

ADDING VALUE TO OUR SERVICES



Uruguay

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Background Information about Uruguay

- * High literacy rate – quite advanced education system for the region
 - * Most of us have European origins – ancestors from Spain and Italy
 - * Quite a homogenous society concerning language
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Points of Departure

Don't we act as consultants with our clients?

Don't we plan a strategy to achieve certain goals?

Don't we coach our clients in their development?



Questions

What does a consultant do?

What's the job of a strategist?

What is coaching? What does a coach do?

When you decide to hire somebody or an institution to help you or your organization develop your communication skills in English, what do you look for?



People Interviewed

Eduardo Mangarelli: Engineer

- * General Manager at Microsoft Uruguay
- * Developer and Platform Evangelist (DPE)
Director at Microsoft South Cone
- * Professor at the ORT University
- * English Level: B2 +



Daniel Laino: BA in Communication Studies

- * Director at Improfit: a Public Relations and Communication Firm
- * Consultant
- * Professor at the Catholic University
- * English Level: B1 +



Roberto De Luca – Accountant

- * Consulting Partner at Deloitte
- * Managerial Accounting Professor at the Universidad de la Republica
- * English Level: A2 +



Consultant

- * Must understand:
 - * how the company works
 - * the drivers of success
 - * different scenarios
 - * the culture of the company
 - * Makes the right questions
 - * Gives:
 - * information
 - * a different view about the company
 - * Helps people solve problems
 - * Gives solutions
 - * Help people find solutions
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Strategist

- * Helps the company define the strategy to achieve the goals
- * Helps structure de future vision
- * Translates the vision into a plan
- * Bridges the gap between the vision and the everyday operations
- * Helps clients offer a value proposal



Coaching

- * It's based on trust
- * It's a tool to leverage knowledge
- * It's an ongoing process
- * Develops talent
- * Helps people develop their abilities



What our Clients Expect from Us

- * Ability to understand their particular needs, interests and areas of opportunities.
 - * Ability to develop a learning plan based on those particular interest, needs and areas.
 - * Ability to understand their businesses and adapt our proposal to them.
 - * Learn English and learn about the world.
 - * A plan that combines language learning with the learning of other competences needed for their jobs.
 - * A personalized learning strategy.
 - * A useful program for the day-to-day activities.
 - * Interesting contents.
 - * A teacher with coaching skills.
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Conclusions

- * We work as **language consultants**.
- * We **develop strategies** to help our clients achieve their English goals and objectives.
- * We conduct **coaching sessions** with them, where we help our clients develop their language skills.



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Thank you very much for your attention.

If you have any questions, feel free...

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