



## Bespoke language training

### Challenge

To equip the participants with the basic knowledge of French needed to deal more effectively with French native speakers as part of their work transactions.

Working within the airline industry often requires interaction with people with differing cultural and language backgrounds.

Our consultants were approached by a company who felt that for one focused area, it would be beneficial to the growth of their business if all of their staff were aware of the language barrier and how it could be bridged.

### Solution

KLM is a global airline company who had recently developed new routes into France. The content of the course was agreed in consultation with University language experts. The aim was to equip the participants with the basic knowledge of French so a wide range of their staff could deal effectively with French native speakers as part of their work transactions.

Emphasis was placed on oral comprehension and production, but the participants were also able to acquire some reading and writing skills. A core text book was used to help the individuals and additional material was provided by the tutor.

Areas met within the training were:

- ✦ Key aspects of pronunciation and spelling
- ✦ Essential grammatical structures
- ✦ Essential functions
- ✦ Recognising and using vocabulary and expressions related to essential everyday topics
- ✦ Recognising and using more specific work-related functions, vocabulary and expressions