

# Tailor-made Business English Program

**Dedicated to your success**



**EducaMentis**

*Daniela Kraljic*

**EducaMentis was created in 2012 as a result of extensive work in the field of coaching and solving problems language learners usually face when embarking on a language-learning journey.**

**The name means “the one who educates minds” and its mission is to teach clients how to learn and how to master all the necessary skills, maintain the acquired knowledge and become autonomous learners in charge of the learning process.**

**Learning a language is a process and must be seen as such, otherwise, the whole process will most certainly be frustrating and will not lead to desired results.**



**Language learners need to understand that a foreign language is not a subject to be studied but rather a skill to be mastered. We must use a skill in order to master it. Think about skills such as driving a car, riding a bike, sawing, public speaking, listening skills, to name but a few. If you really want to be good at something, you must practice – practice makes permanent ;)**

**Mastering a foreign language should not be your goal. That's too broad. It should be a tool you will use to achieve some other goal.**



**Your goal should be something like this: give presentations in English, negotiate in English, attend seminars, communicate with your clients, lead a team, find a better job. Mastering English will help you achieve these goals but will not be your final goal.**

**Once you've determined WHY you need English and WHAT is it that you need to do in English, your goals will be more specific and the steps you need to take to achieve them will be much clearer.**

**Our brain is programmed to learn and if it identifies the purpose and relevance of what is presented to it, it will retain it much faster. In other words, if your brain identifies something as important to you, as something useful or necessary, it will need less effort to remember it. And if you create a habit of it, you will strengthen neural pathways and accelerate the learning process.**

**This is where Neurolanguage Coaching® can be of invaluable help to you.**



# Personalized Business English Program, tailor-made to meet Client's needs

## THE METHOD

**Neurolanguage Coaching®** is an extremely efficient, cost-effective and brain-friendly method which leads to immediate and long-lasting results.

**Neurolanguage Coach®** is a highly qualified professional who uses the principles of language coaching and the principles of Neuroscience to discover Client's needs and their learning style and then finds the best way in which their brain likes to work in order to provide a structured environment for their goals to be achieved within a defined period of time.



## WHAT ARE THE ADVANTAGES OF THIS APPROACH

- ✓ **Premium tailor-made sessions made just for the Client**
- ✓ **Immediate and long-lasting results**
- ✓ **Cost-effective sessions** – Client learns more in less time
- ✓ **Efficient, effective and faster language learning process**
- ✓ **No unnecessary information** - we follow Client's needs
- ✓ **No books** – personalized materials used
- ✓ **Confidence** – Client sees progress after each session
- ✓ **Whole process is brain friendly**
- ✓ **Client actively involved in the process**
- ✓ **Everything is Client-centred**

## HOW WILL YOU BENEFIT FROM NEUROLANGUAGE COACHING®

- ✓ You will become an autonomous learner in charge of the process
- ✓ You will find out how your brain likes to work and use it to your advantage
- ✓ You will understand how the brain works and what you can do to learn faster
- ✓ You will learn how to learn and program your brain
- ✓ You will learn how to master a skill
- ✓ You will learn that you need to learn the right things not a lot of things
- ✓ You will obtain immediate and long-lasting results
- ✓ You will learn how to express yourself with clarity and precision
- ✓ You will gain confidence and improve your performance in English





# Tailor-made Business English Program

How will you learn?

# The Cone of Learning

After 2 weeks,  
we tend to remember ...



## TASK-BASED APPROACH

- You're given specific tasks which you have to complete in a certain way
- You're asked to do research and use what you've learned as requested
- You're given grammatical structures you're supposed to play with to make new ones
- You're given opportunities to speak and implement everything you've learnt in every session
- You're given tips that will help you memorise things easier and never forget them
- You are an active participant in the centre of the learning process
- You will be guided throughout the process with useful tips and techniques

# Tailor-made Business English Program

**What will you do?**

## **YOU WILL BE AN ACTIVE PARTICIPANT AND YOU WILL...**

- ✓ **Become aware of your strengths and weaknesses and learn how to work on them**
- ✓ **Clarify doubts and focus on most common mistakes language learners make**
- ✓ **Learn 3 basic principles of language learning**
- ✓ **Learn and use grammar in context and use it with confidence**
- ✓ **Cover the most frequent vocabulary and start using it right away**
- ✓ **Associate English structures with mother tongue and use them to your advantage**
- ✓ **Learn how to learn with a couple of simple learning techniques**
- ✓ **Use the language in business environment – If you don't use it you will lose it**

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## The Procedure

### **INITIAL ANALYSIS AND ASSESSMENT**

**Before the course starts, you will receive a questionnaire (needs assessment) used to evaluate your needs, problems and expectations and create a personalised course accordingly.**

**We will then have a meeting via Zoom, Skype or Google Meet and analyse your needs and expectations, determine goals and deadlines, suggest steps that we need to take and create a personalised program for you.**

### **FINAL ANALYSIS AND ASSESSMENT**

**At the end of the program, a final assessment and the evaluation of achieved goals are conducted.**

## **SESSIONS**

Sessions are conducted via online platforms: Zoom, Skype or Google Meet.  
Conversational, task-based approach is used where the Client is an active participant

## **FREQUENCY**

The frequency and the number of sessions are determined in accordance with the created program, Client's needs and availability

## **DURATION**

60-minute time frame is optimal for high-quality, efficient and productive sessions

## **FEEDBACK**

The coach regularly checks in with the Client) to evaluate progress and Client's satisfaction and then adjusts the program accordingly. There is a regular follow-up after each session (by email)

In accordance with ICF standards, confidentiality is guaranteed at all times





# Tailor-made Business English Program

Who will be your coach?

## **YOUR LANGUAGE COACH WILL BE DANIELA KRALJIC**

**Daniela Kraljic is a highly qualified professional with over 25 years of experience in the field.**

**She holds a university degree in English Language and Literature as well as Cambridge Proficiency Certificate. She is also a certified and accredited Neurolanguage Coach<sup>®</sup>, certified by Efficient Language Coaching and accredited by the International Coaching Federation.**

**She seeks excellence, professionalism and long-lasting results and relationships with all her Clients.**

**If you need more information, feel free to book a free 30-minute strategy sessions with her (without any obligation to purchase her program or work with her in the future) to get better insight into your needs and steps to take.**



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## Contact



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