

CASE STUDY



UK Head of Communications at a Leading Banking Institution, London

THE CLIENT'S LANGUAGE NEEDS

The UK Head of Communications at a leading banking institution in Canary Wharf, London, needed to be able to communicate in Spanish to a conversational level, as he often travels to Madrid and other parts of Spain on business. He asked us to provide bespoke Spanish language training.

Our client frequently confused Spanish with French (in which he is fluent), which meant that he had difficulty communicating with colleagues and clients in Spain. He also had trouble extracting important information from meetings and presentations he attended.

Ultimately, our client wanted to achieve a conversational level of Spanish so that he could communicate confidently when away on business, and also improve his intensive listening skills so that he could take down thorough notes in meetings.

OUR BESPOKE TRAINING SOLUTION

Our Account Managers assessed the client's level of ability and any specific aspects of the language he was finding difficult. We determined that he would need to complete 50 hours of training to reach his desired competency, which would be divided up into 90-minute sessions that would take place on a flexible basis to fit in with his busy work schedule.

We suggested providing our client with one-to-one language training with one of our most accomplished senior trainers – a language tutor with 25 years' experience teaching Spanish and French. In consultation with the teacher, we developed a course that was built around our client's unique needs (both in terms of his language ability and business requirements). As well as providing him with Spanish language skills, pronunciation help and accent support, our bespoke programme included training in cultural awareness, business etiquette (in Spanish and Latin American contexts), and communication styles.



EXPERT, EFFICIENT AND TAILORED COURSE DELIVERY

Our client's Spanish language course took place across a period of 13 months. The one-to-one nature of the sessions meant that he could work at his own pace, and focus on the areas he needed more help with – getting instant feedback from his trainer at every stage.

Our client has now finished his training, and can communicate in Spanish at a lower-intermediate to intermediate level. As well as being able to have general conversations with people in Spain, he can talk to Spanish clients and colleagues with accuracy and confidence, both in person and on the phone. This is integral to his ability to talk about himself, his company, the scope of his work and his ideas. His training has also helped him with absorbing information and taking notes during meetings, discussions and presentations.

OUR CLIENT'S FEEDBACK

The client has said that he feels genuinely rewarded by the training relationship he developed with his tutor throughout the course, and that this has encouraged him to keep studying. He liked the structure of the sessions and the tutor's personalised approach and focus on boosting his confidence when speaking Spanish. He continues to study with us, and is improving constantly.

[Enquire now](#) at Simon and Simon to find out more about Spanish language training.

