



TalkTrain.com™

for **Multinational Companies**

...the missing link between
good grammar and fluency!

Whitepaper

An American English Communication Improvement Program



The Challenge:

As we enter into the era of corporate globalization, one of the greatest challenges that organizations face is training employees to communicate effectively in English, the new global language of business. As corporations expand beyond their borders, hiring employees far from the home office is inevitable. Most likely many new hires are fairly proficient in English having scored well on international tests such as **TOEIC** as a prerequisite to being employed. However, there is a big difference between written English and spoken English. How can corporations help their ESL employees improve their current level of English, (writing, speaking and understanding American English), to a whole new height in a cost effective manner? That new height is the ability of an employee to fluently converse in American English, a process that normally takes years to achieve. Most ESL employees speak their native language at home and have very few places to practice conversational American English. Rising to a new communication level cannot be accomplished solely by the use of books, workbooks, or a small amount of classroom time. It is best accomplished via the use of an interactive approach utilizing listening, reading, speaking, pronunciation and repetition. There are few programs on the market that are interactive in nature and focus on the improvement of American English conversation.

The Solution:

Best-of-breed courses which concentrate on improving American English conversation should be characterized by the following:

- a. web-based
- b. self-paced
- c. individualized
- d. utilization of one's senses-listening and seeing
- e. interactive
- f. repetitive
- g. use of pronunciation
- h. use of speech

The TalkTrain program is designed to transition one's English from where it is today to a whole new level. It will change forever the manner in which one communicates in American English. The objective of the program is to present American English in its colloquial form as it is used every day.

TalkTrain's systematic approach to each lesson is designed to gradually increase the user's communication skills: speaking more naturally like locals do, and understanding the colloquial way in which Americans speak. Step by step the level of difficulty of the vocabulary, idiomatic expressions, sentence structure, topics and length of conversations increases until the user feels comfortable with the way people speak American English. TalkTrain will add to and expand one's level of English competency by accelerating the understanding of conversational English. TalkTrain is the missing link between good grammar and fluency.

The Value:

Many ESL speakers have difficulty in understanding television, radio, movies, newspapers and conversations with native English speaking colleagues and business associates. Although they may possess an above average



vocabulary and grammar, they have difficulty understanding and expressing themselves. Why? The reason is simple. They do not understand the colloquial or natural way in which Americans speak English. Fluent English speakers express themselves by using idioms and commonly used expressions without realizing it. People with English as their second language understand the individual words or phrases, expressions, and idioms, but they do not understand the meaning of the idiomatic expressions as a whole. The goal of TalkTrain. is to bridge that gap--to get people to better understand and speak American English more naturally by mastering commonly used expressions while incorporating them into their everyday conversations.

TalkTrain.com takes the learner's mind away from tedious vocabulary and grammar drills and focuses on the part of the language that is necessary to master in order to speak and understand English fluently—the IDIOMS.

When an ESL employee speaks more naturally and understands right away what has been said, he/she automatically feels better about himself/herself. Feeling better about oneself and one's abilities instills confidence and added confidence overcomes the fear of speaking and making mistakes which leads to better job performance. Giving employees the tools they need to communicate more effectively will put them in position to represent the company favorably when closing deals or in social and business settings.

Many employers encourage promotion from within the organization. Gifted, eager employees should not be held back simply because they are unable to express their thoughts fluently in a language other than their mother tongue. TalkTrain not only serves to help employees better themselves, but it helps employers to discover diamonds in the rough, a value worth its weight in gold.

Study anywhere anytime, progress at one's own pace. TalkTrain provides the tools necessary to carry on spontaneous conversations in English anytime. The interactive approach keeps the user interested at all times. TalkTrain's pedagogical approach promotes real time/immediate utilization of what the user has learned.

Course Format:

TalkTrain.com is **easy to navigate** through. Each of the 25 courses focuses on conversations revolving around a common useful theme. The program, incorporating a **standard course and lesson structure** throughout all three (3) levels, facilitates learning. The 125 spontaneous conversations throughout the program revolve around a group of nine (9) characters. Watching the characters develop keeps the users interested from lesson to lesson making learning fun and enjoyable.

High quality audio allows the user to easily understand every word. A comprehensive **glossary of vocabulary words (over 3,500) and definitions** is available, ensuring the users understand what they are studying. TalkTrain has been designed with convenience in mind. Ideal for busy people, users can **learn at their own pace** and log on anytime, anywhere. The program employs a **SCORM 1.2** compliant learning management system (LMS) to keep track of a user's progress. In addition to the 750 useful idioms covered in the program, hundreds of other useful phrases and expressions can be found in the conversational format of the product. 2750 exercise questions keep the users' attention and test their retention of the material being taught. Repetitive substitution drills are a part of each and every lesson to assist people to retain the material and incorporate it into their way of speaking. The ability to pause and restart the conversations and substitution drills at any point is a great way to focus upon American accents and the emotion used when speaking naturally. The pedagogical approach of TalkTrain is designed to help people improve their English language proficiency, socially and in the workplace.



Features Summary:

- Access to all 3 levels, all 125 lessons
- Learn over 750 commonly used American idioms quickly and easily
- Simple navigation tools make TalkTrain.com highly effective at improving communication skills
- High quality audio allows users to focus on pronunciation and a wide range of emotions used by native speakers of American English
- Interactive conversations allows one to listen and apply what has been learned
- 2750 exercise questions allow one to check one's understanding
- More than 3500 key glossary words clearly defined to enhance the learning experience
- Quick reference guide with narrated definitions and examples
- Learning Management System (LMS), distance learning technology, keeps track of one's progress
- Learn at your own pace, anytime, anywhere
- Repetition drills shows the user how to put to use what has been learned
- Over 90 hours of courseware

Benefits Summary:

- Builds confidence to overcome the fear of speaking
- Increases English proficiency for career advancement
- Enhances communication skills to take advantage of the multiple media avenues available in English such as movies, TV, radio, sports, music, newspapers, and magazines
- Increases productivity at work by improving the command of the English language
- Improves pronunciation of American English
- Puts employees in position to represent their organizations professionally
- Upgrades one's social status in the eyes of peers

