



Business English

Communication for Global Professionals

Practical Communication Training for International Teams

Guild Atelier

Crafted Communication

Communication is not merely learned – it is crafted.

EXECUTIVE SUMMARY

English Is Not the Product

English proficiency alone does not guarantee effective communication. Professionals often know enough English to perform their jobs, yet hesitate to contribute in meetings, avoid presentations, rewrite emails repeatedly, or depend heavily on bilingual managers.

Guild Atelier focuses on communication as a professional skill — not English as an academic subject. The distinction matters.

What organizations actually buy

Confidence	Employees who speak without hesitation in client and internal settings.
Consistency	Communication that represents the organization professionally.
Efficiency	Meetings that move faster. Emails that require less rewriting.
Relationships	Professionals who can build trust across cultures and contexts.

Companies rarely buy English.

*They buy confidence, consistency,
efficiency, and better professional interactions.*

Guild Atelier programs are designed to close the gap between what professionals know and how they communicate — in the room, in writing, and across cultures.

ORGANIZATIONAL CONTEXT

The Problem

The following patterns are common in international organizations, multinational teams, and companies expanding into English-language markets. They are rarely caused by a lack of effort — they are structural.

Employees hesitate to speak during meetings.

Teams avoid international communication.

Emails require extensive rewriting.

Technical expertise is lost behind language barriers.

Managers become translators.

Staff avoid client-facing opportunities.

Presentations lack confidence and structure.

Internal collaboration suffers across departments.

These are not language problems. They are communication problems — and communication problems eventually become operational problems.

The cost is measured in missed opportunities, slower decisions, increased manager workload, and reduced employee confidence.

*Communication challenges eventually become operational challenges.
They do not resolve themselves.*

OUR APPROACH

What Guild Atelier Provides

Professional communication training focused entirely on practical application. Every session is built around real workplace situations, not academic exercises.

Participants learn to:

- Lead meetings with structure and authority
- Participate confidently in group discussions
- Write professional emails clearly and efficiently
- Deliver presentations with confidence
- Handle difficult conversations professionally
- Negotiate positions and reach agreements
- Build professional relationships across cultures
- Communicate transparently under pressure
- Give and receive feedback constructively
- Represent the organization in client settings

Communication is a craft.

A professional who communicates well is not simply someone who speaks English. They are someone who has developed judgment about what to say, when to say it, and how to say it in ways that achieve real outcomes.

Confidence develops through deliberate practice — not through memorization.

Purposeful practice · Meaningful feedback · Authentic professional contexts

CURRICULUM

Core Training Modules

Nine modules. Each standalone. All practical.

01

Professional Email Writing

Structure, tone, clarity, and efficiency in written business communication.

02

Meetings and Participation

Facilitating, contributing, managing disagreement, and reaching decisions.

03

Presentations

Structure, delivery, slide language, and handling questions with confidence.

04

Negotiation

Positions, interests, persuasive language, and professional assertiveness.

05

Customer Communication

Client-facing English for service, sales, and relationship management.

06

Conflict Resolution

De-escalation, empathy language, professional apologies, and follow-up.

07

Cross-Cultural Communication

Expectations, small talk, directness vs. indirectness, and cultural awareness.

08

Networking and Small Talk

Professional introductions, relationship-building, and conference English.

09

Communication for Managers

Delegation, feedback, performance conversations, and team communication.

Modules may be delivered independently or as a structured program. Custom sequences are available.

VALUE PROPOSITION

What Each Stakeholder Gains

Or more precisely – what each stakeholder stops worrying about.

FOR EMPLOYERS

Employers buy consistency.

- *Professionals who represent the organization with confidence.*
- *Communication that doesn't require correction after the fact.*
- *Reduced dependence on bilingual intermediaries.*

Organizations with strong internal communication cultures make faster decisions, resolve problems more efficiently, and build more productive relationships with international partners and clients.

FOR MANAGERS

Managers buy time.

- *Fewer emails to rewrite or translate.*
- *Meetings that reach conclusions without confusion.*
- *Team members who communicate upward clearly.*

When team members communicate well independently, managers spend less time clarifying, correcting, and mediating. That time returns to strategy, leadership, and the work that actually requires their judgment.

FOR EMPLOYEES

Employees buy confidence.

- *The ability to contribute in meetings without hesitation.*
- *Writing that represents them professionally.*
- *Opportunities they were previously avoiding.*

Communication confidence is professional capital. Employees who develop it gain visibility, access to new opportunities, and the ability to contribute at the level their technical expertise deserves.

DELIVERY

How We Work With You

Guild Atelier programs are designed to fit around existing operations — not to disrupt them. All formats are available individually or in combination.

Online

Live sessions delivered via video call. Suitable for remote teams, distributed staff, and individuals working across locations. All materials delivered digitally. No travel required.

On-Site

Sessions delivered at your premises. Suited to team cohorts, departmental training, and organizations that prefer in-person delivery. Available in Ho Chi Minh City and Hanoi; regional travel negotiable.

Hybrid

A combination of online and on-site delivery — typically used for programs that span multiple weeks or departments, or where some participants are remote and others are co-located.

One-to-One Coaching

Intensive individual sessions for senior professionals, executives, or employees preparing for specific high-stakes communication situations such as international presentations, negotiations, or leadership roles.

Small Group Training

Groups of four to eight participants with similar communication needs. Allows for peer practice, role-play, and shared feedback — while maintaining personal attention from the trainer.

Departmental Programs

Custom programs built around the specific communication challenges of a single team or department — sales, customer service, finance, or senior leadership, for example.

Flexible scheduling is available.

Programs can begin with a single module and expand from there.

RECOGNITION

Guild Atelier Certification

Participants who complete a Guild Atelier program receive formal recognition of their communication development. Certification is designed to be understated, professional, and meaningful.

Guild Atelier Certificate

A formally designed certificate acknowledging the participant's completion of the program and the communication competencies developed. Suitable for professional portfolios and records of professional development.

Issued on high-quality paper stock. Signed by the program trainer.

Optional Guild Pin

A small, black-and-gold enamel pin bearing the Guild Atelier mark. Worn discreetly — a quiet acknowledgment among those who recognize it. Not a badge of examination. A mark of professional craft.

Available to all program graduates. Designed to be worn, not displayed.

Optional Credential Card

A numbered credential card — the same dimensions as a business card — bearing the participant's name, program completed, and a unique verification reference. Understated and portable.

Numbered. Wallet-sized. Verifiable on request.

Guild Atelier certification recognizes communication development — not examination performance. Subtle. Elegant. Professional.

SAMPLE PROGRAM

A Twelve-Week Implementation

A suggested structure. Every program is adapted to the organization.

Week 1	Communication Assessment Individual and group assessment of current communication strengths and gaps. Program tailored to findings.
Weeks 2–5	Core Modules Four foundational modules selected from the core curriculum — typically email, meetings, presentations, and cross-cultural communication.
Weeks 6–8	Applied Practice Participants apply module content in simulated workplace scenarios — real emails, real meeting formats, real conversation contexts.
Weeks 9–10	Presentations Each participant delivers a structured professional presentation. Feedback is specific, documented, and constructive.
Week 11	Reflection and Feedback Group review of progress. Individual feedback sessions. Identification of continued development areas.
Week 12	Certification Formal acknowledgment of program completion. Certificates and optional Guild items issued.

*Programs may begin with a single module.
The twelve-week structure is a starting point, not a requirement.*



Business English

Communication for Global Professionals

Communication is rarely improved through memorization.

It develops through deliberate practice, reflection,
and repeated opportunities to engage meaningfully with others.

□

Communication is not merely a language skill.
It is professional capital.

Guild Atelier

Crafted Communication

guild-atelier.com

guildatelier@gmail.com

+84 862 777 069