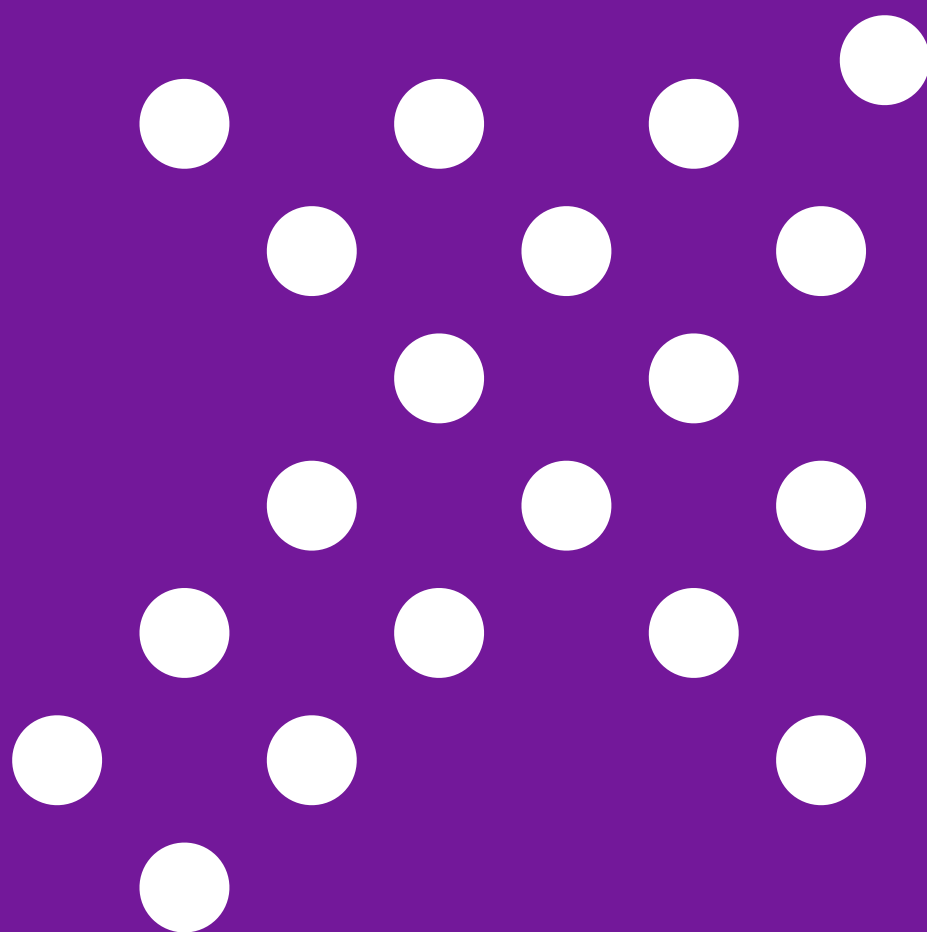


WORLD ENGLISH SOLUTIONS



TARGETED
Services



*Professional language
& cultural support*

—

Real-world English usage

—

*Core international
business communications*

—

Executive-specific training

—

*Guaranteed privacy &
confidentiality*



PERFECTING REAL-WORLD ENGLISH-LANGUAGE USAGE FOR INTERNATIONAL BUSINESS

World English Solutions

Better English Faster Executive Training

Excelled E-Learning Solutions & Training

Winning Interviews & Presentations

Internationalized Website Marketing &
Development

Last Check Before Publishing & Printing

Business, Academic, & Creative Editing

Branding & Creative Content Naming

Plain English Communications Standards

Compete with Confidence in International
Markets



*Professional language
& cultural support*

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Real-world English usage

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WORLD ENGLISH SOLUTIONS

For every English problem, there is a solution

World English Solutions (WES) offers real-world business solutions to International English Speakers (IESs). Competing in an international marketplace of information dominated by English brings huge opportunities, such as reaching new markets and gaining competitive advantage.

However, English-based information production carries potential errors and risks for IESs, as well as the unexpected costs associated with crossing cultures.

Websites, academic studies, articles, brochures, CVs, reports, presentations, E-learning, messaging, job interviews, media and advertising, storytelling, and market research are the core tools of modern business. In the digital world, communication moves at lightning speed at all hours of the day and night. This is when the possibility of errors appears: when you least expect them and can least deal with them.

Our goal is to help you succeed. That means assisting in every feasible way to either prevent errors from occurring—or catching them before they reach your information target market.

To achieve this, we have designed specialized and targeted English-language support services that offer the greatest flexibility. We know your competition never rests.

So, neither do we.



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BETTER ENGLISH FASTER EXECUTIVE TRAINING

The difference between speaking English and saying English is the basic obstacle keeping you from feeling confident and natural during meetings, calls, and negotiations—or any other communications demands you face every day.

STRATEGY, SIMULATION, & PRACTICE ARE THE CORE PRINCIPLES OF BEF EXECUTIVE TRAINING

Our efforts are tailored to your specific needs. Here's how we do things:

1. Comprehensive interview via online meeting.
2. Discussion of your objectives.
3. Analysis of your speaking abilities.
4. Review of various training offers.
5. Agreement on core personal themes.
6. Discussion of scheduling options.
7. Training offer selected.
8. Payment required.
9. Personalized plan prepared and sent.
10. Sessions are booked.

Sessions available in the following packages. Price estimates are provided upon session and time options. Fixed or flexible scheduling available:

- A. 25 sessions of 45, 60, or 75 minutes.
- B. 35 sessions of 45, 60, or 75 minutes.
- C. 45 sessions of 45, 60, or 75 minutes.
- D. 55 sessions of 45, 60, or 75 minutes.

**Training begins after payment received.*

***Rescheduling and cancellation possible up to 1 hour before session without loss or penalty. Business means flexibility and adaptation to the unexpected. Your clients need it and appreciate it. So will you.*

MEET THE GROWING CHALLENGES OF INTERNATIONAL
ENGLISH-COMMUNICATION ENVIRONMENTS



*For every business English
problem there is a solution*

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EXCELLED E-LEARNING SOLUTIONS & TRAINING

Train your staff in special skills, new techniques or procedures, using English at the same time. Only we can uniquely deliver these two elements timely and with success. Your competitors won't know what hit them.

THE MOST EFFECTIVE WAY TO KEEP YOUR PEOPLE ADAPTING TO CHANGING MARKETS

Excelled E-Learning works in the following way after a project is confirmed and contracted:

1. Preliminary Analysis. Comprehensive online meetings to gain vital organizational and subject matter context through one-on-one interviews, focus groups, and relevant client documentation. English-language needs explored.
2. Design Part 1. Customized learning solutions designed, including learning structure, flow, and main concepts to align precisely with outcomes from 1.
3. Design Part 2. E-Learning look and feel template ("skin") and specific instructional design plans created that capture the learner experience including all content, interactive activities, and functionality.
4. Development. Specific E-Learning module developed with one round of review and one round of validation feedback with client.
5. Delivery. Final testing of modules, integrated and conducted. SCORM 1.2 packages delivered for Learning Management System (LMS) deployment.
6. Evaluation. Level 1 pre-testing of learner prior to training to provide insight into needs of learner. Level 2 post-training testing establishes learning achievements. Quizzing possible to collect further data.

We adapt our services to guarantee your organization the best technical and English-language outcomes.



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WINNING INTERVIEWS & PRESENTATIONS

Few communicative acts reveal the strengths and weaknesses of a speaker as much as interviews and presentations.

PRACTICE DOES MAKE PERFECT USING THE CORE PRINCIPLES OF WES SIMULATION TRAINING

Our efforts are tailored to your needs. Here's how we do things:

1. Comprehensive interview via online meeting.
2. Discussion of your objectives and challenges.
3. Analysis of your speaking abilities.
4. Description of various training offers.
5. Agreement on training offer and schedule confirmed.
6. Payment is made.
7. Personalized training plan begins.
8. Full review after first 3 sessions.
9. Training resumes with any necessary adjustments.
10. Training finalized with full review.

Sessions are available in the following time packages:

- A. 10 sessions of 45, 60, or 75 minutes.
- B. 20 sessions of 45, 60, or 75 minutes.
- C. 30 sessions of 45, 60, or 75 minutes.

**Training begins after full payment is received.*

***Rescheduling and cancellation possible up to 1 hour before session without loss or penalty. Business means flexibility and adaptation to the unexpected. Your clients need it and appreciate it. So will you.*

GO TO INTERVIEWS & PRESENTATIONS READY TO WIN & SUCCEED



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INTERNATIONALIZED WEBSITE DEVELOPMENT & MARKETING

A website must be written for a specific market and this means that cultural knowledge is essential for success.

CULTURE, TARGET, & APPROPRIACY ARE ESSENTIAL FACTORS FOR INTERNATIONAL COMPETITION

Our efforts are tailored to your needs. Here's how we do things:

1. Comprehensive discussion of your website objectives.
2. Discussion of the obstacles and challenges.
3. Discussion on layered depths of analysis.
4. Estimation of project time and costs.
5. Agreement is confirmed and contracted.
6. Initial payment received.
7. Market analysis of core themes.
8. Targeted improved website content developed.
9. Discussion of findings and adjustments made.
10. Final payment received and finalized project delivered.

Analyses are available in the following packages:

- A. Analysis and review of current site + edit suggestions.
- B. Deep market analysis + written content for 3 pages.
- C. Deep market analysis + written content for 5 pages.
- D. Deep market analysis + written content for 7 pages.
- E. Deep market analysis + written content for 10 pages.
- F. Tailor-made analysis.

Your needs are primary and we can adapt this service for you. Privacy and security of your documents and ideas are absolute for us.

CULTURE IS LANGUAGE & LANGUAGE IS CULTURE



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BUSINESS, ACADEMIC, & CREATIVE EDITING

Whatever your project or vision, the largest market for white papers, business plans, and studies is in English.

BRING BREVITY, CLARITY, & ACCURACY TO YOUR ENGLISH INFORMATION

Editing is the key to best-case communication. Here's how we do things:

1. Initial online meeting.
2. Discussion of objectives and challenges.
3. Negotiated agreement on depth of language analysis.
4. Agreement confirmed and contracted.
5. First payment required.
6. First draft of edited document and suggestions sent.
7. Online meeting to discuss first draft edit and suggestions.
8. Second draft of edited document and suggestions sent.
9. Discussion on second draft edit.
10. Final payment required.
11. Finalized document delivered.

Business, Academic , & Creative Editing works this way:

- A. Send us your best possible document draft version.
- B. We analyze and check it according to target market, style, appropriacy, and accuracy.
- C. Detailed report showing our findings.
- D. Finalization of document after comprehensive discussion.

Your needs are primary and we can adapt this service for you. Privacy and security of your documents and ideas are absolute for us.

YOUR MARKET, IN REALITY, MAKES YOUR MESSAGE



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LAST CHECK BEFORE PUBLISHING & PRINTING

Have one last line of validation and verification of your English materials before official publication or printing.

FEEL SECURE ABOUT YOUR ENGLISH INFORMATION USING OUR LAST-CHECK PROTECTION

Checking your final version with one last set of objective eyes is the best strategy in the pursuit of perfection. Here's how we protect you from costly publishing and printing errors:

1. Send us your target document.
2. Tell us your timeline.
3. We provide you with a realistic deadline.
4. We report on errors we find.
5. Discussion on any issues.
6. Document finalization.
7. Payment required.
8. Final document returned corrected and/or validated.

Last Check Before Publishing & Printing works in the following way:

- A. All work is charged at an hourly rate with an hour minimum.
- B. If deeper editing is required during analysis we will inform you and make an offer to combine the two services.

Flexibility is the order of the day with this service. Your needs are primary and we can adapt this service accordingly.

WE FIND ERRORS BEFORE THEY BECOME PROBLEMS



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BRANDING & CREATIVE CONTENT NAMING

Nothing can make or break a venture like the naming or branding you go to market with.

BRANDS, SLOGANS, & NAMES ARE FOREVER & GETTING THEM RIGHT IS ESSENTIAL FOR SUCCESS

Branding and Creative Content Naming are your project's key communication strategies. Here's how we do things:

1. Comprehensive interview via online meeting.
2. Discussion of your objectives and challenges.
3. Negotiated agreement on depth of project.
4. First payment required.
5. First suggestions presented.
6. Discussion on first suggestions.
7. Project finalization or continuation.
8. Second suggestions presented (if necessary).
9. Discussion on second suggestions.
10. Project finalization and final payment required.

Branding, Slogans, & Creative Naming offer flexibility:

- A. Market and culture analysis and original creation of content.
- B. Market and culture analysis of your provided content with recommendations.

Your needs are primary and we can adapt this service to you. Privacy and security of your documents and ideas are absolute for us.

NAMES & BRANDS ARE WHAT MARKETS REMEMBER



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PLAIN ENGLISH COMMUNICATIONS STANDARDS

The best and clearest English is simple and direct. We ensure that your message is not lost in unnecessary complexity or abstraction.

SIMPLICITY, CLARITY, & CONCISION ARE THE FOUNDATIONS OF GREAT COMMUNICATION

Here's how we do things for your simple communications:

1. Comprehensive interview via online meeting.
2. Best draft version of documents sent to us.
3. Analysis of the content and target markets.
4. Alternate versions created and returned.
5. Discussion of alternate versions.
6. Agreement on outcomes.
7. Finalization of content.
8. Payment required.
9. Project delivered.

Plain English Communication Standards offers are available with the following options:

- A. Up to 500 words.
- B. 501 to 2000 words.
- C. 2001 to 3000 words
- D. 3001 to 5000 words.
- E. 5001 words and over.

Flexibility is the order of the day with this service. Your needs are primary and we can adapt this service to you. Privacy and security of your documents and ideas are absolute for us.

SIMPLICITY IS ALWAYS THE GREATEST SOLUTION



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COMPETE WITH CONFIDENCE IN INTERNATIONAL MARKETS

We understand how hard it can be for International English Speakers to need to communicate in English with confidence and appropriacy in their quest for success.

Our work across the fields of education, marketing, business, communications, and creativity has brought us to the conclusion that there are very specific problems faced by individuals and companies that require quick, effective, and clear solutions in English.

All of our services target these specific problems and provide the fastest, simplest solutions possible. We are also able to address other unique problems you may have and guarantee the quickest and best possible analysis toward finding tailor-made solutions.

Our team specializes across the distinct areas of our targeted services so that we are able to develop lasting solutions from a variety of visions. We guarantee your absolute privacy, not only in relation to your information, but also to you as individuals.

In order to protect our clients and our people, we maintain the anonymity of our team through centralized meetings and communications.

Final responsibility and accountability always rests with the top-level administration and it is we who find solutions and ensure our standards.

Sincerely,
The World English Solutions Team



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