

CASE STUDY



Occupational Skincare Brand, Derby

THE CLIENT'S LANGUAGE NEEDS

A global provider of occupational skincare and hygiene products needed its staff to be able to communicate clearly and accurately with customers and colleagues in Germany. We were approached by the brand's HR team to provide German language training.

Following the company's acquisition of a German skincare business in 2015, many senior staff members were required to go on regular business trips to Germany. Most of the staff had either no knowledge of German, or had only basic language skills.

Our client wanted us to provide German language training for its staff so that it could enhance the team's professional relationships with their German colleagues, boost employee motivation, and generally ease the acquisition process.

OUR BESPOKE TRAINING SOLUTION

We started by assessing the level of ability within the group, and the type of language skills that would be most beneficial for the client's specific needs. We decided that each student should receive 50 hours of German language training in total. In consultation with our tutors, we developed a tailored course that would help the students develop a conversational level of German for navigating their way around Germany (e.g. asking for directions, checking into a hotel and purchasing food), as well as honing specific business language skills so that they could confidently introduce themselves and their colleagues, manage basic exchanges with clients and talk accurately about their products in German.

We suggested dividing the team into two groups – beginners and preliminary-level learners – with each group doing two hours of language training per week. This meant we could ensure that every student received training that was tailored to their ability, and that they were surrounded by colleagues who had similar levels of understanding.



EXPERT, EFFICIENT AND TAILORED COURSE DELIVERY

The feedback on our course has been consistently positive. Our client has said that the teacher is engaging and is able to respond quickly to individual learning styles – tailoring the content or pace of the session accordingly. Employees have also found our practical language exercises (audio CD activities and role plays) useful, and like the fact that the teacher is willing to be flexible with the structure of the lessons, if this is justified.

OUR CLIENT'S FEEDBACK

The senior staff have almost finished their group German language training course. They have said that the language training has added to their enjoyment of business trips in Germany, and made them feel confident enough to practise their language skills on colleagues. Due to the success of the training, our client is now considering extending the training course.

[Enquire now](#) at Simon and Simon about our group German language training courses.

