

## ■ Case Study One - Samsung

Samsung is a multinational electronic company which began as a small export business in Taegu, Korea and has grown to become one of the world's leading electronics companies. Specialising in digital appliances and media, semiconductors, memory and system integration, its top quality products and processes are world recognised. At the Sydney-based Samsung office, staff benefit from being able to communicate confidently and professionally in Korean with their bilingual staff. Sydney Language Solutions provided Samsung with a short twenty-hour corporate course for English staff to learn simple conversational Korean language skills.

## ■ Case Study Two - Meat & Livestock Australia

Meat & Livestock Australia (MLA) is a producer-owned company working in partnership with industry and government to achieve a profitable and sustainable red meat and livestock (cattle, sheep, goats) industry in Australia. MLA has the unique responsibility of providing marketing and research and development services to over 47,000 producer members and the broader red meat industry to help them meet community and consumer expectations. An Indonesian language consultant was hired to help one of the company's regional managers master the Indonesian language successfully for better business communications. He successfully acquired the language after 60 hours of intensive training to prepare for his business trip.

## ■ Case Study Three - C3 Church

C3 Church is a group of ministers, men and women, and a movement of churches that incorporates spirit-filled doctrine and practice. C3 Church was established in Dee Why with only 12 people initially. Now it has more than 300 churches situated in Australia, New Zealand, North America, and Asia. The church hired Sydney Language Solutions to provide a Cantonese language consultant to train two managers who will be relocated to Hong Kong for the church expansion plan. The training course lasted 40 hours over a two-week period before the trip.

## ■ Case Study Four - Sunburst Solar

Sunburst Solar is a solar electricity provider based in Victoria. Having a strong relationship with local businesses and community groups, it realised the importance of using the right language to communicate with its customers. The company contacted Sydney Language Solutions to arrange a series of voice-over projects for its marketing campaign in Vietnamese, Cantonese and Mandarin.

## ■ Case Study Five - Ateco Automotive

Ateco Automotive are the official importers and distributors for Alfa Romeo, Ferrari, Maserati, Citroën, Fiat and Chery vehicles in Australia. As an automotive dealer, ATECO is required to conduct regular business and communications with Mandarin-speaking staff in China. Sydney Language Solutions provided on-site Mandarin language skills training for ATECO to assist and support staff in improving their Mandarin language skills in a corporate environment.

## ■ Case Study Six- The Creative Company

The Creative Company is a successful brand and design agency with extensive experience in understanding consumer connections to a company, product or service. It delivers engaging communication tools through design, creative thinking, knowledge and insight. Finding it extremely rewarding to deliver a successful brand that increases in market share, recognition and above all equity, the company works for a wide range of clients from various industries, helping them to adapt and harness growth. The Creative Company has hired Sydney Language Solutions to provide training on-site at their office to help improve communication skills and the English language fluency of their staff team.

## ■ Case Study Seven - Hong Kong Aviation Capital

Hong Kong Aviation Capital (HKAC) is a diversified player in the aviation industry. The firm invests in aircraft leases and financial instruments, and also provides aircraft management and consulting services. HKAC's mission is to prudently invest in the global aviation sector for consistent and long-term returns, creating value for its investors and clients alike. Our Mandarin Language Consultant was hired to further develop staffs' skills in Mandarin as well as to train staffs with no Mandarin knowledge at all. We provided the training service to two levels: Mandarin Beginner 1 for a group of 8 staffs and Mandarin Advanced for one senior manager from May 2011.

### Testimonial

#### Change Training Parramatta

We had the pleasure of engaging the services of Dr Na Quynh Pham Phu in a major project that we undertook for DEEWR. Na provided high-quality and extremely relevant English language modules to Vietnamese clients involved in the project. Her manner, skills and outcomes were more than we could have expected. We would recommend Na to you for similar services without reservation.

*(Niel Carey - Director - Change Training Parramatta)*

#### Communico Services Pty Ltd

Communico Services Pty Ltd contacted Sydney Language Solutions at extremely short notice, desperate to source an Arabic language assessor for an assessment centre in two days time. They were very professional, responsive and did everything they could to secure a great assessor and kept me informed at all times. They fully understood our complex brief, even though this was our first experience with them. Eman Khan our assessor arrived early and was really engaged with the process, she had prepared exceptionally well and also provided valuable insights to the Arabic culture. An extremely positive experience and we will definitely use them again.

*(Natasha Hawker, General Manager HR & Recruitment, Communico Services Pty Ltd)*

# CORPORATE LANGUAGE TRAINING

BROCHURE 2011 - 2012



*We meet  
all your language needs*

## Language Training

We offer language training courses in a wide range of languages including: Korean, Vietnamese, Japanese, Mandarin, Cantonese, Indonesian, Arabic, Persian, Spanish, French, English and many other languages, both on-site and off-site, for one staff or a group of staffs.

## Cultural Briefing

Sydney Language Solutions has developed considerable expertise in the provision of cultural training programmes. Our cultural briefing courses are short one-day seminars for groups of 1-15 participants, which examine in-depth the critical cultural factors affecting working practices in Asian or other countries.

## English Language Training

We also provide tailor-made English as a Second Language (ESL) training courses to employees from non-English speaking backgrounds to improve their language, cultural and professional skills within an English-speaking company. We also provided ESL training course to jobseekers or non-profit organisations.

## Bilingual Trainers/Staffs for an Interview or a Short-term Project

We can also assist any bilingual staffs in your company to conduct an interview, test the language proficiency of a potential employee or carry out a marketing research interview in a foreign language.

## Bilingual Tour Guides

If you are a travel company and urgently need bilingual tour guides for your company in Sydney, we can provide any bilingual staffs (in your required language) to your company at short notice.

## Recording - Audio Recording

If you just simply have to make a short speech in a language, a reading of a certain text in an Asian language or if you need an interpretation of a short conversation, please contact us. We can translate and record our reading on a tape or CD for you.

## Curriculum Development

Sydney Language Solutions can assist your company or organisation in designing and developing professional instructional materials for your corporate structure and staff training programs.

We can also provide linguistic descriptions (syntax, semantic, grammatical system) of rare or less well-documented languages when required.

We ensure the highest quality final product for your project and we listen to what your company needs. At Sydney Language Solutions, we are proud of our ongoing record of meeting the professional deadlines of our customers while maintaining precise and reliable accuracy for your corporate publications.

## Editing and Proofreading

Sydney Language Solutions also provides proofreading and editing services to improve the written English in your documents or translations.

## Linguist Placement

Sydney Language Solutions provides professional linguist instructors for a selection of local government and corporate clients. We are able to supply you with expert candidates from our extensive pool of linguists for translation, interpretation, language training and your language service needs.

We can provide a linguist (who is always a native speaker of that language) for short-term or long-term projects to help make your national and international project communications fluent and successful.

## Language Proficiency Testing

Sydney Language Solutions offers language proficiency testing to assess a candidate's speaking, listening, comprehension and reading skills. Our comprehensive professional tests run between 60 to 90 minutes for each skill and are administered by a Sydney Language Solutions examiner and a native language speaker.

After successful completion of this test, each participant receives a written official report detailing their language proficiency certifications.

## Express Translation - Website Localisation - Video Subtitling - Voice-over

We provide other language-related services such as express translation (where no NAATI accreditation is required but time is the most important factor for the client), website localisation, website translation, video subtitles and voice-overs.

## Translation and Interpreting

With our network of highly qualified linguists, we deliver high-quality translations in a timely fashion. We translate scientific, commercial or technical texts for all languages.

The language programs are designed and then tailored to the workplace-specific technical language as requested by our corporate clients.

We can provide tailored programs in a foreign language to corporate groups of English speakers or ESL courses to non-English speaker employees in your company.

Our teachers can train your group on-site (at your office) or at Sydney Language Solutions' office in the Sydney CBD.

Fixed-price tuition can be designed to suit the preferred duration, content and course length of our clients.

We can visit your company to conduct individual learner or company assessment after you register for the course.

## WHAT CORPORATE LANGUAGE PROGRAMS DO WE OFFER?

### General Language Course:

- Package includes 20 hours of training, learning materials for students and a travel fee for teachers.
- Packages are provided at all levels and last 10 weeks (can be adjusted to 6-12 weeks per request).
- We also provide packages of 40 hours or 60 hours.
- We always adjust the content of the topics and the syllabus to fit the industry and training need of your company.
- The cost per package includes all training materials, trainers' cost, administration fee and travel fee.

Duration	Number of Hours	Totals Number of Hours	Number of Students	Cost
10 weeks	2 hours/week	20 hours	1- 8	\$1000 - 2000
10 weeks	2 hours/week	20 hours	9 -15	\$1900 - 3000

Location: Either your company or SLS office

### Intensive Course:

- Package includes 20 hours of training, learning materials for students and a travel fee for teachers.
- Packages are provided at all levels and last either 1 week or 5 weeks (can be adjusted per request).
- We also provide packages of 40 hours or 60 hours.
- The cost per package includes all training materials, trainers' cost, administration fee and travel fee

Duration	Number of Hours	Totals Number of Hours	Number of Students	Cost
5 weeks	4 hours/week	20 hours	1- 8	\$1000 - 2200
1 weeks	4 hours/day	20 hours	9 -15	\$1900 - 3200

Location: Either your company or SLS office

### A Package of Many Language Training Programs Running in Parallel

- We can provide many language training sessions running in parallel at the same time at your company.
- We also provide packages of 10 hours, 20 hours, 40 hours or 60 hours.
- We can also provide the same language at many different levels to different groups of staffs at the same time (fast-mode, slow-mode, intensive, one-to-one tutoring, conversational class)

### One-to-one Tutor for CEO

- Package includes 20 hours of training, learning materials for students and a travel fee for teachers.
- Packages are provided at all levels and last either 1 week or 5 weeks (can be adjusted per request).
- We also provide packages of 40 hours or 60 hours.
- This is a specialised fast-track training for only one CEO in your company who needs one-week intensive training before working in another country.

Duration	Number of Hours	Totals Number of Hours	Number of Students	Cost
5 weeks	4 hours/week	20 hours	Only ONE	\$1200
1 weeks	20 hours for ONE week	20 hours	Only ONE	\$ 1350

Location: Your company or SLS office before 6pm  
Cost per package including materials and travel fee

### Pre-arrival or Post-arrival Cultural Orientation Briefing

#### What to be covered

- Concept of Leadership
- Facial Expressions
- Gestures
- Concept of Fairness
- Notion of Honesty
- Concept of Self
- Work Ethics
- General Work View
- Concept of Personal Space
- Rules of Social Etiquette
- Holiday Customs
- Style of Dress

#### Details

- The workshop contains a variety of exercises, as well as case studies and stories from our experts on cross-cultural training.
- We can also customise our programs to fit the training needs of your company
- The attendants are expected to grasp an understanding of the customs, expected behaviours, dos and don'ts in the new cultural environment

#### Cost

\$800 (1 staff)  
\$1200 (2-10 staff)

Duration : 6 hours