

SpeACS - Abstract

Effective Communication is the essence of management, irrespective of the industry.

Management functions such as Planning, Organizing, People Management, etc. rely on effective communication for its success. Business communication constitutes of an ongoing flow of information which is constantly being analysed, depicted and utilised for decision making. Similarly, communicating feedback is also an integral part of business communication.

It is widely accepted in today's economic environment that English is the Global Language for Business Communication. **Post analysis, we found that while there were several programs to build / overcome communication barriers, there were very few programs available to build competencies in the Business Language. This was the thought behind the origin of the SpeACS program.**

This program attempts to enhance the business communication required of students and professionals in today's commercial environment.

In a paper published by Harvard Business Review on "Global Business speaks English", Hiroshi Mikitani, the CEO of Rakuten—Japan's largest online marketplace—mandated in March 2010 that English would be the company's official language of business as the company's goal was to become the number one internet services company in the world. This mandate allowed Mikitani to create a remarkably diverse and powerful organization. It also states that many employees may feel at a disadvantage if their English isn't as good as others', team dynamics and performance can suffer, and national pride can get in the way.

But to survive and thrive in a global economy, companies must overcome language barriers—and English will almost always be the common ground, at least for now.

Keeping this need in mind, I have started offering:

1. Pre assessment and individual SWOT to design individual learning plans.
2. Feedback & Buddy creation for metacognition and future help.
3. Content delivery using practice sessions that incorporate real life situations, role-plays, audio and video. (details in the outline)
4. Quick handy reference for tenses, numbers and normal MTI issues
5. Mid-point assessment to highlight progress.
6. Post assessment and certification post completion.

Method of delivery:



The training is instructor-led, delivered in English in a classroom setting. (Regional language are used during explanations)

The training sessions have grammar, clarity in communication, Appreciation of Indian-ism. This is delivered using presentation method, exercises, role plays, comprehension and discussions of written, audio, and video content.

Reinforcement is provided using face-to-face methods post training.

The Measure:



There are 3 levels of assessment pre, mid and post assessment.

Each assessment has all the three below mentioned forms.

Instructor-led/ directed methods/ self and peer assessment are used.

Assessments as and where-ever possible are done using virtual methods. We welcome any prior client assessments available with the client.

Certification:



For certification a combination of instructor & third party (buddy) score is used.

Participants eligible post completion of the program. (Minimum 90% attendance & completion of courseware is a requisite)

Buddy Program:



To enhance learning and build Meta cognition skills peer and self assessment is threaded through the program. This results in added benefits like team building & and on-site support system.