accentuate is a consultancy of experts in their fields of communication, language, intercultural awareness, assessment, transnational management ...in training for international business and businesses.

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Dear Colleagues,

Globalisation is a reality and the need to be able to work effectively in a global environment requires much more than a certificate in English language. Language is very important, of course, but so are cultural awareness, business skills, affective skills and personal skills.

Companies are investing more and more of their budgets in training - and in training for international working in particular. HR managers need to have in place effective company-wide policies of language, communication and intercultural training. Unlike other areas of business, consultancy in this area is almost impossible to find.

In my work as Senior Partner at Accent International, I have seen an increase in the needs of corporate clients for more than just training programmes. For around 20 years, we have been acting as advisers, designers and consultants to enable our clients to define, plan, design, implement, monitor and achieve their objectives in these areas.

"Accentuate" has been developed as a specialist consultancy to be able to provide these services at an even higher level. I am confident that we have a team which can support you and your company in whatever area of international working you need.
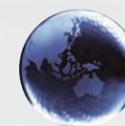
By its very nature, consultancy is tailor-made for the client and every client's needs are different. Accentuate works closely with our corporate clients to help them achieve what they want in the best way possible. Some of the areas in which we work are given opposite - but these are only a sample.

We would be very pleased to listen to your needs and discuss possible directions for you to follow. The highest references are available on request.

Yours faithfully,

Mark Waistell

MARK WAISTELL
B.Sc.,M.A.,P.G.C.E.,R.S.A.Dip.T.E.F.L.A.,F.R.S.A.
Senior Consultant

Globalisation

In the transition to global corporate, through merger, acquisition, buyout or expansion, the interpersonal skills are often the most critical and frequently the ones which are overlooked. In the fields of language, culture, communication and relationship training, we can work with you to enable you to globalise.

Strategic Planning

We have experience of advising companies on their plans for introducing training programmes to enable them to have effective training in place and to maximise efficiency of resources. A strategy which works for one company might not be right for yours. You can use our experience to help you to decide what will work and then plan its implementation.

International working

Understanding how to be effective in an international environment includes language skills but also much more. Presenting your company, attending international meetings, negotiating important agreements are all vital for success. However, before training for "What?", the questions "Why?" and "How?" need to be addressed. Our team of consultants will advise and also take you to delivery of programmes.

Company Auditing

Before you begin on any programme of training for International Working, you need to know where you are starting from. What skills do you already have in your company? Are they the appropriate skills? Are they in the right place? Are they at the correct level? Profiling and auditing tools help us to complete an audit of International Working Competence and Baseline Abilities.

Programme Implementation, Assessment & Monitoring

We can design specific assessments for your company or provide you with an internationally-recognised assessment for your managers. We can design programmes of training, lead seminars, manage in-company courses, provide UK-based intensive training and monitor any of the programmes you are following.