



BREAKTHROUGH...training executives, working people & professionals to succeed in the international business environment, by communicating effectively in English

English is so essential in the international world of business that it is no longer regarded as a "foreign language", but as a global means of communication. Beginner or advanced, whatever your starting point and sector of work, BREAKTHROUGH's English Courses are tailored to your needs, designed and delivered to guarantee results.

"To know another's language and not his culture is an excellent way to make a fluent fool of oneself" (Winston Brembeck). Because language alone is not enough, our trainees often include Intercultural Skills in their training packages, to give them the awareness and sensitivity they need to do business competently in different cultures.

Many of our clients come to us to improve their Communication Skills in English, either as part of their English for Business Course or as a separate Seminar, to develop and perfect their skills in making presentations, carrying out meetings and negotiations, communicating on the telephone and in writing, socializing and entertaining.

"We'd like to express our thanks once again for your excellent work throughout Greece - very beneficial to our employees..." National Bank of Greece, S.A

"A word of appreciation, on behalf of the management, I wish to thank you for the good work and excellent cooperation" Hellenic Fabrics, S.A.

Whether you're in finance or law, marketing or human resources, IT or telecommunications, tourism and leisure, hotel and catering, import/export & trade, heavy industry or manufacturing...whatever your sector and position in the business, BREAKTHROUGH will design the Programme that suits you. And if you are on a residential Course, apart from the opportunity to visit the 2004 Olympic Cities, your training trip to Breakthrough in Thessalonica offers you the opportunity to do business, explore ancient history and culture, follow the steps of St Paul or the Wine Routes of Northern Greece, relax by the sea, enjoy good quality gastronomy...and all at prices that most people find less expensive than in their home Country.



Why BREAKTHROUGH?

With over 15 years experience helping companies and their staff to achieve success in international business, we understand your needs, we speak your language. Our team of English native-speaking trainers are experienced in business and the world of work. Skilled communicators, they animate you to take the leading role in your lessons, with hands-on activities that have direct and practical application in your work. Designed specifically to meet your needs, with an emphasis on quality and flexibility, we ensure your training programme adapts as the requirements of your job and work change. The unique Breakthrough methodology guarantees the performance outcomes you seek:

- √ COMMUNICATE effectively in face-to-face business meetings and on the telephone
- √ PRESENT your work, your products or services dynamically
- √ NEGOTIATE successfully a new contract or collaboration agreement
- √ PARTICIPATE actively in international teams, trade fairs, on business abroad
- √ IMPROVE your skills in report-writing, business letters or emails
- √ SOCIALISE with success & intercultural awareness in international business

Our Clients

BREAKTHROUGH trains the workforce and executives of significant companies in all sectors of the economy, including:

ACCAS Group (Textiles manufacture)
A.T.C Services A.E (Export marketing)
BARTOLDI Ltd (Shirt manufacture)
CLIMA CONTROL (Heating systems)
COLGATE PALMOLIVE S.A.I.C
EL.GE.KA S.A.(Import and distribution of food & beverages)
FLOCAFE S.A. (Coffee houses - chain)
GOODY'S S.A. (Fast food services)
HELLAMCO S.A. (Import of Machinery)
HELLENIC FABRICS S.A.
HELLENIC PETROLEUM S.A
HELLENIC SUGAR INDUSTRY S.A.
HELLENIC TELECOMMUNICATIONS ORGANISATION

ILIOTEX S.A. (Textiles manufacture)
KAYEM S.A. (Irrigation machinery)
LAMBOGLOU (Real Estate)
MANAGING AUTHORITY OF E.U. COMMUNITY SUPPORT FRAMEWORKS
MORITZ INTERNATIONAL A.B.E.E (Casual and sportswear manufacture)
MYLI PAPAFILI S.A.(Flour mills)
NATIONAL BANK OF GREECE
NORTHERN GREECE PUBLICATIONS S.A.
POST OFFICE SAVINGS BANK OF GREECE S.A.
SHANGRI-LA BAY S.A. (Hotel and tourism services)



STAVRIDOU Legal practice
FERE Business Consultants
THESSALONIKI PORT AUTHORITY
TSAMI Notary Public Legal services

TSANTALIS S.A. (Wine production)
VALMAS S.A. (Cheese production)
VOEVODAS, S.A. (Hotels and tourism)

The BREAKTHROUGH team

The heart of BREAKTHROUGH is a team of English native-speakers, professionals from all corners of the world...

Caroline Turner, Director of Programmes (co-founder of BREAKTHROUGH)

Graduate of the University of London, with a Bachelors in Social Anthropology, Masters in Economics & Marketing and Phd research on small business development in the EU. From 1987 to 1997 she was an external expert on Business Development and Intercultural skills for the European Commission in Brussels. This included management of EU programmes throughout the member-states as well as authoring a series of Business Training Guides, published by the Commission in nine languages. Since 1998, Caroline has been dedicated to the design, development and management of executive and professional training programmes, focusing on tailor-made English for Business and Communication Skills Courses. She also manages BREAKTHROUGH's team of some 100 trainers throughout Greece.

Vassilis Papaioannou, General Manager (co-founder of BREAKTHROUGH)

Graduate of Aristotle University in Thessaloniki and London University, with a Masters in Economics and Marketing and Phd research in Business Management in the industrial sector. Vassilis was responsible for evaluating business investments in industry on behalf of the Greek government for many years, before launching his career to manage EU business development programmes in the private sector. At the same time, he developed training courses in Management and Marketing for business people and executives studying for MBAs, in English. Vassilis is responsible for the general management of BREAKTHROUGH, as well as the coordination of client portfolios and customer care.

Kim Hedley, Athens Manager

Graduate of the University of Newcastle in Economics and International Business with Spanish, and of the University of Bristol with a Masters in Computer Science. Kim spent 5 years working and travelling throughout Western and Eastern Europe as a language consultant and computer programmer, before joining the BREAKTHROUGH team in 2002. Kim coordinates BREAKTHROUGH's activities in Athens.

Penny Turner from America, Christine Carras from Australia, Susan Stansbury from Canada and Dora Sgouridis from S.Africa complete the BREAKTHROUGH management team!



Our Trainers:

- ✓ University graduates and highly qualified professionals
- ✓ Native Speakers of the English language
- ✓ Excellence in communication and animation skills
- ✓ A wealth of experience in both the business arena and the field of language training

These are the hallmarks of the BREAKTHROUGH team of 100 trainers, throughout Greece

Courses

Many of our clients enjoy the convenience of following their Courses on their own company premises; others choose the after-work option, taking lessons in the comfort of their own home; still others select our intensive Residential Courses and Seminars, on-location at BREAKTHROUGH in Thessaloniki, Greece. Wherever you are, we can run the Course that meets your needs.

Individual Courses

One-to-one Courses, designed for the individual, run at the time and place that suits the individual. Content and materials specially compiled to meet specific needs. These typically include a combination of business skills (such as presentations, negotiations, meetings, telephoning, socializing) and intercultural skills, as well as language development – general and job-specific (for instance, banking/finance, marketing, human resources, law, IT, telecommunications, services, production), vocabulary and grammar. Beginner to advanced levels. Courses: 30-120 hours, according to needs.

Exclusive Group Courses

Tailor-made to meet the needs of groups (minimum 2 persons) from the same company or group of companies. Schedule and location to suit participants. Content and materials compiled to meet the specific needs of the group, in terms of language (general and job-specific), business skills (such as presentations, negotiations, meetings, telephoning, socializing) and intercultural skills. Beginner to advanced levels. Courses: 30-120 hours, according to needs.

Open Group Courses

Run at Breakthrough in Greece, throughout the year, from beginner to advanced levels. Participants (maximum 6 persons) from different companies



and organizations, grouped according to starting level in English and learning objectives. Content and materials tailored to meet the particular language and communication skills needs (such as presentations, meetings, negotiations, telephoning, socialising , intercultural business) of participants. Course duration from 40 hour intensive to 120 hour extensive.

Fast Track Learning

Many of our trainees in top-level or very specialized posts benefit periodically from intensive coaching and “brushing up” for a particular event or mission, such as a formal presentation, a Press Conference or Media appearance, a top-level Business or Social Event, compilation of an official Report.

Residential Courses

Individual and group courses run on location at Breakthrough in Greece. An ideal choice for our clients from abroad to benefit from a combination of training in English and organised business meetings or social/cultural/sports activities. Training typically involves a combination of language (vocabulary - general & business-related, grammar, usage) and skills development, in English (for Presentations, Meetings and Negotiations, Tele-business, Socialising and Inter-cultural business). Choose from a series of weekend, one or two week options: Intensive 40 hours/week training, or a combination of 20 hours/week training and 20 hours organised business/social/vacation activities. Hosting in English speaking family accommodation or a hotel of your choice, for you, your colleagues, your family.

Business Skills Seminars

Business people and executives, in large and small companies across sectors, take advantage of the opportunity to develop and polish their language and communication skills in English, through BREAKTHROUGH’s specialised Seminars, for intermediate and upper-intermediate level users of the English language. Through our active-learning methodology, participants “learn by doing” - acting out different roles and situations of direct relevance to their working lives, animated by highly skilled business trainers, and completed by multi-media applications. Run as Open Seminars, for participants from different companies, or as Exclusive Seminars, tailored to the needs of individuals or groups of participants (minimum 6) in the same company. Location and duration (from 8 hours to 30 hours) according to needs.

Seminar 1: Presenting Effectively

When presenting your company, your product, your results in the international business arena, you need to be effective: Whatever the situation, whoever the audience, you need the skills and confidence to inform and persuade, in English. The Breakthrough seminar will enable you to:

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- ✓ Structure a presentation that is inspiring and convincing, taking into account the cultural context
- ✓ Pitch your presentation to connect with your audience
- ✓ Master the language and expressions you need to give a polished presentation in English:
- ✓ Get off to a good start
- ✓ Deliver with confidence and impact
- ✓ Create well designed visual aids and use them effectively
- ✓ Use body language to communicate your message persuasively
- ✓ End your presentation powerfully
- ✓ Handle questions effectively

Seminar 2 : Managing Meetings

Most business people spend between one third to a half of their working day in meetings. But is it time well spent? Research shows the vast majority of executives are concerned about the ineffectiveness of meetings. The international context of meetings brings further challenges, in particular the parameters of language and cross cultural diversity. The Breakthrough Seminar will enable you to:

- ✓ Know what makes a good meeting in a particular cultural context
- ✓ Have key terms and expressions in English at your fingertips
- ✓ Master techniques for controlling and participating in meetings
- ✓ Know how to express your opinion, agreement & disagreement effectively
- ✓ Be skilled in opening and closing meetings, coordinating progress and managing interruptions
- ✓ Be effective in managing meetings in an inter-cultural context
- ✓ Know how to reach decisions & put follow-up procedures in place

Seminar 3: Negotiating Successfully

Success in international negotiations is not just about understanding your collaborator, knowing your "bottom line" or being aware of the phases of negotiation. It's about developing your own negotiating style and possessing the language and cultural knowledge to mobilize your powers of negotiation in the most effective way. The Breakthrough seminar will enable you to:

- ✓ Master the oral fluency and persuasive power you need to succeed in negotiations in English
- ✓ Achieve a high level of competence in English language usage for negotiations
- ✓ Have the right vocabulary and phrases at your fingertips
- ✓ Know how to handle cultural diversity and individual negotiation styles
- ✓ Understand your own style and know how to make it 'work' for you
- ✓ Know how to plan and prepare for international negotiations, in English
- ✓ Be practiced in key negotiating skills & know how to handle conflict
- ✓ Be able to use key tactics and techniques for success
- ✓ Know how to manage the phases of negotiation and the overall process

Seminar 4: Business on the Telephone

Doing business in English over the phone is not always easy, especially if it is the first time you are making contact with a person or company. Not being able to see the other person, unable to predict exactly what they are going to say, technical problems that interfere with the quality of the connection...All features you must be competent to deal with effectively, to do business successfully on the telephone. The BREAKTHROUGH seminar will enable you to:



- ✓ Establish a communication relationship with first-time callers
- ✓ Understand people speaking about business matters, in a variety of accents, on the telephone
- ✓ Use the right language and expressions, tone and pitch, to:
 - >Open and close a call
 - >Receive and return a call
 - >Leave and receive messages
 - >Make appointments
 - >Clarify and check information
 - >Confirm plans and agreements
 - >Deal with technical communication problems
- ✓ Gain the confidence, skills and language you need to do business effectively on the telephone.

Seminar 5: Socialising & Intercultural skills

Developing the capacity for appropriate and effective responses to cross-cultural diversity is one of the most critical and challenging tasks facing today's manager. Understanding other peoples behaviour and expectations, as well as our own, equips us to perform more effectively in international business. The Breakthrough seminar will enable you to master a working knowledge of:

- ✓ Stereotypes & factors of cultural diversity that affect your ability to do business with other cultures.
- ✓ Business and Culture: Key aspects of your cultural background that affect your attitudes and behaviour in business and how these interact in business contexts with the behaviour, attitudes and values in other cultures.
- ✓ Management cultures, leadership styles and decision-making processes across cultures.
- ✓ Appropriate communication skills for success in international meetings, negotiations, presentations
- ✓ Social behaviour across cultures: the language and skills for entertaining, making small talk, building interpersonal relationships.

Courses in the U.K.

A number of BREAKTHROUGH clients take advantage of one or two week residential courses run by our partner organizations in the UK. Individually, or alongside executives from other Countries, this is a one or two week "total immersion" experience in English, focusing on the particular business language and skills you need to develop and perfect.

The Breakthrough methodology

At Breakthrough we have developed a unique methodology to ensure that you achieve your goals in the minimum time: Your course is designed especially for you and your company, based on corporate and individual



training needs' analyses, carried out by our team of language and business consultants. Entry level assessment is combined with the definition of learning goals and performance objectives. Your Programme of lessons is arranged to suit your business and life schedule - you decide when and where.

You are matched with a BREAKTHROUGH trainer who suits your learning goals and style. Training materials are tailored to your needs and delivered using active-learning methods: Your own business situations are the basis for a series of structured and pragmatic role plays, practical communication and focused language development activities. Systematic monitoring and evaluation are built into your Course: Revision sheets follow each lesson, summarising learning points and focusing on areas you need more work on; periodic Reviews help you to consolidate your progress; final Evaluations accredit your overall performance and specific achievements. And the whole process is flexible – in content, methods, goals and outcomes – to guarantee that your changing needs continue to be met, through a dynamic learning experience that exceeds your expectations!

Examinations

Breakthrough offers its clients the opportunity to prepare for a series of General and Business English examinations, such as:

- ✓ Business English, First, Advanced and Proficiency Certificates of the University of Cambridge
- ✓ First Certificate and Proficiency Exams of the University of Michigan
- ✓ English for Business Certificates awarded by the London Chamber of Commerce and Industry Examination Board (LCCIEB)
- ✓ TOEIC
- ✓ TOEFL
- ✓ Greek State Certificates of Language Proficiency

Business English Examinations

Breakthrough is an official examination centre for the London Chamber of Commerce and Industry Examination Board (LCCIEB). Recognised internationally by employers, universities and professional bodies as a standard of excellence, the LCCIEB Certificates in English for Business, are attestations not only to linguistic ability, but also to competence in the skills necessary for successful performance in the international business environment.



The University of Cambridge Business English Certificates (BEC) are international business English examinations for learners who use, or will need to use, English for their work.

General English Examinations

The University of Cambridge exams test competency in the English Language at First, Advanced and Proficiency levels. Recognised throughout the world by universities, employers and national education authorities, the exams are linked to an international system of language assessment.

The University of Michigan Certificates in English Language Competency and Proficiency are recognised by the Public and Private sectors in Countries across the world, as formal certification of knowledge of the English language.

The Test of English for International Communication (TOEIC) offers an objective assessment of English language proficiency, recognized around the world by Companies, from small businesses to multinationals, many of which rely on the TOEIC test as a yardstick when recruiting employees.

The Test of English as a Foreign Language (TOEFL) is widely recognised by Universities in the U.S. as a standard of English requirement for international students at undergraduate and post-graduate levels.

Greek State Certificates of Language Proficiency (SCLP) are designed to test functional ability to communicate in English, rather than theoretical knowledge alone. Competence in the English language is graded on 6 levels from Elementary to Advanced. This accreditation is recognised as a professional competence in the public and private sectors in Greece.

Tele-learning

Busy and hectic work schedules make it difficult for some of our clients to stick to a Course of scheduled lessons, face-to-face. Our Tele-learning programme helps them solve the problem, by providing a structured series of training sessions delivered by one of our highly qualified trainers, via telephone, e-mail, or a combination of the two. Your tele-learning programme is designed to meet your own particular



requirements and is structured to ensure that you meet your learning goals. Periodic face-to-face training sessions are included in the option, to ensure you are making progress. A flexible choice, our tele-learning programme can also be incorporated into our regular face-to-face English for Business Courses or Skills Seminars, to help you improve your telephone and email skills.

Learning via E-mail

A course designed especially for you and carried out via e-mail, at times arranged to suit you. You receive your worksheets for the week or month in advance, by e-mail. Once you have completed your e-lesson, anytime during the week, you will receive feedback and a review via e-mail from your trainer. Face to face training sessions are arranged periodically on agreement with you, to enable you to practice your skills and consolidate your learning.

And don't worry if you are not comfortable using a computer! Your first session will be face to face with a Breakthrough trainer, who will guide you through the basics you will need and familiarise you with electronic mail.

Learning via phone

A flexible schedule of lessons carried out over the telephone, at a time convenient for you! Your training materials are designed especially for you by our team of business consultants and trainers and are mailed to you in advance of your Course. At times arranged to suit you, your BREAKTHROUGH trainer will telephone you for a 15 minute training session, guiding you through a series of structured oral exercises and role plays with direct and practical application. Each week you receive a written review and feedback on your lessons, to ensure that you are progressing towards achievement of your goals. Face- to-face meetings with your BREAKTHROUGH trainer are arranged periodically on agreement with you, to enable you to practice your skills and consolidate your learning.

Combination Courses

You may also choose an integrated Tele-learning Course, involving a combination of lessons by telephone and email!



Training Trainers

The importance of life-long learning is a “given” that trainers themselves often forget to take! BREAKTHROUGH assists teachers of English and Communication Skills to maximize the quality and effectiveness of their training provision, through dynamic courses leading to qualifications that are recognized worldwide:

Further Certificate for Teachers of Business English (FTBE)

Awarded by the London Chamber of Commerce and Industry Examinations Board (LCCIEB), the FTBE targets those who are qualified to teach English as a second language, but who have little or no prior knowledge of Business English. Open to native and non-native teachers of English. The 30-hour Course covers three main areas:

- ✓ Professional Skills, such as needs analysis, syllabus design, lesson planning and delivery.
- ✓ Methodologies, such as learning styles and training delivery, classroom management, selection and use of materials.
- ✓ Business Concepts and practices, business terminology, international management and business communication skills.

Assessment is in the form of a 2.5 hour written exam, based on scenarios under the three main areas covered in the Course.

Courses are residential (intensive 5-day) and non-residential.

Course fee: € 390 (+20% V.A.T. for companies and organizations only. No V.A.T. for individuals). FTBE Exam fees and Certificate: € 100

LCCI-ARELS Certificate in Teaching English for Business (CertTEB)

Awarded by the LCCIEB and ARELS, the CertTEB targets experienced teachers of English, who wish to develop the skills they need to teach business English and communication skills. Open to native and non-native teachers of English as a second language. The 50-hour Course includes:

- ✓ Introduction to Business English
- ✓ Business concepts and practices
- ✓ Needs analysis, course and syllabus development, lesson planning
- ✓ Materials: Selection, evaluation, design and development
- ✓ Methodologies: Learner styles, training approaches and delivery techniques, one-to-one/groups, use of multi-media and IT.
- ✓ Business Communication skills: Presentations, Meetings, Negotiations, Telephoning & Writing skills, Social and Inter-cultural skills



✓ Business English Exams

Assessment is based on completion of the 50 hours training course at BREAKTHROUGH plus an assignment of approx. 3000 words, submitted within 6 weeks of Course completion.

Courses are both residential (intensive 7-day) and non-residential.

Course fee: € 590 (+ 20% V.A.T. for companies and organizations only. No V.A.T. for individuals). CertTEB Certificate: € 95