



York Associates

Developing international skills for Teachers - Trainers - Lecturers



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Welcome to York Associates.

A message from Bob Dignen,
Director of York Associates.



Thank you for thinking about York Associates.

We have been offering high-quality skills training to teaching, training and academic professionals for over forty years.

Our directors are renowned in the fields of English and international communication training, writers of award-winning publications and regular keynote speakers at teacher, trainer and academic conferences.

In 2014, York Associates became a member of the Claret Group, an exclusive group of international education companies.

We look forward to welcoming you to York Associates very soon and supporting your continued learning and professional development.

Member of
**CLARET
GROUP**
learn • grow • achieve





About York Associates.

Effective communication skills are key to your company's international success.

Founded in 1980, and based in York, one of the UK's most popular cities, we are a pioneer in international skills training for teachers, trainers and academic professionals, as well as a leading provider of English language and international leadership training and coaching to the corporate world.

With over forty years of experience, we are able to develop and design courses which are fully customised to our clients' needs.

We combine a highly professional approach to training, consulting, design and delivery, with a deeply personal approach to our clients, with whom we build lasting relationships.



Discover York.

Located in the north of England, York is a small, safe, and beautiful city with a lot to offer students who want to study English in the UK. Full of history, culture and charm, and away from the chaos of London and the bustle of Birmingham, York is the perfect destination for people who want to study, explore and get to know the real UK.

Only two hours from London by train, York is a vibrant city with a Viking past. With more tourist attractions per square mile than any other destination in the UK, a fantastic food and drink scene, and the spectacular Yorkshire Dales and North York Moors right on the doorstep, York is unlike any other English city. Plus, as Britain's Home of Chocolate, and the most haunted city in Europe, York is definitely full of character.





Academic Writing & Presenting in English

This hands-on, practical one-week course covers the language needed for presentations, talks and lectures, and also focuses on the language and skills for academic writing.

Who is this course for?

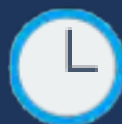
This one-week group course is suitable for professors, senior lecturers, researchers and teaching staff at university level who are working on degree programmes and academic research and who are non-native speakers of English. Minimum language level for this course is B1.

What are the learning outcomes?

At the end of the course, you will:

- be able to deliver better presentations, with accompanying language framework
- have an increased awareness of ways of making presentations more effective in delivery
- be able to reflect on your own writing of abstracts, and analyse it with reference to models of good and bad abstracts
- have experienced writing practice with regard to writing academic articles, with the aim of increasing vocabulary range, structures and register and style
- have further developed your own general language skills and increase oral fluency

Fast Facts



04 March 2024

02 September 2024



From 21 years old

Minimum B1 level CEFR

6 people max per class



From £675 per person per week

Course Format



25 hours Mini Group



Additional 1:1 coaching hours available on demand.



Shorter courses available on demand.



Academic Presentations and Lectures in English

This practice-oriented course focuses on the English language and communication skills needed to deliver better and more efficient lectures and courses in English for international students and / or conference participants.

Who is this course for?

This course is for academics who would like to improve their English and communication skills to deliver better lectures or courses for their international students and / or at conferences. Minimum language level for this course is B1.

What are the learning outcomes?

At the end of the course, you will:

- develop and practise techniques for the design of lectures and presentations
- improve your oral English communication skills, confidence and fluency for delivering lectures and presentations
- practise lectures and presentations, and get feedback on effectiveness
- learn techniques to add impact to your lectures and presentations
- know which interpersonal communication skills underpin successful communication across cultures, including relationship building, influencing, and creating trust.

Fast Facts



09 September 2024



From 21 years old
Minimum B1 level CEFR
6 people max per class



From £675 per person
per week

Course Format



25 hours Mini
Group



Additional 1:1 coaching
hours available on
demand.



Shorter courses
available on demand.





English & International Communication Skills for Tertiary

This interactive course aims to improve the English and international communication skills needed to work / teach in an international context. The course also focuses on developing methodologies to work with international students.

Who is this course for?

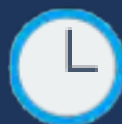
This one-week group course will address the aim of university internationalisation. It is focused on lecturers, researchers and teaching staff at universities / institutions of higher education who are working on degree programmes and academic research. Minimum language level is B1

What are the learning outcomes?

At the end of the course, you will:

- improve English language skills, confidence and fluency
- develop core professional communication competences to design, structure and deliver presentations and lectures and participate in international seminars and conferences
- increase understanding of the challenges of working across cultures with a specific focus on communicating with international students
- know which interpersonal communication skills underpin successful communication across cultures, including building rapport, influencing, networking, managing conflict and creating trust
- understand different approaches to learning, lecturing and working in international contexts

Fast Facts



11 March 2024

09 September 2024



From 21 years old

Minimum B1 level CEFR

6 people max per class



From £675 per person per week

Course Format



25 hours Mini Group



Additional 1:1 coaching hours available on demand.



Shorter courses available on demand.





Dyslexia, Dyscalculia & Neurodiversity in the Teaching Environment

This course provides a solid introduction to the challenges of dyslexia, dyscalculia and neurodiversity in education. The course examines how to enliven lessons to make them more motivating, and places a strong emphasis on developing skills for the classroom.

Who is this course for?

This course is for professionals who want to better understand the challenges of dyslexia, dyscalculia and neurodiversity within a teaching environment. Those who will benefit include teachers, teaching assistants, school heads, counsellors, and teacher trainers. Minimum B1 level of English.

What are the learning outcomes?

At the end of the course, you will:

- have an understanding of what dyslexia, dyscalculia and neurodiversity are
- have practical ideas on how to teach with dyslexia, dyscalculia and neurodiversity
- understand key challenges, including managing learning styles, minimising discriminatory behaviour, and creating an inclusive learning environment for all
- be able to understand the positive aspects of dyslexia, dyscalculia and neurodiversity to create a positive learning space for all
- have enjoyed a positive environment in which to share best practices and exchange ideas with other professionals

Fast Facts



Available on demand



From 21 years old
Minimum B1 level CEFR
6 people max per class



From £675 per person
per week

Course Format



25 hours Mini
Group



Additional 1:1 coaching
hours available on
demand.



Shorter courses
available on demand.





Developing Intercultural Communication Skills

This course examines how to teach intercultural skills with a strong emphasis on developing practical skills for the classroom. Participants will also develop their ability to train key people skills such as building rapport, influencing and managing conflict for international contexts.

Who is this course for?

This one-week course is for teachers, trainers and educational professionals who want to better understand the challenges of teaching intercultural communication skills and teaching culturally diverse student groups. Minimum B1 level of English.

What are the learning outcomes?

At the end of the course, you will:

- understand different approaches to intercultural communication skills training
- be familiar with a range of different intercultural competence models, theories and approaches
- be aware of the role which attitude and perception has on communication
- know which interpersonal communication skills underpin successful communication across cultures e.g. building rapport, influencing, managing conflict, creating trust, etc.
- know how to assess the effectiveness of intercultural training activities
- have practical ideas on how to design intercultural training courses to develop intercultural communication skills
- have designed and delivered mini-teaching points on intercultural skills and received coaching and feedback

Fast Facts



Available on demand



From 21 years old

Minimum B1 level CEFR

6 people max per class



From £675 per person per week

Course Format



25 hours Mini Group



Additional 1:1 coaching hours available on demand.



Shorter courses available on demand.





Integrating Soft Skills into English Language Teaching

This course examines the concept of soft skills and their importance in modern English language teaching. Participants are introduced to the Core24 syllabus of key people skills created by York Associates, and explore how to introduce this to their English classes to add relevance and impact.

Who is this course for?

This one-week course is for English language teachers and trainers who want to better understand the concept of soft skills and how to integrate them into their own English language teaching in schools and at university.

What are the learning outcomes?

At the end of the course, you will:

- understand what soft skills are and their importance in English language teaching
- have explored the Core24 curriculum of key people skills developed by York Associates which covers such areas as emotional intelligence, rapport building, influencing and leadership skills
- be able to define ethics and the ethical challenges which surface in teaching soft skills
- be able to define and develop critical and creative thinking
- be better able to make your teaching environment safe, challenging and positive when teaching soft skills
- have developed your own soft skills through engaging with the topic

Fast Facts



Available on demand



From 21 years old
Minimum B1 level CEFR
6 people max per class



From £675 per person
per week

Course Format



25 hours Mini
Group



Additional 1:1 coaching
hours available on
demand.



Shorter courses
available on demand.



International people skills.

At York Associates we strongly believe that effective international communication needs more than just language competence. That's why we deliver a range of courses enriched with essential people skills such as building trust and giving feedback.

In 2023 we created Core24, a unique series of 24 international people skills modules designed to enhance your employees' performance at work. Today and in the future, these skills development will be crucial for organisations as they undergo significant transformation.



58%

of professionals think communication is the #1 important soft skill

99%

think tackling soft skills gaps at work will benefit the company

67%

of all jobs will be soft skills intensive by 2030

Source: LinkedIn Learning Report 2020; Deloitte

Core24 is delivered in a range of flexible formats.

We deliver Core24 combined with professional language training in our Effective International Communication course or with an exclusively skills focus in our **NEW** Global Collaboration Skills course. We also deliver Core24 online to in-company groups located across the world. Coaching is an option for those in leadership roles.

Maximise Personal Potential



Use your strengths



Manage emotions at work



Get more creative



Define your personal brand



Increase resilience



Drive career success

Develop Powerful Relationships



Accelerate trust



Unlock motivation



Build a high-performing team



Grow an effective international network



Increase your intercultural intelligence



Deal with difficult situations

Increase Your Impact



Power up your influencing



Pitch, present and inspire



Negotiate effectively internationally



Use business storytelling to convince



Manage change successfully



Handle politics in your organisation

Drive performance



Give and get feedback



Delegate to achieve more



Coach and mentor to empower others




Develop your international leadership



Manage conflict successfully



Make hybrid work



Teaching English For Specific Purposes

This course explores the teaching of English for Specific Purposes (ESP). It looks at how to conduct a needs analysis and establish SMART objectives, and ways to design a programme which integrates language, specialised professional materials and international communication skills tailored for client needs.

Who is this course for?

This course is for teachers who already have experience in teaching English as a foreign language and would like to adapt their skills for the teaching of English for Specific Purposes. Minimum B1 level needed.

What are the learning outcomes?

At the end of the course, you will:

- understand what is meant by ESP and how it differs from more general English teaching
- be able to conduct a effective needs analysis and set course objectives
- have developed a sound understanding of the language for common business situations: socialising, presentations, meetings, telephoning and correspondence
- be familiar with the basics of intercultural communication
- understand the Core24 curriculum of essential people skills and be able to draw elements of it into your course design
- be able to create classroom materials based around the specialised language needs of participants
- understand the importance of confidence-building and motivation with professional clients

Fast Facts



Available on demand



From 21 years old
Minimum B1 level CEFR
6 people max per class



From £675 per person
per week

Course Format



25 hours Mini
Group



Additional 1:1 coaching
hours available on
demand.



Shorter courses
available on demand.



Fluency, English Language & Culture

This course offers a combination of morning-only training for one week to refresh your English language skills with the opportunity to explore the wonderful historic city of York and its surroundings in the afternoon with advice on attractions provided based on your specific interests.

Who is this course for?

This course is for teaching professionals wishing to refresh their language skills in a relaxed environment with fellow teaching professionals, while taking time to develop their cultural knowledge of the UK.

What are the learning outcomes?

At the end of the course, you will:

- have improved your English language skills, confidence and fluency through increased command of vocabulary around specific subject areas and general themes and command of core grammar
- developed your knowledge of UK life and culture
- developed your general communication skills to discuss both educational and more general topics of social conversation
- built relationships with other international participants

Fast Facts



Available on demand



From 21 years old
Minimum B1 level CEFR
6 people max per class



From £405 per person
per week

Course Format



25 hours Mini
Group



15 hours of organised
teaching per day



10 hours of culture
activities (unaccompanied)



A home away from home.

York offers a wide range of accommodation options to suit all tastes and budgets. From boutique hotels and bed and breakfasts to self-catering apartments, we can provide you with an excellent choice of places to rest after a busy day of training.

Get a good night's sleep at one of York's bed & breakfasts, spoil yourself with a room at a luxury hotel, or feel more like a local by choosing a self-catering apartment. You can be sure that wherever you decide to stay, you'll be safe, comfortable, and within easy commutable distance to the school.

And if you really want to really immerse yourself in British culture, why not book a Homestay experience? We have a large selection of Homestay families who are committed to making you feel very welcome during your stay in York.



We promise high quality. Our clients agree.

"I would recommend York Associates because of their expertise, and their stimulating and interesting teaching.

**Milva Carletti,
Manutencoop**

"Professional trainers, friendly atmosphere, polite colleagues, unbelievable memories.

Emese Gáti

"There is nothing I can suggest to improve York Associates, it's perfect!

**Sébastien
Lamoot, Randstad**

"The relevance of training and trainer style was excellent... I would recommend York Associates for training.

**Emmanuel
Charnavel, Mazars**

"They have excellent trainers and pedagogical concepts... I would like to return as soon as possible for further training courses.

**Dominik Greger,
Franz Liszt University of
Music**

"I would recommend York Associates. I had a good teacher with an excellent trainer style. Small classes and nice location.

**Michael Severus,
Vifor Consumer Health
AG**

"It's not just language training, it's all about communication, cultural training and people development. It has a good atmosphere with a nice mix of trainers.

**Michael
Lötscher, Emmi
Schweiz**

Prices 2024.

Quick view

OUR COURSES

Price per person / week in £GBP

Academic Writing & Presenting in English	£675
Academic Presentations & Lectures in English	£675
English & International Communication Skills for Tertiary	£675
Dyslexia, Dyscalculia and Neurodiversity	£675
Developing Intercultural Communication Skills	£675
Integrating Soft Skills into English Language Teaching	£675
Teaching English for Specific Purposes	£675
Fluency, English Language & Culture*	£405*

**Only 15 hours of classroom teaching*

ACCOMMODATION / TRAVEL

Homestay - in York

Price per night in £GBP

Executive Homestay (1) (Private bathroom/30 mins public transport)	£55
Executive Homestay (2) (Shared bathroom/30 mins walk)	£59
Executive Homestay (3) (Private bathroom/30 mins walk)	£65

Hotels and apartments in York On request

Airport transfer to York On request

Manchester Airport (one-way)
Leeds Bradford Airport (one-way)
London Airports (one-way)

Other fees

Registration Fee	Accommodation	£65
Placement Fee		£65

Get in touch.

Contact us for more
information using the details
below:

