serious health risk factors and, in the worst case, can even make us ill. It robs us of precious working hours and energy, and therefore has a negative impact on productivity and our mental well-being. In our seminar, you will not only learn how to recognize stress signals and symptoms at an early stage, but also what you can do to actively prevent them, and how even small exercises can significantly reduce your stress levels.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Heighten your awareness of stress triggers
- Learn simple techniques for minimizing stress and practice applying them
- Gain new insights and ideas for keeping calm and handling stress



### Content

- Defining and understanding stress
- Self-analysis – identifying your personal stress triggers
- A new routine – when change causes stress
- Strategies for handling time pressure
- Bringing body and spirit into balance



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Appreciative Communication

**Communicate respect for more effective dialogs.** The secret recipe for good performance, effective collaboration, and successful customer relations is simple: mutual respect and appreciation. This type of communication requires us to show empathy and sensitivity. In this seminar, you will discover the advantages and strengths of an appreciative communication style. We will help you work on your underlying attitude and give you a toolbox of appreciative behaviors which can even be applied to stressful situations and conflicts.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Recognize and use appreciative communication techniques to boost your success
- Turn language into an effective tool
- Show appreciation even in conflict situations and under stress



### Content

- Showing appreciation in your dealings with others
- Empathy – the foundation of appreciative dialogs
- How inner mindset affects communication
- Tools for appreciative communication
- Appreciative communication in stressful situations



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)



## Working in Diverse Teams

**Use diversity to boost innovation.** In the workplace of today, teams are becoming increasingly heterogeneous. It is said that diversity in teams leads to better decisions because different points of view can be taken into account when looking for solutions. Working in diverse teams requires open-mindedness, a mindful approach to individual (sometimes unconscious) bias, and an appreciation of the many facets of the different team members. This allows the team to achieve innovative results together. In this seminar, you will sharpen your awareness for the positive aspects of diversity and explore methods for successful collaboration in diverse teams.



### Target group

- Employees at all levels



### Benefits

- Learn to appreciate diverse experiences
- Develop awareness of how stereotypes and unconscious biases are formed
- Recognize the opportunities and challenges associated with diverse teams



### Content

- Introduction to the topic of diversity
- Leveraging the diverse working styles and strengths of every individual
- Identifying unconscious bias in the team and working together to overcome them
- Creating team spirit and trust despite differences
- Communicating in diverse teams



### Available training formats

- One-day seminar (in-person or virtual)

## Working in Virtual Teams

**The art of virtual teamwork.** As work has become more globalized and flexible, this has had a strong impact on both team structures and how teams work. Virtual teams are increasingly replacing direct daily contact in the office, resulting in new challenges for communication, organization, and collaboration. In our seminar, we teach you how to skillfully overcome the barriers of culture, space, time, and often even language to improve virtual teamwork – even when situations become challenging.



### Target group

- Employees at all levels



### Benefits

- Leverage the benefits of virtual teamwork
- Operate with greater self-assurance and confidence within virtual teams
- Build trust within your virtual team



### Content

- The risks and opportunities of virtual teams
- The rules of virtual communication
- How technology affects collaboration
- Building trust in a virtual environment
- Paying attention to team phases in the virtual team
- Strategies for handling conflicts



### Available training format

- Half-day seminar (virtual)



## Collaboration in Agile Teams

**Master the fundamentals of the agile mindset.** Agile work methods are the organizational form of the future. And communication and interaction play a central role in agile teams. With the application of agile principles, new challenges for teamwork arise. In our seminar, you will explore the factors that make an agile team a success. The content is tailored to your needs and adapted to the group during the seminar.



### Target group

- Managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Strengthen your agile soft skills for successful teamwork
- Actively shape the seminar to your needs
- Apply the full potential of agile development methods to the benefit of your team



### Possible content

- Self-organization in agile teams
- Developing an agile mindset in your team
- Communication/interaction in agile teams
- Defining clear roles when responsibility is shared
- Agile team development
- Decision-making strategies for agile teams
- Successful examples of agile work
- Everyday conflicts in agile teams



### Available training formats

- One-day seminar (in-person or virtual)

## Successful Teamwork

**Achieving more together.** What is the secret of a successful team? Effective communication and cooperation. To unlock the potential of the entire team and boost group performance, the diverse strengths and personalities of each individual should be put to effective use. In our seminar, you will learn how to leverage the dynamics of the group in a new and positive way.



### Target group

- Employees at all levels



### Benefits

- Explore the factors for successfully cooperating and communicating in teams
- Learn the power of group dynamics for team development
- Identify individual strengths and use the potential of your team



### Content

- The fundamentals of teamwork – what makes a team successful?
- The phases of teamwork
- Roles within a team
- Using group dynamics positively
- Feedback as a tool for fostering team spirit



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

Our recommendation: To foster cooperation in agile teams, please also see our “Collaboration in Agile Teams” seminar.



## New! Establishing No-Blame Culture

**Foster trust and growth.** In a team, everyone makes mistakes that have minor or major repercussions. The question, however, is how the team lead and members deal with mistakes. If mistakes are not allowed to happen or are penalized, intense pressure and a culture of fear quickly develop within the team. However, teams can also benefit from mistakes if they are seen as an opportunity to work together and actively learn from the error. This helps the group gain experience and communicate with each other as equals. Such a positive, no-blame culture requires courage, a constructive attitude toward mistakes, and letting go of the need to be error-free.

This all-day format is a combined seminar and workshop: The seminar focuses on the basics of a healthy no-blame culture. In the workshop, your team works in collaboration with our experts to develop an attitude toward mistakes that is tailored to the needs of your group. Good to know: The seminar can also be booked separately as a half-day event.



### Target group

- Teams and their team leaders



### Benefits

- Reflect on your experience with mistakes as a team
- Work together to develop a no-blame culture
- Establish a positive approach to errors



### Content

- What is a no-blame culture?
- Components of a positive approach to errors
- Building on constructive feedback – avoiding the blame game
- Taking responsibility for your own mistakes



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## New! Team Development

**Boost the effectiveness of your team.** Regardless of their size and function, teams are complex and challenging systems. Trust, a healthy conflict resolution culture, commitment by all team members, clear responsibilities, and a focus on achieving objectives and results – all these lay the groundwork for a successful team. Teamwork is an integral part of the working world, yet teams don't just automatically function well of their own accord. Teams need to be developed and maintained. We offer your team professional support in its development – defining common team goals, improving communication, or taking a closer look at roles and processes as well as sources of conflict within the team.

Our team development workshops do not have a predefined agenda; rather, our team development experts adapt each workshop specifically to the needs of the team in close consultation with the lead and the members of the team.



### Target group

- Teams and their team leaders



### Benefits

- Create a shared vision of the team
- Develop your team according to your needs
- Foster appreciative collaboration



### Available focus topics

- Team goals
- Team vision and team identity
- Communication in the team
- Roles within the team
- Processes in the team
- Conflict resolution in the team



### Available training formats

- One-day seminar (in-person or virtual)





## Team Culture Analysis

**Develop team standards and boost teamwork.** New team members, new challenges, or new projects – there are any number of situations that reveal if a team works together well or if it is not living up to its full potential. When friction develops, the question often arises of how to talk about expectations, standards, and differences without creating further tensions. This often has to do with the team culture. The Cultural Orientations Indicator® is a very useful tool for identifying personal cultural patterns in the workplace environment. In the workshop that follows, you will utilize the preferences identified by the COI® to develop new strengths and synergies in your team with the aim of developing shared standards for working together.



### Target group

- Teams and team leaders



### Benefits

- Workshop tailored to your team's needs
- Get to know your team's cultural preferences in a work context
- Enjoy better cooperation and higher productivity



### Content

- Prepare for the seminar by completing the Cultural Orientations Indicator®
- Strengths and preferences in our team
- What is expected of each team member
- How we can create more synergies



### Available training formats

- One-day seminar (in-person or virtual)

**Build new strength  
through team culture**







## Present Effectively and with Confidence

**Prepare with purpose and perform with competence.** What makes an effective presentation? A professional and confident manner, substantive content, effective use of media, and an engaged audience. To leave a positive impression, you should not only make conscious use of verbal expressions and body language, but also structure your content clearly. In our seminar, you will learn about the importance of preparation, the effective use of your voice and body language, and the most impactful presentation techniques. We will also give you pointers for overcoming stage fright, what to do if you suddenly draw a blank, and how to skillfully deal with disruptions.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Choose the right presentation for each target group
- Handle disruptions with confidence
- Use targeted techniques to boost your charisma and win over your listeners



### Content

- Be prepared – crafting a structured presentation targeted toward your audience
- The right presentation format for maximum impact
- Managing impressions – shaping how others see you through your body language and voice
- Winning the battle against stage fright and blanking out
- Practicing your own presentation



### Available training format

- One-day seminar (in-person)

## Meeting Design and Facilitation

**Organize and run meetings like a pro.** Efficient meetings require preparation, implementation, and follow-up – otherwise they deteriorate into unstructured discussions that don't produce results. So facilitators play a decisive role in the success of meetings. It is important to quickly identify disruptions and react appropriately. And dealing with challenging questions and discussions is also something that must be practiced. In our seminar, you will learn required personal, organizational, and methodological skills and explore the role facilitation plays in successful meetings.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Learn the most important tools for efficient meeting facilitation
- Gain more confidence in your role as a facilitator
- Develop action strategies for challenging situations in meetings



### Content

- Creating structure through good preparation
- Facilitating with confidence
- Effective and agile methods for active meetings
- Leading discussions that arrive at results
- Handling conflicts and disruptions in meetings



### Available training formats

- One-day seminar (in-person)
- Half-day seminar (in-person)

Our recommendation: Combine this seminar with “Impactful Business Visualization” to boost your skills in working with flipcharts and drawings in meetings and workshops.



## Business Storytelling

**Use stories to connect with people.** Stories touch people emotionally, kick off creative processes, and ensure that people do not forget underlying messages. They help place previously unknown situations in a context people can relate to. Stories bring facts, figures, and information to life. In this seminar, you will learn and explore ways to leverage the benefits of storytelling for your business, visions, products, and corporate goals. Use powerful storytelling to make your mark.



### Target group

- Professionals, managers
- Employees in communication-based professions



### Benefits

- Learn to apply the power of storytelling to reach your goals
- Explore the secrets of storytelling with experienced experts
- Never be at a loss for words – always have the right story or analogy



### Content

- How storytelling affects our brains
- Using storytelling in a business context
- Constructing a story with impact
- The ingredients of a good story
- The dos and don'ts of storytelling



### Available training formats

- One-day seminar (in-person or virtual)
- Half-day seminar (in-person or virtual)

## Virtual Presentation Skills

**Receive a virtual standing ovation.** In virtual presentations, it all comes down to the perfect combination of different elements: meticulous preparation, a clear structure, an appealing presentation, a strong camera presence, engaging and understandable language and, last but not least, well-positioned statements. Our seminar focuses on how to structure your presentation logically and deliver it engagingly in a virtual environment.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels
- Freelancers



### Benefits

- Gain confidence from a well-structured presentation
- Communicate more convincingly and engage your audience
- Use your new knowledge immediately to benefit your next presentation



### Content

- Keeping your focus on your target audience
- Structuring your most important points well
- Using media effectively
- Directing the attention of the audience with rhetorical techniques
- Handling challenges
- Pointers for your next presentation



### Available training formats

- One-day seminar (virtual)
- Half-day seminar (virtual)



## Facilitating Virtual Meetings

**Virtual, yet personal.** Virtual collaboration is increasingly replacing direct communication in the office. This means that meetings are more and more frequently taking place in a virtual environment. A new kind of meeting culture is needed in teams to help meet these new challenges. In this seminar, you will learn how to prepare for and facilitate your online meetings for more efficiency without losing the human touch. Turn virtual meetings into a win-win situation for everyone involved.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Be perfectly prepared for virtual meetings
- Have a clear plan for making a virtual meeting a success
- Facilitate with a focus on motivation and results



### Content

- Preparing for virtual meetings
- Structure and agenda
- Personal check-in and check-out
- Setting the ground rules for virtual meetings
- Interactive facilitation
- The challenges of facilitating virtual meetings



### Available training formats

- One-day seminar (virtual)
- Half-day seminar (virtual)

## New! Designing Virtual Training

**Sharing knowledge in a virtual environment.** Learning is shifting more and more into the virtual world. But how can expert knowledge be conveyed interactively and effectively in digital form? In our seminar, you will learn how to design virtual training sessions that are dynamic and never boring. We teach you educational and methodological skills to develop content professionally and to transfer this knowledge to different target groups. Use your versatility and competence to engage your participants virtually.



### Target group

- Trainers
- Professionals, managers, and employees at all levels who train others



### Benefits

- Develop a confident approach to delivering training in a virtual space
- Explore the possibilities and limitations of virtual training environments
- Engage your participants with interactive learning methods



### Content

- The differences between online and in-person seminars
- Preparing for and structuring virtual training
- Interactive methods for the virtual environment
- Mastering the challenges of virtual spaces
- Facilitating virtual groups effectively
- Using analog media in digital contexts
- The role of the instructor in the virtual classroom



### Available training format

- One-day seminar (virtual)



**Because communication is  
more than we can say in words**







## Impactful Business Visualization

**Creative documentation for workshops and meetings.** Don't think you can draw? We'll show you otherwise! Use sketches, drawings, and graphical recording to get your message across in your meetings and workshops. In our seminar, you will learn the basics of visual communication and practice ways to summarize complex issues with just a few strokes of the pen, as an easy way to convince people of your ideas.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels
- Consultants, trainers



### Benefits

- Learn how to present complex ideas through simple sketches
- Master new presentation techniques to use on the job
- Use visual communication to win people over



### Content

- A different form of communication
- The key to effective visual communication
- Using shapes and colors effectively
- Integrating sketches and drawings into meetings and workshops
- Making successful use of sketches in your job



### Available training formats

- One-day seminar (in-person)
- Half-day seminar (in-person)



### What our customers say about Berlitz:

"We have been working successfully with Berlitz for many years now, and have been taking advantage of both their well-organized language courses and their program of in-house seminars. Particular mention should go to the flexibility with which Berlitz responds to all requests and to the degree of customization of all courses that have been held for us, both in the virtual and face-to-face formats."

Janine Reinhardt, HR Training Lead Germany  
Johannes Bornmüller, HR Director  
Aptiv Services Deutschland GmbH

• **A P T I V** •



## Our Expertise in Systemic Organizational Development

**A focus on your organizational culture.** Companies are highly complex systems. They have their own culture, networks reaching out into many directions, and a multitude of hierarchical levels. But they also have a shared goal: working together effectively and efficiently toward the economic success of the company.

When there are disruptions to this system, systemic organizational development can prove useful – to the company as a whole all the way down to the individual employee. All with the aim of stabilizing and furthering the development of the company. Organizational development assists in this process through long-term intervention strategies that are adapted to the individual needs of each company. Our approach to organizational development is rooted in a systemic view: We understand that every organization is unique, so we offer you tailored solutions that lead to successful development.

Our development consultants are certified in the field of systemic organizational development and have many years of experience in guiding companies through development processes as well as strong methodological, social, and communication skills.

### Our Consultants



**Daniel Hirschler**

“All change begins with contact – and so my professional approach is rooted in a willingness to get involved, to identify what needs to be done, and to work together to find ways to tackle it.

As a trained organizational developer, facilitator, trainer, and process coach, I draw on my life and learning, on my many years of international experience, and on an open-minded approach to the challenges of our time. I am guided by these questions: How do we succeed in changing the way we work together, how do we work together in complex situations, and what defines leadership in such cases?”



**Jutta Markhof**

“As a systemic organizational developer (DGSF-certified) and trainer, I attach great importance to a holistic view of both the initial situation and the participants. Here I draw on a rich portfolio of systemically effective interventions, through which the participants are able to change and develop attitudes and behavior from within themselves to lasting effect. In my courses, I focus on constant activation of the participants.

Through humor and an appreciative dialog of equals, I encourage the participants to reflect and contribute their own real-world examples.”



**Florian Zapp**

“Thanks to my extensive experience as an in-house and freelance organizational developer, I know that organizations cannot simply import structures and processes from outside. So as a process coach and sparring partner, I support organizations in the development of individual, lasting solutions. Thanks to my qualifications in coaching, organizational development, LEAN, and QM, I have an eye on your processes and your employees.

I pass on my experience both as a consultant and as a lecturer for systemic organizational development (DGSF certified).”



## Individual Coaching

**Boost your self-efficacy.** Coaching is considered the most effective and valuable form of continuing education. And what makes coaching so successful? The one-on-one working relationship of equals, the professional support for processes, and, in particular, the tight focus on finding solutions and reaching goals. As meta-analyses of recent studies have shown, coaching works.

What is also special about coaching is that it is tailored specifically to the needs and situation of the coachee. In a working relationship based on trust, your coach offers you support by helping with processes. This means that he or she does not suggest direct solutions, but encourages you to re-examine your personal goals, discover new strategies, and develop your own approaches to solving problems. Coaching is always the right instrument when the goal is changing your sphere of influence, exploring new paths, and expanding your scope for action. In precisely such situations, a second, professional, outside opinion is helpful in seeing things from a different angle and re-assessing them.

But how do you find a good coach? And how do you assess their professionalism and effectiveness? As continuing education experts, we can help you make the right choice. We select our coaches based on special quality standards for business coaching. A sound education, many years of experience, a clear understanding of the role of the coach, a strong focus on goals and results, a wide-ranging knowledge of methodology, and a personality with strong integrity and empathy are just some of the important criteria in our selection process.

Are you looking to work on specific topics in your team or management team? Many of our coaches are also happy to work with small groups.



### Target group

- Professionals, managers
- Project managers, subproject managers
- Employees at all levels



### Benefits

- Develop individual solutions for your specific questions
- Receive support in a relationship of equals
- Gain clarity and (re)activate resources



### Areas of focus

- Personal stocktaking
- Taking on a new function
- Change processes
- Performance management
- Career development/planning
- Resilience and stress management (including in agile environments)
- Lateral leadership
- Developing an agile mindset
- Appearing on camera
- Crisis communications
- Executive coaching

For additional information on coaching, please contact us at [seminare@berlitz.de](mailto:seminare@berlitz.de).



## Cultural Navigator®

### Intercultural expertise at the click of a mouse

Our Cultural Navigator® e-learning platform is an ideal way for you to prepare yourself for working with people of different cultures.

### What does the Cultural Navigator® have to offer?

- Self-assessment of cultural preferences and individual report with the Cultural Orientations Indicator® (COI®)
- Business-relevant, pragmatic know-how on more than 100 nations
- Knowledge reinforced through wide-ranging e-learning programs on topics such as
  - Intercultural competence
  - Diversity and inclusion
  - Intercultural teamwork
  - Relocation and repatriation

### In addition, you can take advantage of the following content on the platform to help you retain what you've learned:

- English-language podcasts with professionally relevant examples from the working world help you reflect on your cultural values.
- Interactive exercises and background information make it easier to understand potential conflicts and offer tried-and-tested solutions.
- Concrete pointers and alternative scenarios for interacting with international colleagues and customers help accelerate the transfer to your daily work.



### Are you interested in a company-specific package for the Cultural Navigator®?

Please contact us at [seminare@berlitz.de](mailto:seminare@berlitz.de). We will be happy to provide you with more information.





## Individual Learning Paths

### Modular learning for specific intercultural challenges

You can choose individual English-language learning paths according to your specific requirements, letting you focus your skills development on the topics that are relevant to your job. Each learning path comprises individual e-learning modules that build on one another for effective results.

#### Possible topics include:

- Introduction to Culture
- Working in a New Country
- Cultural Orientations at Work
- Communicating in Virtual Teams
- Phases of Team Development
- Doing Business in ... (available for 18 different countries)

What is especially practical is that you can start by selecting your intercultural interests, after which the Cultural Navigator® will automatically suggest appropriate learning content.

The learning paths make the learning experience entertaining and help you retain what you have learned by integrating up-to-date podcasts, videos, articles, quizzes, and case studies on numerous intercultural topics and scenarios.

## Country Information

### The reliable online knowledge resource

The Cultural Navigator® contains comprehensive and regularly updated information on more than 100 different countries, providing details on cultural norms, history, politics, geography, time zones, and climate.

There is also concise information on various business topics to facilitate professional interactions in each location. This background knowledge is an important resource for successfully interacting with coworkers and business partners in other countries.

The country information is directly linked to your personal COI® profile and allows you to compare your cultural preferences with those of the selected country.



#### What our customers say about Berlitz:

“We have trusted Berlitz’s expertise since 2017 and have expanded our partnership since then. We book language instruction and intercultural training for our employees. The language classes are conducted quite flexibly, and the variety of formats, such as Live Online and blended learning, let us offer courses across sites. This also lets employees who are traveling for business, working shifts, or working from home participate without any problems. An additional advantage is that the reliable Berlitz team takes care of almost all of the organization, which has significantly reduced our administrative work.”

Annika Zach  
Human Resources Manager, People Development  
Gerresheimer Regensburg GmbH





## Cultural Orientations Indicator®

### Explore your cultural profile

The Cultural Orientations Indicator® (COI®) is an online assessment questionnaire that identifies your personal cultural preferences in the work environment. The resulting report helps you identify and overcome cultural differences and work more effectively with others across cultural boundaries. Our experienced instructors can help you with the interpretation of your results.

### You can benefit from your personal COI® profile on several different levels:

- Get to know your own cultural preferences
- Compare your personal COI® profile with that of colleagues or as part of a team development exercise to recognize and better leverage diversity as a means of bolstering the success of the team
- Compare personal COI® profile with the profiles of 55 different countries with the aim of quickly identifying and overcoming cultural differences

The COI® is available in twelve languages and is already used by more than 250 companies and over one million users worldwide.

More information about our Cultural Navigator® as can be found at [www.berlitz.de/intercultural](http://www.berlitz.de/intercultural).



Start by defining and exploring your own cultural preferences



Country comparison of cultural preferences delivers valuable insights



To watch our video about our Cultural Navigator®, go to [www.youtube.com/BerlitzCorporationWorldWide](http://www.youtube.com/BerlitzCorporationWorldWide).



Or go straight to the video by scanning the QR code with a smartphone or tablet.







## Cultural Orientations Approach™

### Your certification as a Cultural Orientations Practitioner®

Are you just as excited as we are about our approach to bringing people from different cultures together in order to improve global collaboration? Would you like to teach Berlitz ideas about culture and intercultural cooperation in your own training courses or in your company? Then get trained and certified as a Cultural Orientations Practitioner®!

Training as a Cultural Orientations Practitioner® is based on our proven Cultural Orientations Approach™ (COA™). Participants enjoy an exciting intercultural learning experience with the goal of becoming experts in the Cultural Orientations Indicator® (COI®) analysis. They improve their own and others' skills so that they can meet the challenges of the global business world. The certification course can be held online or face-to-face.

In a group of learners under the guidance of highly experienced intercultural trainers, you will learn how to apply cultural skills in the workplace and gain an understanding of how cultural norms and values influence the way we work together.

### Objectives:

- You will learn to compare aspects of human behavior, different ways of coming across to others, and values from different cultures.
- You will become familiar with the structure of the Berlitz Cultural Orientations Model™ and master the four cultural key competencies for bridging cultural differences.
- You will be able to interpret the COI® and, based on this, conduct individual as well as group COI® coaching sessions.
- You will learn to conduct a diagnosis of teams and organizations in the form of a COI® group report and know appropriate intervention strategies for improving collaboration across groups.

#### Course details



##### Certification

Cultural Orientations Practitioner® certificate



##### Course duration

- 2 days (face-to-face instruction)
- 4 x 2 hours (virtual instruction)
- Preparation and follow-up: around 3 to 5 hours



##### Module contents

- Introduction to the Cultural Orientations Approach™ (COA™)
- The COA™ and the Cultural Orientations Model™ (COM™)
- Applying and teaching the COM™



##### Target group

Anyone who is experienced in and interested in working with other cultures and wishes to teach intercultural competence to others.



**Are you interested in becoming a certified Cultural Orientations Practitioner®?**

Please contact us. You can email us at [seminare@berlitz.de](mailto:seminare@berlitz.de).

**Because flexible is the  
new successful**





## E-Learning with Video Lectures

### Interactive multimedia learning nuggets

Video-based e-learning programs have become an established part of modern corporate learning strategies. Now Berlitz is making such leadership and management training available to you as a further high-impact, multimedia, interactive learning format.

These short video lessons have a lasting positive impact on the learning process. Plus the educational videos are fun, flexible, and convenient to use on any mobile device. With our video lectures, you can learn new skills and brush up on your knowledge whenever you like.

These learning nuggets are high-quality educational productions that you can take immediate advantage of, offering you flexible, self-guided learning at your own pace. In-demand content is continuously developed and made available.

We offer this video-based online training in cooperation with Pink University, an innovative and multiple award-winning e-learning provider. Its main focus lies in educational development and high-quality production of video-based training media.



### The main areas of focus

- Agility
- Communication
- Leadership
- Soft skills
- Sales



### E-learning content – it's all in the mix

- Acted scenes provide a connection to your workplace reality
- Presenters and renowned experts lead learners through the video lecture, delivering important information and sharing valuable expertise
- Animated instructional films vividly illustrate academically grounded models, theories, and contexts
- Fun exercises and transfer activities help you apply what you've learned and make learning a pleasure
- In-depth lessons provide important additional information and summaries
- Progress check and certificate



### Would you like to achieve even more lasting progress?

Book video lectures in combination with a virtual seminar, for example as a refresher following your training. Please contact us if you'd like more information: [seminare@berlitz.de](mailto:seminare@berlitz.de).



## Berlitz Blended Seminars

### For maximum flexibility

Welcome to the new Berlitz blended-learning seminars! Our virtual solution is particularly flexible and intensive, while still maintaining a high level of focus and engagement through the use of well-structured learning modules.

In the Berlitz Blended Seminars, we combine our virtual seminars with short, interactive video lectures. Our modules are efficient, flexible, quickly available learning nuggets that are particularly easy to integrate into your daily work routine.

A kick-off session during the first virtual seminar provides guidance and familiarizes participants with the topic. The virtual seminars led by qualified Berlitz instructors take place on scheduled dates with a virtual group; the accompanying video lectures provided by Pink University can be completed independently to boost learning retention.

The result is a modern, flexible continuing education module that is integrated into your corporate learning strategy and unites all the advantages of micro-learning within a high-quality, holistic solution.

Would you like to learn more about our Berlitz Blended Seminars? Go to [www.berlitz.de/e-seminars](https://www.berlitz.de/e-seminars) for the latest information and topics. You'll also find a contact form that you can use to get in touch with us at any time.

### Facts at a glance:

- Learning modules with lessons that build on one another
- Highly relevant topics
- Three virtual seminars
- Three e-learning modules from Pink University
- Fixed learning groups (in-house and open-enrollment)
- Kick-off session during first virtual seminar
- Depending on the learning modules, a total of 12.5 or 14.5 hours of instruction in a six-week period
- Languages: German or English
- Certificate of completion





## Learning program examples

### Remote Leadership

Program duration: 6 weeks / study time: 12.5 hours / certificate

Kick-off and Virtual Seminar 1:	E-Learning Module 1:	Virtual Seminar 2:	E-Learning Module 2:	Virtual Seminar 3:	E-Learning Module 3:
Leading Virtual Teams	Virtual Teams – Create Motivation and Trust	Virtual Presentation Skills	Virtual Teams – Communication	Facilitating Virtual Meetings	Delegating Tasks
Study time					
3.5 hours	1 hour	3 hours	1 hour	3 hours	1 hour

### Working Agile in the Future

Program duration: 6 weeks / study time: 12.5 hours / certificate

Kick-off and Virtual Seminar 1:	E-Learning Module 1:	Virtual Seminar 2:	E-Learning Module 2:	Virtual Seminar 3:	E-Learning Module 3:
Collaboration in Agile Teams	Kanban – the Method	Dealing with Change	Design Thinking	Working in Virtual Teams	Scrum – the Overview
Study time					
3.5 hours	1 hour	3 hours	1 hour	3 hours	1 hour

### Positive Workplace Mindset

Program duration: 6 weeks / study time: 14.5 hours / certificate

Kick-off and Virtual Seminar 1:	E-Learning Module 1:	Virtual Seminar 2:	E-Learning Module 2:	Virtual Seminar 3:	E-Learning Module 3:
Stress Management	Smart Stress Management	Resilience at Work	Diffuse and Avoid Workplace Conflicts	Mindfulness	More Energy, More Productivity, More Success
Study time					
3.5 hours	1.6 hours	3 hours	1 hour	3 hours	2.4 hours





## Some of Our Business Instructors



### Maurice Angres

- Certified trainer, systemic business coach, MSc in Global Human Resource Management, resiliency consultant
- Almost 20 years of experience in leading seminars and workshops
- Practice-oriented training and a hands-on mentality
- Training objective: Gaining knowledge and changing behavior



### Verena Boldorf

- Certified change manager, agile and systemic coach
- Expert in HR and organizational development
- Practice-oriented, with a talent for addressing individual concerns
- Training with authenticity, open-mindedness, and humor



### Stephan Hild

- Intercultural advisor, business instructor, team coach, facilitator, and mediator
- Certification for LEGO® Serious Play®
- Dynamic, effective learning
- Support for people who regularly engage in international communication at work

### Stephen Ash

- Certified trainer, facilitator, and more
- Specialist in communication, meeting organization, and leadership
- Drives success with insightful questions and active listening
- Combines cultural models with interactive and collaborative approaches



### Clive Higton

- Expert in intercultural management
- Trainer, facilitator, and coach
- Developing an open mindset for new ideas, methods, and approaches
- Transforms participants into key players on the international stage



### Alexander Wurz

- Trainer and coach for more than 20 years
- Subjects: intercultural management, leadership, and communication
- Objective: motivated participants who are more satisfied and successful
- Very interactive and hands-on approach with a touch of humor






**Raoul Koether**

- Expert in project management, communication, international management, and error management
- Corporate consultant, certified project manager, university instructor
- Training experience from start-ups to global players
- Soft skills for analytical types


**Dr. Katharina Maak**

- Certified intercultural trainer
- Many years of international experience
- Seminars for intercultural competence, communication, cultural awareness, and more
- Target group: professionals, managers, and expats
- Specialist in working in a virtual environment

**Monika Krause**

- Certified intercultural trainer, coach, MA in Sinology
- Regions of focus: China, Southeast Asia, and Germany
- More than 10 years of experience in leadership development
- Working as equals to develop solutions together


**Dr. Jaewon Nielbock-Yoon**

- MA in Linguistics and Cultural Studies
- PhD in Philology
- Broad and diverse background in corporate and academic settings
- Seminars with a focus on East Asia, Europe, and the United States

**Alexandra Metzger**

- Creative and solution-oriented instructor
- Subjects: international leadership, collaboration, communication, and negotiation
- Learning that is interactive, fun, and has a lasting effect
- Seminars in German, English, Spanish, and Portuguese



## What Our Customers Say About Berlitz

“It is our aim to offer our employees the training format that best suits them. Berlitz helps us by letting the participants select their own courses – on site, over the phone, or online.”

Head of Learning & Development  
Vodafone GmbH



“In Berlitz, we are pleased to have a reliable and flexible partner at our side. The individual support provided by Berlitz and the broad portfolio of training formats enable us to offer the right learning concept for each of our employees. Efficiency and enjoyment of the training are guaranteed. We were also won over by the highly competent native-speaker instructors. We are looking forward to further collaboration with Berlitz and are convinced that we have found the perfect match for our WEPA language courses.”

Julia Hartzsch  
HR Development Business Partner  
WEPA Produktion GmbH & Co. KG



“When selecting a partner to work with, we pay attention to top quality – we rely on strong partners. And we found such a strong partner in Berlitz: our collaboration has been marked by a high degree of professionalism, flexibility in terms of learning formats, and solution-oriented advice and coordination. In the Virtual Classroom, we are using a modern and attractive learning format and are keeping our finger on the pulse of the times – for the benefit of our employees.”

Pfeifer & Langen GmbH & Co. KG



“At first we were looking for an entirely online solution for English instruction. Because of renovations, we weren’t able to conduct face-to-face training on our premises. After looking at several service providers, we chose Berlitz. Following a pilot phase, the participants and the HR department were equally impressed with the benefits of the virtual version – functionality, flexibility, and learning progress. Today a lot of people at our company use the platform and apply their new knowledge on the job. The instruction provided by Berlitz boosts employee satisfaction, which helps contribute to employee retention.”

Markus Block  
Director of Human Resources  
emz-Hanauer GmbH & Co. KGaA

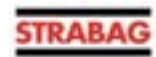


“Very competent advice coupled with hassle-free, flexible implementation.”

Heinrich Thorwesten  
Human Resources  
KAMPF Schneid- und Wickeltechnik GmbH & Co. KG



## Some of Our Clients



## Welcome to Our Centers

Berlitz is there for you personally, in more than 350 locations across the globe. All our centers offer spacious classrooms with modern equipment – and, of course, personal and professional advice and highly competent coordination.

### Participate in courses wherever you and your team are

1878 saw the launch of the first Berlitz School of Languages in Providence, Rhode Island. Today Berlitz is one of the leading global players in the fields of language learning, intercultural competence, and management and soft skills, with more than 350 Berlitz Centers in over 70 countries.

With Berlitz as a single source for continuing education to coordinate your entire program, you can enjoy training without borders. Our centers across the globe guarantee instruction that is perfectly integrated and always at the same high level of quality.



## Credits

### Publisher

Berlitz Deutschland GmbH  
Hahnstraße 68–70  
60528 Frankfurt/Main  
Phone: +49 (0) 69 666 089 0  
Fax: +49 (0) 69 666 089 222  
Email: info@berlitz.de

CEO: Mattias Schwarz  
Chairperson: Rita Pauls  
Frankfurt/Main Local Court, HRB 14289  
VAT ID: DE 811281754  
Tax ID: 045 229 34820

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### Editorial team

Berlitz Deutschland GmbH

### Concept, design, and layout

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Consult with us, get all the information you need.

