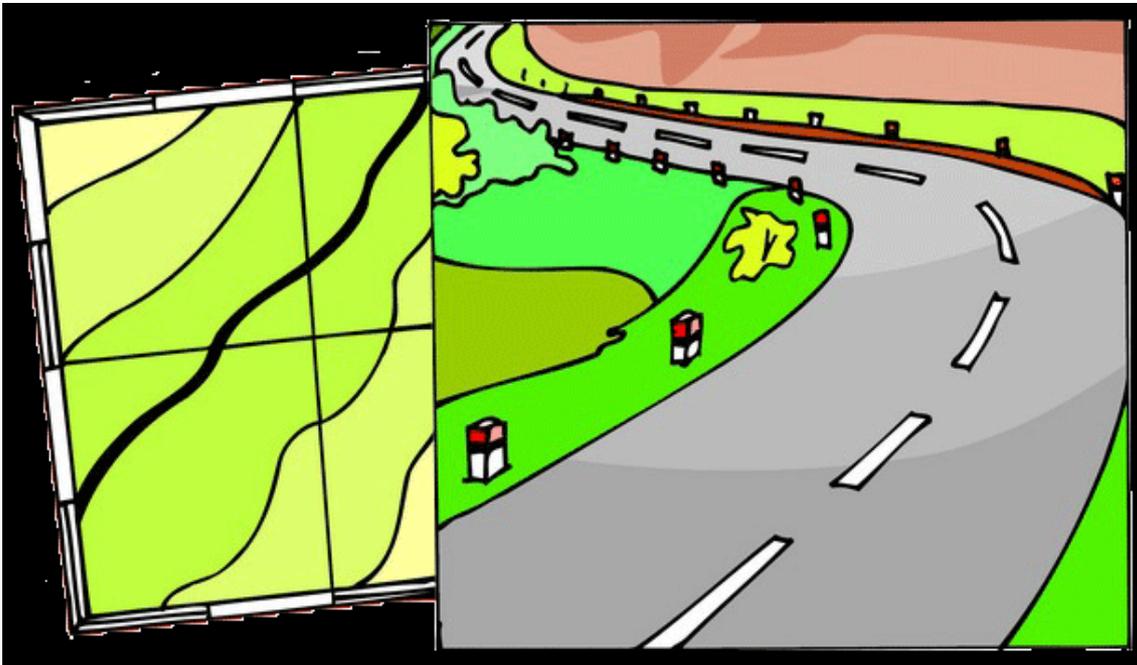


# Top 10 techniques Business Speaking Skills in English

## eBook



### **IMPORTANT NOTICE:**

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Share this eBook with friends as long as it is left unchanged. The techniques in this eBook have helped many professionals to maximise their business speaking skills.

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**El laboratorio de ensayo para practicar un inglés aplicado a la realidad de los negocios**

**Nuestro valor añadido:** Transformar la clase de inglés tradicional por un inglés aplicado a la práctica empresarial.

## Acerca de / About The Practice Office

[www.thepracticeoffice.com](http://www.thepracticeoffice.com)

### **Inglés de negocios: ¿Teoría o práctica?**

Una nueva metodología basada en la práctica para ganar confianza y mejorar simultáneamente:

- tu inglés en el trabajo
- tu desempeño en inglés (*Business English* y *Business Skills*)

En The Practice Office utilizamos role-plays y dinámicas de grupo que ofrecen a los profesionales **una inmersión trabajando en inglés en España**. Es decir la práctica real de tus funciones en inglés y en equipo.

Recreamos situaciones internacionales de negocios para que los profesionales practiquen y mejoren su inglés de negocio a medida que trabajan en este idioma y en grupo.

Funciones como reuniones, negociaciones, presentaciones, llamadas telefónicas, teleconferencing, técnicas comerciales, networking, redacción empresarial (email e informes), trabajo en equipo, servicio al cliente, etcétera.

\*Nuestros programas son para profesionales con un nivel intermedio (B1 y B2) y/o avanzado (C1).

*"I can work in English because I practice working in English".*  
Israel Valcarcel, Banco Santander.

*"I feel comfortable in my job because I practice real business situations"*  
Aneta Waldon, Hertz Equipment Rental

### What is High Performance working?

<b><i>High performance working</i></b>		
✓ <b>Cómodo</b>	✓ <b>Con Confianza</b>	✓ <b>Efectivo</b>
<b><i>utilizando tu inglés y tus habilidades de negocio</i></b>		

## How to use this eBook?

**Top 10 techniques** provide 10 top techniques (simple, practical and easy to use) to improve your Business Speaking Skills in English.

As with all The Practice Office training products the goal is simple;

<i>High performance working</i>		
✓ <b>Comfortable</b>	✓ <b>Confident</b>	✓ <b>Effective</b>
<i>using your English and Business Skills</i>		

Best wishes,

Christopher Wright

Director  
The Practice Office S.L.  
[www.thepracticeoffice.com](http://www.thepracticeoffice.com)

## Technique 1

# Set SMART Goals

Define your goals and know how to measure them

Ever wondered why some people are better at achieving their goals in life? Simple, they don't just set goals they set SMART goals. Without SMART goals a professional is like a boat at sea without a compass, lost!

### SMART Goals

- **Specific**  
Specifically define goals.
- **Measurable**  
Establish criteria for measuring progress towards achieving a goal.
- **Achievable**  
Humanly possible to achieve with the resources and timeframe you have.
- **Realistic**  
Set a realistic goal to help you make measurable progress – for motivation.
- **Timely**  
A goal must have a time frame or else it could last forever and never finish.

### Action:

- Define a **SMART** business speaking goal.
- E.g. watch or listen to international business news (CNN, BBC, etc) and then record (webcam) a spoken summary. Do this twice a week for a month.
  - Specific: Explain something clearly, simply and concisely.
  - Measurable: Criteria (clear, simple, concise) (5 = excellent: 1 = bad).
  - Achievable: 10 minutes, twice a week.
  - Realistic: Improve from 3 to 4 for all criteria (clear, simple, concise)
  - Timely: One month.

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## Technique 2

# Make it a game

We learn best through fun challenges

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You have a demanding job, maybe a family to attend to, and surely a long list of everyday responsibilities and obligations.

Do you really need another boring obligation? No.

We believe that accelerated learning happens when the brain is entertained and challenged, just watch kids for example. Test this with your child's homework.

Tell them, "You need to work hard and put in effort when you do homework". Or tell them, "Let's make this (homework) a game?" (with fun challenges). See which one motivates them better to learn.

So when you have to do something, ask yourself, "how can I convert this into a game (with fun challenges)?"

### **Action:**

- Every time we discuss another strategy, try and make it into a game (with fun challenges).
- E.g. think of a prize if you achieve Technique 3's action.

### Technique 3

## Know yourself

Learn what you do well and what needs improving

### Know your strengths and your areas to improve.

Complete this self assessment to help you.

#### **Self Assessment**

Read each statement, grade yourself from 1 to 5 for each (1 = Often, 5 = Never)

1. Do you focus too much on speaking accurately at the expense of your fluency skills?
2. When you express your ideas are they unclear, complex and long?
3. Do you find it hard to logically structure your ideas when speaking?
4. You don't think about what your objective is when speaking in situations?
5. Do you find it difficult to be enthusiastic when speaking?
6. Do you find it difficult to vary the volume and speed of your voice?
7. When speaking its hard for you to be confident?
8. Is it hard for you to change between speaking formally and informally?
9. You don't manage your time well when speaking in business situations?
10. Do you wait to be asked questions rather than initiate a conversation?

#### ***Action:***

- If you scored too many 1s and 2s, set yourself the task of achieving 3s and 4s.
- E.g. I will score 3's and 4's in Numbers 1-5 during one week. Your business speaking skills will improve quicker as you reduce the effect of bad habits on your development.

## Technique 4

# Find business speaking partners

You're not alone – find business speaking partners

New technology offers many opportunities to practice business speaking.

Online language learning communities enable you to meet people looking to exchange and practice languages. They focus on general English but if you know what type of partner you want, you can find a business speaking partner.

When joining an online community, here are some tips.

1. Give limited personal information.
2. Use a pseudonym for your username to help you stay anonymous.
3. Remember whatever information you give can be seen by the world.
4. In your preferences, write that you're looking to practice business speaking.
5. Choose an appropriate business speaking partner (Age, Profession, Position, Interests, etc)
6. Buy headphones and a microphone.
7. Free internet calls. Set up a Skype account <http://www.skype.com/intl/es/>

### Speaking Practice - Online language learning Communities

1. Livemocha - [www.livemocha.com](http://www.livemocha.com)
2. Mixxer <http://www.language-exchanges.org/>
3. [www.busuu.com](http://www.busuu.com)

### Business Speaking Practice – Online Community

1. Business Speakers Corner (BSC) at <http://www.thepracticeoffice.com/Practice.html>

### International Communities

1. [www.internations.org](http://www.internations.org) – community for foreign professionals (network and events) in all major European cities (Madrid, Rome, London, Berlin, etc)

### **Action:**

- Find a business speaking partner and practice 1 hour a week.

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**Technique 5**

## Squeeze your time

Use your time productively.

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Here are some suggestions to help you use your time productively.

Before starting business speaking set your goal criteria.

Then record yourself either using audacity <http://audacity.sourceforge.net/> or using your webcam software.

Then ask for feedback based on your criteria. Ask a business trainer, teacher, colleague, friend or family member.

### Business speaking practice tips

1. Practice speaking for 1-3 minutes about a specific area.  
E.g. explain a process or give an opinion.
2. Choose an article and practice reading it in front of the mirror. Concentrate on practising using your voice (e.g. clear, volume, speed, intonation, tone, pronunciation, etc).
3. Listen and take note of the business speaking skills of good communicators. Then practice mixing their communication techniques with your natural style.

### **Action:**

- Practice number 2) five times.

## Technique 6

# Get a progress report

- 1) Practice
- 2) Evaluate & Feedback
- 3) Practice

Motivation is one of the key aspects of learning anything.

Without motivation we quickly lose interest and often decide not to continue.

Motivation comes from knowing that we're making progress. This is best achieved by asking others (you respect) to evaluate you and give you feedback.

BSC trainers use the following criteria to evaluate business speaking practice.

<b>1. Achieve Objective</b> (Did they achieve the objective?) (Example objectives: to inform, to convince, to answer the question)
<b>2. Transmit Ideas</b> (Clear, Concise, Simple)
<b>3. Structure</b> (Logical, Organisation)
<b>4. Manner</b> (Confidence, enthusiasm, directness)
<b>5. Voice</b> (Volume, flexibility, intonation)
<b>6. Professional English</b> (Appropriate use, accuracy)
<b>7. Time Management</b> (Not too short nor too long)

Note: Evaluators need to identify a balance of strengths and areas to improve.

### **Action:**

- Record yourself explaining a process or giving an opinion in 3-4 minutes. Evaluate yourself using the above criteria of 7 points.
- Then ask someone to give you feedback.

## Technique 7

# Good Communicators

1. Get your ideas across
2. Make sure you are understood.
3. Communicate with confidence.

Working in the global business world we have and will meet many different professionals with varying levels of English.

Some will be extremely fluent, while some you will barely understand.

But do you know what's most surprising and interesting? Some of the best communicators are the ones who are less fluent and have strong accents.

What all Good Communicators have in common is the following.

- Getting your ideas across (transmitting your ideas to people).
- Making sure you are understood.
- Communicating with confidence.

When Good Communicators make mistakes, they don't concentrate on them, because they don't want to get blocked. They just concentrate on 1-3.

Don't worry about embarrassment – as you try and get better, you'll see others encouraging and appreciating your efforts.

Also as you practice more you'll relax more allowing you to concentrate on 1-3.

### **Action:**

- Replace your old internal voice that says “you made a mistake, people will laugh at you”, “everyone makes mistakes and that is how we all learn”.
- E.g. write down an example of when you ignored your “internal voice”.
  - What did the internal voice say?
  - What happened when you ignored it?
  - What was the result?

## Technique 8

# Clear, Simple and Concise

Change the chip in your brain.

Each language has different cultural norms that influence the language. For example, Spanish is eloquent and Japanese is indirect and diplomatic.

However in the global business world, the most valued communication is quick and clear.

86% of people using English for International Business are not native speakers. So there's no place for local metaphors, slang and expressions if communication is your main objective.

Quick and effective International communication is **clear, simple** and **concise**.

The key to this communication base is to change the chip in our brains. This new chip, is more powerful than Intel, it's the **CSC** chip. It enables us to communicate our ideas in International Business quickly and effectively.

### CSC Chip

- **Clear**
- **Simple**
- **Concise**

### **Action:**

- Think of an international business situation in the past when you weren't clear, simple and concise when communicating your ideas. What could you have done differently?

## Technique 9

# Cultural norms

Why do Japanese people bow when they greet people?

To be truly effective communicating in the world we need to understand cultural norms; our own and other cultures.

Each culture has unique “do’s and don’ts” that can be very different from those in your own culture. They are called cultural norms.

In Japanese culture its helpful to know how to bow. While in the Middle East we suggest you don’t show the soles of your shoes to your potential clients.

### Sources of Information:

- <http://www.executiveplanet.com/>
- Colleagues or business partners that have visited that country.
- Embassies, consulates and cultural offices.

### **Action:**

- Design a Guide of Cultural Norms “5 Do’s and 5 Don’ts” for a Chinese supplier / client visiting your country.

## Technique 10

# Communication Techniques

## Monroe's Motivated Sequence

Have you ever heard of “Monroe's Motivated Sequence”?

It's a simple communication technique used by sales people to persuade.

### 1. Attention

Get the attention of your audience using a detailed story, shocking example, dramatic statistic, quotations, etc

### 2. Need

Show that the problem about which you are speaking exists, that it is significant, and that it won't go away by itself. Use statistics, examples, etc. Convince your audience that there is a need for action to be taken.

### 3. Satisfy

You need to solve the issue. Provide specific and viable solutions that the government or communities can implement to solve the problem.

### 4. Visualization

Tell the audience what will happen if the solution is implemented or does not take place. Be visual and detailed.

### 5. Action

Tell the audience what action they can take personally to solve the problem.

#### **Action:**

- Practice Monroe's communication technique.
- E.g. Try it in a meeting or presentation and write down how you used it and the result.

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The  
End

Relax and celebrate!!

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“We are what we repeatedly do.” - Aristotle

***Relax and celebrate your achievement!!***

You have just completed our mini programme:

**Top 10 techniques**  
**Business Speaking Skills**

Read more about The Practice Office at [www.thepracticeoffice.com](http://www.thepracticeoffice.com)