



# York Associates

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*Communicate professionally anywhere*





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# Welcome



**Sean LeGault**

Chief Executive Officer & Director  
Claret Group

York Associates has been offering high-quality English language, business communication and international team and leadership training to professionals working in the corporate, public and voluntary sectors for over thirty years. Directors and trainers are renowned in the fields of English and international communication training, writers of award-winning publications and regular keynote speakers at ELT and professional conferences.

In 2014 York Associates became a member of the Claret Group, a group of companies with a portfolio of training companies on Malta and in the UK. As a new member of the Claret Group, York Associates is pleased to announce an extended portfolio of courses which builds on its core expertise in Business English, professional communication and international leadership training with new general and academic courses aimed at younger professionals.

York Associates was placed in the top ten percent of British Council accredited training centres, and was named by the EL Gazette as a Centre of Excellence 2013–2014 for its teaching of English. It is an official provider of Institute of Leadership and Management endorsed and qualification programmes in coaching, mentoring and leadership.

We look forward to welcoming you to York Associates and supporting your learning.

*Sean*

Member of

**CLARET  
GROUP**

learn • grow • achieve



# Who we are



**York Associates**

Communicate professionally anywhere



**Bob Dignen**  
**Fiona Mee Alvarez**  
**Mike Hogan**

York Associates is owned and run by Claret Holdings Ltd together with Bob Dignen, Fiona Mee Alvarez and Mike Hogan, who hold Executive Directorship roles. YA is proud of its team of teachers and trainers who deliver English language, business communication, intercultural and leadership development training.

York Associates has been offering training in the language and communication field for over thirty years. It is well known in the international communication field through its publishing of books, multimedia materials, articles and conference presentations.

## Meet the Directors

### **BOB DIGNEN**

A specialist in international team and leadership training, Bob also provides coaching to international leaders, facilitates international project team kick-offs and review meetings.

Bob is an accredited facilitator of Fierce Conversations, a licensed coach for The International Profiler (an intercultural profiling tool), and an advanced practitioner of the Team Management Profile (TMP), an international team development tool.

He has published numerous titles including 'Managing Projects' (Delta Publishing and York Associates), 'Communication for International Business' (Harper Collins) and 'English for International Business Communication' (Harper Collins).

In his free time Bob enjoys jogging and photography. He is also a trustee of International Service, an overseas development charity.

### **FIONA MEE ALVAREZ**

Fiona has an international background having worked in the Czech Republic and Germany, and lived in Brazil for 15 years where she ran her own training company.

Her professional interests include business strategy, managing change and integrating a 'coach approach'

into organisational and individual development.

Fiona is an accredited facilitator of TMP and The International Profiler. She recently published 'Managing Change', part of the Delta Publishing / York Associates International Management English series.

Fiona has two sons and enjoys all things outdoors and international including adventure travel, hiking and mountain biking.

### **MIKE HOGAN**

Mike is an international team and leadership trainer and executive coach, and is particularly interested in the dynamics of working in cross-cultural and virtual teams. Additionally, he has many years' experience in e-learning, virtual training and event live streaming.

He is a licensed coach for The International Profiler, and accredited facilitator of both TMP and Fierce Conversations.

Titles published by Mike include the 'Global Business eWorkbooks' (Macmillan) 'Basis for Business' (Cornelson) and 'Business English for Beginners' (Cornelsen).

Having spent 15 years in Germany, Mike now lives in York where he enjoys spending time with his family, cooking and being outdoors.



# Why study in York

York is one of England's most beautiful, historic and popular student cities. Originally the capital city of England and now capital of the north, it is a stylish and vibrant city which is regularly voted as one of the best cities in the UK to live in and visit because it has so much to offer.

## Getting to York

Travel to York is easy. Whether you arrive by taxi (45-minute drive) from Leeds Bradford Airport or catch a direct train from Manchester International Airport (2 hours) or London Gatwick or Heathrow airports (3 hours), you should have no trouble reaching York. York is easily accessible from a range of airports.



## Getting around York

The historic city of York is almost entirely a traffic-free zone. This makes it very safe and easy to walk around to explore its medieval streets or get to the training centre. You can also cycle as York is one of the main cycling cities of the UK with very affordable bike rental and over 100 miles of designated cycle routes in and around the city.

## Travelling outside of York

York is very well connected to many major cities. For example, you can easily reach central London (King's Cross Station) by train in just 2 hours while Edinburgh is 2½ hours away. If you want to venture further afield, you could make it to Paris by Eurostar from London in just over 2 hours.



# What to do and see in York

York will keep you as busy as you want to be – there is so much to visit and discover. York Minster, one of the largest Gothic cathedrals in northern Europe dating back to the 13th century and famous all over the world for its huge stained glass windows, is just one of the many extraordinary places to visit. There are over thirty museums, galleries, dungeons and tours to experience if you are a culture vulture.

The historic city of York also boasts an exciting festival programme all year round. York Chocolate Festival in April, The Early Music Festival in July, horse racing events throughout the summer months, the Festival of Food and Drink in September and the York Christmas Festival in November / December are all worthy of special mention. Apart from these main festivals, you will also find that there's lots of live street entertainment on the music and drama scene. You can tune into York's music scene which is created by street performers and bands who play music across the city, its pubs, clubs and restaurants.

And if you prefer to socialise – you have come to the right place. Entertainment has been part of York's social fabric for over two thousand years and the city now has an endless choice of cafés, pubs, restaurants and wine bars where you can hang out for enjoyable evenings and socialise with other visitors and students from all over the world. York has been named by Trip Advisor as Europe's 5th best and UK's top food and wine destination. It's also known as the Home of Chocolate because of the large Nestlé (Kit Kat, Smarties and Aero) and Terry (Chocolate Orange, All Gold) factories located there.

Whether you prefer to stroll or cycle around the city, visit some of its historic gems, chase ghosts on one of the many organised ghost tours in the city centre, walk the Chocolate trail, splash out at some of the famous shops which line the medieval streets of York or engage in sportier activity such as golf, tennis, cycling, swimming or horse-riding, we guarantee that you will find there's lots to do in York for the duration of your stay.





# Learning with York Associates



**York Associates**

Communicate professionally anywhere

## Our training centres

At York Associates, we offer a full spectrum of training, ranging from language to leadership training.

We help people to get results whether it is for further study opportunities or to be more effective in today's global business environment.

We operate out of two fully-equipped training centres in York – Peasholme House, our Executive Centre and York Science Park, our Academic Centre, where we run language, fluency and exam preparation courses. Bespoke courses focused on international team and leadership skills are run at client locations throughout the world.

## Methodology

Our pool of teachers, trainers and specially-trained coaches use diverse approaches to develop your language and professional skills training. Language courses which run at the Academic Centre are learner-centred with teachers employing a communicative approach in the classroom. This allows you maximum opportunities to interact and build confidence as you communicate with other multinational learners. Building on this approach, our executive courses are completely customised to your professional needs. Our trainers and coaches help to prepare you for working in your specific international environment.

## Choosing the right course

Course content varies according to the type of course you choose. York Associates has created a four-dimension approach to its training. You can choose from English language-only courses to more advanced programmes for professionals which integrate business communication, intercultural and management communication skills, giving you the full range of skills which you need to be a highly effective international communicator in English. Use the four-dimension key to help you decide which course is right for you:

1. English language (greater confidence and fluency, stronger command of grammar, more vocabulary and better pronunciation).
2. Business Communication skills (negotiating, presenting, writing, leading meetings, socialising, telephoning).
3. Intercultural Competence (increased self-awareness, flexible thinking, cultural knowledge, cultural sensitivity and resilience).
4. International Management Communication skills (building relationships, influencing, managing conflict and handling feedback).

## York Associates training dimensions



# Professional English and Communication

Courses are held at Peasholme House



## FLUENT ENGLISH

Develop your fluency and confidence to be able to communicate more easily for work or personal reasons. As a participant in this group course, you will take part in discussions on a range of up-to-date topics of general interest, including current affairs, latest trends, customs etc. By following this course, you will develop practical skills which are necessary for effective communication, such as clear speaking and active listening.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Maximum group size:</b>	6
<b>Entry level:</b>	A1
<b>Participants' age:</b>	24+
<b>Course materials:</b>	Included
<b>Hours/week:</b>	20 group <i>or</i> 30 group <i>or</i> 20 group + 10 individual

DIMENSION

1

2

(see KEY on page 9)



## BUSINESS COMMUNICATION

Become more effective when communicating with international contacts. By following a Business Communication course, you will develop your business English (grammar and business / specialist vocabulary) and your professional communication skills such as leading / participating in (virtual) meetings, delivering presentations, negotiating, telephoning, socialising and writing emails. This course will also help you to develop your intercultural competence (understanding 'culture', profiling your own and others' culture) and give you tips to manage diversity effectively.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Maximum group size:</b>	6
<b>Entry level:</b>	A2
<b>Participants' age:</b>	24+
<b>Course materials*:</b>	Included
<b>Hours/week:</b>	20 group <i>or</i> 30 group <i>or</i> 20 group + 10 individual

\*A complimentary set of our 'Down to Business – Minimaxes' (York Associates, 2010) is included in the training package as support texts.

**DIMENSION**

**1 2 3**

(see KEY on page 9)

## BUSINESS COMMUNICATION + ESP

Business Communication group courses may be booked with optional individual training which focuses on the professional communication skills (leading/participating in meetings, delivering presentations, negotiating, telephoning, socialising, writing emails) and specialist language (English for Specific Purposes – ESP) which you see as particularly important. Examples of specialist language areas include:

Aviation English, Construction English, Defence English, Energy English, Financial English, Higher Education, Human Resources English, IT English, Legal English, Maritime English, Medical English, English for Oil and Gas, English for the Political and Public Sector, Technical English, Telecoms English, English for Trade Unions.

Other specialist content is available on request.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Entry level:</b>	A2
<b>Participants' age:</b>	24+
<b>Course materials*:</b>	Included
<b>Hours/week:</b>	Minimum 5 individual

\*A complimentary set of our 'Down to Business – Minimaxes' (York Associates, 2010) is included in the training package as support texts.

**DIMENSION**

**1 2 3**

(see KEY on page 9)

## INTERNATIONAL MANAGEMENT COMMUNICATION

Become a highly effective international communicator with our International Management Communication course which builds on the first three dimensions of our international training – English language, business communication and intercultural – with essential interpersonal management skills (building trusting relationships, influencing, managing conflict and handling feedback). This course is delivered by professional coaches (Level 7 Institute of Leadership and Management) who will provide you with the support and feedback to reflect on how to enhance your performance as an international communicator.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Maximum group size:</b>	6
<b>Entry level:</b>	B1
<b>Participants' age:</b>	24+
<b>Course materials*:</b>	Included
<b>Hours/week:</b>	30 group <i>or</i> 15 group + 15 individual <i>or</i> 15 group + 20 individual

\*A complimentary copy of 'Effective International Business Communication' by Bob Digney, York Associates (Harper Collins, 2013), the core reference text for this course, is included in the training package.

**DIMENSION**

**1 2 3 4**

(see KEY on page 9)

# Individual Training and Coaching



## BUSINESS COMMUNICATION – INDIVIDUAL

By selecting an individual Business Communication course you can focus on any aspect of business or specialist English which you need, as well as deciding the specific professional communication skills which you want to practise (leading / participating in (virtual) meetings, presenting, negotiating, telephoning, socialising and / or writing emails. This personalised course gives a great boost to your language and communication skills.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Entry level:</b>	A1
<b>Participants' age:</b>	21+
<b>Course materials*:</b>	Included
<b>Hours/week:</b>	Minimum 5

**DIMENSION** 1 2 3

(see KEY on page 9)

## INTERNATIONAL MANAGEMENT COMMUNICATION – COACHING

Customised personal coaching allows you to develop the language and communication strategies that you need to manage your specific challenges at work. Our 'coach approach' will help you discover new ways to build effective relationships, to influence and to overcome team conflict in order to reach better results.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Entry level:</b>	B1
<b>Participants' age:</b>	24+
<b>Course materials*:</b>	Included
<b>Hours/week:</b>	Minimum 5

**DIMENSION** 1 2 3 4

(see KEY on page 9)



## ENGLISH FOR YOUNG PROFESSIONALS

Develop your English language, business communication and intercultural skills to become more effective for the world of international study and work. By following this course you will develop confidence and fluency in English, build academic and professional vocabulary as required, and develop the people skills (building trust, influencing, managing conflict) you need for your future careers. In addition to training, you will have a career coaching session with a professionally qualified coach.

### FAST FACTS

<b>Start dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Maximum group size:</b>	8
<b>Entry level:</b>	A2
<b>Participants' age:</b>	21 – 30
<b>Course materials:</b>	Included
<b>Hours/week:</b>	30 group

**DIMENSION** 1 2 3 4

(see KEY on page 9)

## WORK PLACEMENT INCLUDING BEC PREPARATION AND EXAM

During this twelve-week programme, you will be allocated a work placement four days a week in a local organisation and attend a three-hour BEC preparation session once a week for a total of thirty-six hours. The course will end with the BEC Vantage (B2) or Higher (C1) exam. Work placements include businesses, universities, colleges, voluntary organisations, local government offices, hotel and conference centres, sports centres, large stores, theatres and cultural centres.

### FAST FACTS

<b>Start dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Maximum group size:</b>	8
<b>Entry level:</b>	B1
<b>Participants' age:</b>	21 – 30
<b>Course materials:</b>	Included
<b>Course length:</b>	12 weeks including four-day work placement + 3 hours/week exam preparation course

**DIMENSION** 1 2 3

(see KEY on page 9)



## ENGLISH FOR SPECIFIC PURPOSES

Follow specialist English language and professional communication skills training which is customised to your specific professional needs in the areas of HR, Law, Finance and the Defence and Energy sectors.

### HUMAN RESOURCES ENGLISH

Develop your confidence and fluency when speaking English for HR purposes as well as professional communication skills such as presenting, participating in meetings and negotiating on HR topics.

### DEFENCE ENGLISH

Improve your specialist English and professional communication skills necessary for working internationally in the Defence sector.

### FINANCIAL ENGLISH

Develop your English language and professional communication skills specifically around the sector of Finance.

### LEGAL ENGLISH

Improve your command of legal English and develop the professional communication skills you need, for example advocacy and formal writing, to work effectively as a legal professional in private practice and /or in an international corporate context.

### ENERGY ENGLISH

Expand your knowledge of specialist terminology connected to your field of work in the Energy sector, and develop the professional communication skills which you need to work internationally.

## FAST FACTS

<b>Start dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Maximum group size:</b>	6
<b>Entry level:</b>	B1
<b>Participants' age:</b>	24+
<b>Course materials:</b>	Included
<b>Hours/week:</b>	30 group

**DIMENSION** 1 2 3 4

(see KEY on page 9)



## MANAGEMENT ENGLISH MASTERCLASS WITH THE AUTHOR

York Associates authors won the prestigious David Riley Award for Innovation in Business English teaching with titles from its International Management English series published in partnership with Delta Publishing. Join the authors for Masterclass courses which draw on the content and approach of their award-winning publications.

- LEADING PEOPLE\* WITH STEVE FLINDERS
- MANAGING PROJECTS\* WITH BOB DIGNEN
- MANAGING CHANGE\* WITH FIONA MEE
- WORKING VIRTUALLY\* WITH JACKIE BLACK OR JON DYSON

\*Any of the above specialist courses can also be offered as a closed group course.

### FAST FACTS

- Start dates:** Visit our website [www.york-associates.co.uk](http://www.york-associates.co.uk) for set start dates
- Maximum group size:** 6
- Entry level:** B1
- Participants' age:** 24+
- Course materials:** Included
- Hours/week:** 30 group



(see KEY on page 9)

## IN-COUNTRY PROFESSIONAL COMMUNICATION SKILLS

Develop key professional communication skills which will help you to be more effective in an international environment. These two-day courses help you to develop your performance with specific skills such as presenting, leading meetings, negotiating in an intercultural context etc. It is possible for us to customise courses to focus on two or more skills in a two-day or longer format.

- PRESENTING INTERNATIONALLY
- NEGOTIATING ACROSS CULTURES IN ENGLISH
- BUSINESS WRITING IN ENGLISH
- SUCCESSFUL VIRTUAL MEETINGS IN ENGLISH
- EFFECTIVE INTERNATIONAL NETWORKING IN ENGLISH

### FAST FACTS

- Start date:** On demand
- Location:** In-country at client premises
- Entry level:** B1
- Participants' age:** 24+
- Course materials:** Included
- Course length:** 1 day/8 hours group *or* 5 days/40 hours group



(see KEY on page 9)

# International Team and Leadership

Courses are held at Peasholme House or in-country.



With over thirty years' experience of developing people internationally, York Associates has identified a number of critical success factors for leading and working in international teams which we can integrate into training and coaching programmes customised to clients' needs. Individual and group international team leadership courses which are endorsed by the Institute of Leadership and Management (ILM) are available as well as Levels 3, 5 and 7 ILM qualifications in coaching and mentoring.

## YA Training

### DEVELOPING PEOPLE INTERNATIONALLY (ILM ENDORSED)

This five-day international leadership course is for professionals who would like to develop their international leadership skills. It will help you build greater self-awareness of your own approach to leadership, and to build an international approach which is aligned to the demands of your cross-border leadership role. The course is practical and helps you identify which communication style (push or pull) which can deliver the best results in diverse situations and will enable you to build and maintain more effective international teams.

#### FAST FACTS

<b>Start date:</b>	<b>On demand</b>
<b>Maximum group size:</b>	<b>As agreed</b>
<b>Entry level:</b>	<b>B1</b>
<b>Participants' age:</b>	<b>21+</b>
<b>Course materials:</b>	<b>Included</b>
<b>Course length:</b>	<b>5 days</b>





## **WORKING IN INTERNATIONAL PROJECTS (ILM ENDORSED)**

This two-day seminar is for professionals leading or working in cross-border project teams. You will develop your understanding of cultural diversity and its impact on international project teamwork. You will enhance your communication skills to build more effective working relationships, and learn how to influence more effectively across cultures to achieve project results. The course will help you to more quickly recognise and manage conflict, and to implement strategies to build trust and maintain strong team performance with effective feedback.

### **FAST FACTS**

<b>Start date:</b>	<b>On demand</b>
<b>Maximum group size:</b>	<b>As agreed</b>
<b>Entry level:</b>	<b>B1</b>
<b>Participants' age:</b>	<b>21+</b>
<b>Course materials:</b>	<b>Included</b>
<b>Course length:</b>	<b>2 days</b>

## **COMMUNICATING IN VIRTUAL TEAMS (ILM ENDORSED)**

This practical one-day course combines face-to-face and distance training and is designed for professionals who are leading or working in international virtual teams. You will build understanding of the key challenges of leading and communicating in international virtual teams, identify best practice in key areas of international team work, and develop the knowledge, behaviours and attitudes necessary to achieve results. You will be given practical ideas on how to develop a high-performing virtual team based on trusting relationships, a common sense of purpose and clear roles and responsibilities. You will reflect on the typical sources of team conflict, and identify communication strategies to avoid and manage difficult issues. Different virtual communication media are examined and you will be given practical suggestions on how to build an effective technology-based virtual team communication culture.

### **FAST FACTS**

<b>Start date:</b>	<b>On demand</b>
<b>Maximum group size:</b>	<b>As agreed</b>
<b>Entry level:</b>	<b>B1</b>
<b>Participants' age:</b>	<b>21+</b>
<b>Course materials:</b>	<b>Included</b>
<b>Course length:</b>	<b>1 day face-to-face + 4 x 90 minute Webex sessions</b>

## **SITUATIONAL LEADERSHIP IN THE DEFENCE SECTOR**

This four-day course is for military professionals and those working in the defence sector who have regular contact with external agencies. You will build an understanding of the challenges of communicating in military contexts and identify best practice in key areas of leadership while developing the knowledge, behaviours and attitudes to achieve results in your own context. You will identify your own areas of personal strength, develop trust to build stronger relationships, give clear and effective briefings, provide support feedback, find creative solutions to problems, increase intercultural understanding and apply this to your own context within the framework of the situational leadership model.

### **FAST FACTS**

<b>Start date:</b>	<b>On demand</b>
<b>Maximum group size:</b>	<b>As agreed</b>
<b>Entry level:</b>	<b>B1</b>
<b>Participants' age:</b>	<b>21+</b>
<b>Course materials:</b>	<b>Included</b>
<b>Course length:</b>	<b>4 days</b>

# Specialist Training, Coaching and Bespoke Support

## EXECUTIVE COACHING

Our qualified international coaches offer one-to-one support for leaders and team members preparing to work internationally or experiencing challenges in their current roles. The coaching is action-oriented and aims to allow you to achieve better performance and results. Our approach integrates face-to-face and distance sessions via the telephone over an agreed period of time.

## TEAM BUILDING, FACILITATION AND EVENTS

We offer a range of bespoke services including international team building

events, facilitation of challenging international team meetings and keynote speaking at international team / management events.

## COURSES IN PROFESSIONAL SKILLS FOR INTERNATIONAL CONTEXTS

We offer a range of customised professional skills courses on a closed-group basis all year round. These two-day courses typically focus on single skills such as presenting, leading (virtual) meetings, negotiating across cultures, effective business writing etc. However, we can design courses to cover two or more skills.

## TEAM MANAGEMENT PROFILE (TMP)

Our trainers and coaches are accredited to use one of the leading individual and team psychometric profiling tools developed by TMSDI which profiles work-style preferences across Jung-based personality traits. It consists of an online questionnaire and fully-personalised report which can be used to develop performance in teams and individuals.

## THE INTERNATIONAL PROFILER (TIP)

This tool enables you to profile your own international working style across 10 core intercultural competences with 22 sub-dimensions. It consists of an online questionnaire and a fully-personalised report which can support international leadership coaching.

Contact us for more information on our bespoke services which can be held at Peasholme House, YA's Executive Centre in York or in-company at clients' premises. Email: [training@york-associates.co.uk](mailto:training@york-associates.co.uk)



# Training in Executive Coaching and Mentoring



## (ILM LEVELS 3, 5 AND 7 QUALIFICATIONS)

The Institute of Leadership and Management (ILM) is the UK's largest management body, combining industry-leading qualifications and specialist member services. It offers qualifications covering all aspects of leadership and management, along with specialist programmes in coaching and mentoring, HR and leadership.

### LEVEL 3 AWARD OR CERTIFICATE

This three-day qualification is for people in their first management roles including team leaders and first-line managers. It will give you the tools and confidence to coach people as part of your normal working role. The course may be taken as an Award or Certificate, depending on the units followed and the number of hours of coaching. You will also be required to submit distance assignments.

### LEVEL 5 CERTIFICATE

This four-day Certificate course is ideal if you are a manager with significant responsibility for coaching and mentoring as part of your day-to-day role. It will also support you if you are planning to move into a development role in your organisation or start a career as a freelance coach and mentor. You will be required to submit distance assignments.

### LEVEL 7 CERTIFICATE OR DIPLOMA

This five-day qualification is designed for senior managers or Human Resources or Organisational Development Professionals who want to develop their expertise and credibility in the fields of coaching and mentoring, or to establish coaching on an organisational level. It is also for professional coaches and mentors seeking to enhance and accredit their experience with a nationally recognised qualification. The course may be taken as a Certificate or Diploma depending on units followed and the number of coaching hours. You will be required to submit distance assignments.



## FAST FACTS

<b>Start date:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Maximum group size</b>	12
<b>Entry level:</b>	B1+
<b>Participants' age:</b>	24+
<b>Course materials:</b>	Included
<b>Course length:</b>	<b>Level 3 Award:</b> 3 days face-to-face + 6 hours of coaching <b>Level 3 Certificate:</b> 3 days face-to-face + 36 hours of coaching <b>Level 5 Certificate:</b> 4 days face-to-face + 20 hours of coaching <b>Level 7 Certificate:</b> 5 days face-to-face + 20 hours of coaching <b>Level 7 Diploma:</b> 5 days face-to-face + 100 hours of coaching

# Teacher Training

**FOR TEACHERS, STAFF AND MANAGERS OF EDUCATIONAL INSTITUTIONS**



## Eligible for Erasmus+ Funding

The Erasmus+ Funding programme will run from 2014-2020 and will continue to support and offer grants for mobility training for staff, teachers and professionals in the education sector.

## Language Teaching Methodology



## SPICE UP YOUR TEACHING IDEAS

### (ONE-WEEK COURSE)

This highly practical course covers a wide range of refreshing teaching ideas and activities to enliven lessons and make them more motivating. You will develop an awareness of current and established ideas and techniques in the classroom today, and can reflect on your own teaching methods and context as you develop your own teaching skills.

### FAST FACTS

**Course dates:** Visit our website  
[www.york-associates.co.uk](http://www.york-associates.co.uk)  
for set start dates

**Entry level:** B1  
**Hours/week:** 21

## METHODOLOGY REVISITED, REVITALISED AND RE-ENERGISED

### (TWO-WEEK COURSE)

By following this practical course, you will experience a range of interesting activities linking methodology and learning theories to today's classroom. The course focuses on general language teaching methodology and covers a broad span of teaching ideas and activities to enliven lessons and make them more motivating.

### FAST FACTS

**Course dates:** Visit our website  
[www.york-associates.co.uk](http://www.york-associates.co.uk)  
for set start dates

**Entry level:** B1  
**Hours/week:** 21



# Empowerment in ICT Skills

## MAKING USE OF TECHNOLOGY TOOLS (ONE-WEEK COURSE)

This hands-on, practical course will help you develop skills for using technology in the classroom, school or other learning environments to enhance learning.

### FAST FACTS

<b>Course dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Entry level:</b>	B1
<b>Hours/week:</b>	21

## TEL – TECHNOLOGY ENHANCED LEARNING (TWO-WEEK COURSE)

In this hands-on practical course you will experience a range of interesting tools, software and programmes which are available as freeware. You will be shown how to set up and integrate activities which introduce technology into your learning environment.

### FAST FACTS

<b>Course dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Entry level:</b>	B1
<b>Hours/week:</b>	21

## DEVELOPING MY INTERCULTURAL COMMUNICATION SKILLS (ONE-WEEK COURSE)

This highly interactive course is for teachers, staff and managers of educational institutions who want to develop their own intercultural skills in order to be able to communicate more effectively in an international context. You will learn about different approaches to culture with insights from interpersonal communication, and develop your own skills such as building rapport, influencing and managing conflict in professional contexts.

### FAST FACTS

<b>Course dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Entry level:</b>	B1
<b>Hours/week:</b>	21

## TEACHING INTERCULTURAL COMMUNICATION SKILLS (ONE-WEEK COURSE)

This experiential teacher training course provides a solid introduction to the theory and practice of teaching intercultural skills. The course combines established theoretical approaches to culture with new insights into intercultural communication and is aimed at teachers interested in integrating intercultural topics into their current training. You will look at practical ways to develop interpersonal skills such as building rapport, influencing and managing conflict in cross-cultural contexts. The course is useful for both those with some experience of intercultural training and those new to the field.

### FAST FACTS

<b>Course dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Entry level:</b>	B1
<b>Hours/week:</b>	21



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## DYSLEXIA IN THE TEACHING ENVIRONMENT (ONE-WEEK COURSE)

By following this course, you will develop an understanding of the challenges of teaching adults with dyslexia. You will learn how to recognise the traits of dyslexia, break down any misunderstandings about the condition, manage learning styles, create trust with learners, recognise different types of discriminatory or exclusive behaviour and become familiar with areas of EU law concerning dyslexia. You will also be given practical ideas for working with those with dyslexia, whether in the classroom, in management, marketing or administration.

### FAST FACTS

<b>Course dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Entry level:</b>	B1
<b>Hours/week:</b>	21

# Academic English



Our Academic English courses are delivered by qualified teachers who are experienced in teaching English as a Foreign Language, exam skills and Academic English. They will be available to give you study advice and support throughout your stay. Courses are held at York Associates Training Centre in York and at our Academic Centre at York Science Park.

## GENERAL ENGLISH

By following a General English course, either in a group, or in Private Tuition sessions with your teacher, you will improve your fluency and become a more confident speaker of the language. Apart from speaking and fluency, you will develop your other core language skills (listening, reading and writing) and all areas of language knowledge (grammar, vocabulary and pronunciation).

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Maximum group size:</b>	12
<b>Entry level:</b>	A1
<b>Participants' age:</b>	18+
<b>Course materials:</b>	Included
<b>Hours/week:</b>	15 group <i>or</i> 30 group Private Tuition Minimum 5 hours

DIMENSION

1

(see KEY on page 9)

## EXAM PREPARATION COURSE FOR IELTS

If you want to pursue your studies at university in the UK, Australia, Canada or New Zealand, you will require a minimum 6 or better in the International English Language Testing System (IELTS), which is recognised worldwide. The IELTS exam preparation course includes intensive language preparation, exam practice, mock tests and personalised feedback.

### FAST FACTS

<b>Start date:</b>	Every Monday
<b>Maximum group size:</b>	12
<b>Entry level:</b>	B1
<b>Participants' age:</b>	18+
<b>Course materials:</b>	Included
<b>Hours/week:</b>	24 (Minimum 6 weeks)

DIMENSION

1

(see KEY on page 9)

# Academic Year Course

If you want to improve your overall level of English for a specific goal, such as career advancement or obtaining an English proficiency certificate, the Academic Year course gives you the flexibility of choosing your start date, your preferred area of focus (you can choose which of the specialist streams to follow every six weeks) as well as the option of transferring to the IELTS exam preparation course in the last 6–8 weeks of the AYC if you wish to obtain an internationally recognised certificate.



## AYC FLEXIBLE LEARNING PATHWAY\*



## FAST FACTS

<b>Location:</b>	York, UK
<b>Start dates:</b>	Visit our website <a href="http://www.york-associates.co.uk">www.york-associates.co.uk</a> for set start dates
<b>Maximum group size:</b>	12
<b>Entry level:</b>	A1
<b>Participants' age:</b>	18+
<b>Course materials:</b>	Included
<b>Hours/week:</b>	22.5 (12/18/24/30 weeks)

## DIMENSION

1

(see KEY on page 9)

\*A minimum language level of A2 is required to join the Academic / Work or Hospitality and Tourism Streams.

# Social Programme

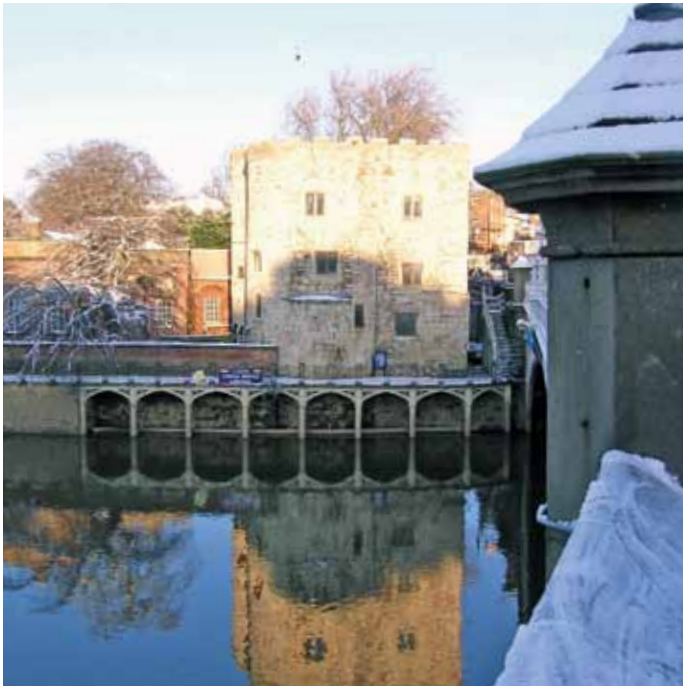
## Here are some favourite activities you could do while in York:

- Visit York Minster, one of the largest medieval cathedrals in northern Europe
- Enjoy a great day at the horse races
- Spend some money at some of the upmarket high-street shops in the city centre
- Go on a Chocolate Trail to understand why York is the "Chocolate Heaven"
- Tiptoe through a Ghost Walk
- Play some tennis or golf at local clubs
- Take a York City Hop-On Hop-Off tour
- Cycle around the city of York
- Hold your breath as you explore the York Dungeons
- Enjoy a drink at King's Arms, one of York's most famous pubs, located by the river
- Go on a hiking trail of some of York's historic walking areas
- Tune in to a wide genre of entertainment, ranging from live bands to stand-up comedians at Grand Opera House
- Enjoy afternoon tea and scones at Betty's, a traditional English tea room
- Go pub-hopping, starting with the Blue Bell, an award-winning York pub
- Lose yourself in the York maze









# Accommodation



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We offer a wide range of accommodation options to suit your preferences and budget, ranging from homestay to hotels.

## Homestay

A homestay allows you to be fully-immersed in an English-speaking environment and experience family life in Britain.

Both Standard and Executive homestays are available. Standard homestays (single room with sharing bathroom on B&B) are within 45 minutes walk of Peasholme House while Executive homestays (single room on HB) are within 20 minutes walk of YA Executive Centre – Peasholme House.



## Self-Catering Residence

The self-catering apartments are just 15 – 20 minutes walking distance from the YA Academic Centre, Peasholme House (YA Executive Centre) and the city centre. Shared apartments are 3 to 7-bedroomed, each with en-suite, a spacious kitchen and living area (with plasma TV).

The Residence has an all-inclusive rent which covers contents insurance and free 20MB WIFI. The Residence is run by an onsite management team with a 24-hour helpline desk, and CCTV security cameras to ensure a safe environment.



## Hotel, Guest House or Bed & Breakfast

Our accommodation placement officers can help you find a suitable room at one of the local hotels (3, 4 or 5-star), guest houses or B&Bs in the area. Single rooms are available with private bathroom on a bed and breakfast basis.





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## preparing people for international communication



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