

## **Intitot? Using International English for international business**

- 🌐 Do you work with people of different first languages or different cultural backgrounds?
- 🌐 Do you wish you could speak another language?
- 🌐 Do you work in or manage a multilingual workforce in the UK?
- 🌐 Do you want to build successful international business relationships?

Nowadays most of us work in international environments. Whether we are communicating on an overseas trip or just attending an office meeting, we are ever more aware that we are a global workforce and we are living in a global market place.

I remember attending a meeting in Spain where the speaker said, “Let’s get down to the nitty gritty of this now” to a room full of Spanish delegates. The phrase nitty gritty caused confusion and distraction as delegates struggled to understand what on earth he meant. In fact it became the main focus of the conversation and worse still, he just kept repeating the same phrase rather than paraphrasing it. Have you ever had one of these experiences? Have you ever wondered whether you were really getting your message across clearly in international business meetings and emails?

It is easy to forget how challenging English can be to non-native speakers within our workforce and in our business communications, yet language is key to effective communication and effective communication is at the heart of all business. English is widely spoken, but not always widely understood. Enhancing your International English helps you to build successful business relationships, expand your networks and improve your service, whether you are exporting across the globe or working with an international or multicultural team in the UK. Language can ultimately make the difference between you failing to gain new business or succeeding.

The “Intitot? Using International English for international business” workshop is designed to make you more aware of the complexities of the English language whilst providing some practical tips to avoid getting caught up in all sorts of nitty gritty on the way. One thing I can promise is that you may never look at the word ‘look’ in the same light again!

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