



# Simulations in English: How to Run Excellent Workshops?

By Focus&Vision



# We offer tailored simulations in English to companies that strive for excellence in running international workshops with clients

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## Increasing pace of business

Today's work culture requires team work and communication with clients, but is restricted by tight schedules and an increasing need for efficiency. Our workshops provide a structure, which enables fast decision making and visible results.



## Growing globalization

As a side effect of globalization, many Finnish professionals find themselves forced to interact with clients from different cultures in English. Being confident about working in English allows professionals to perform at their full potential.



## Need to simulate international workshops

Language training needs to be linked to real life situations. Simulating real life workshop environments in English, provides professionals the tools and self reliance necessary to excel.

# The keys to success in running international workshops are fluent communication and thorough preparations

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## Fluent communication

- Sufficient knowledge of the English language enables free expression of thought.
- Ability to small talk helps break the ice and create a positive atmosphere.
- Understanding different national and business cultures avoids misunderstandings and builds mutual respect.

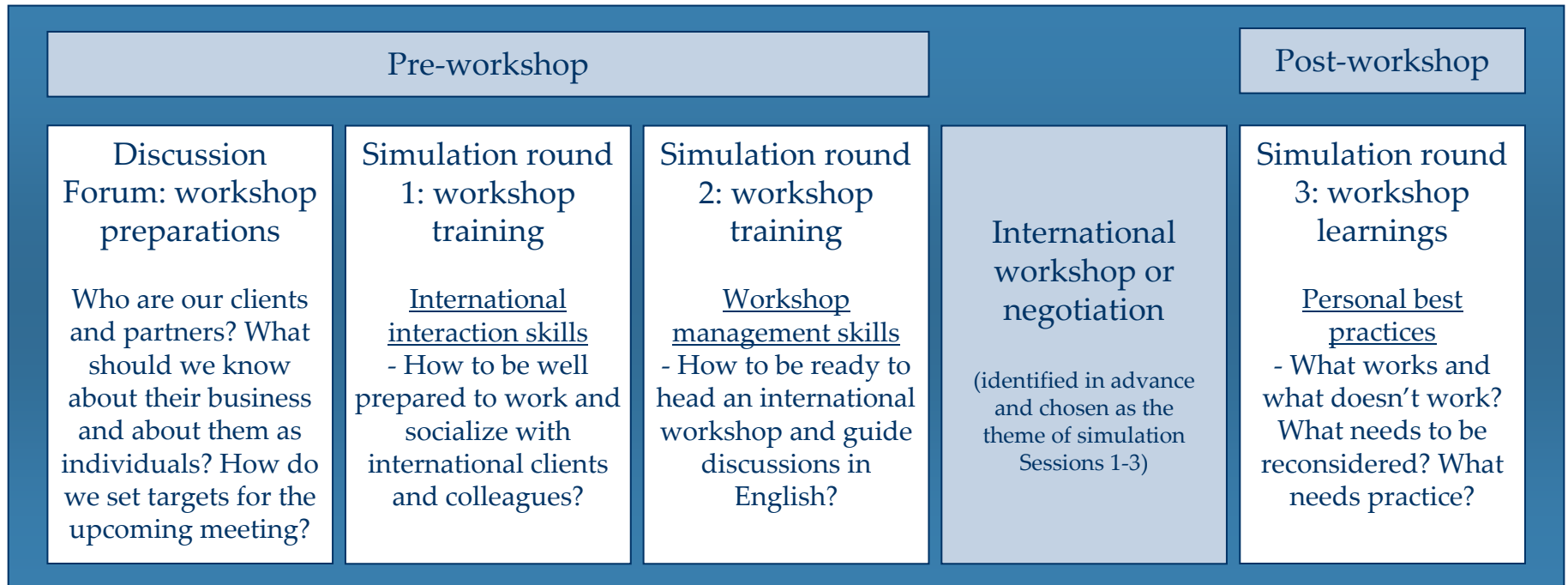
## Thorough preparation

- Thorough workshop preparations make up for what is lacking in communication skills.
- Simple but well planned workshop material helps support interactivity.
- Mixing up various methods such as short discussions and group works help stay in control and obtain results in a limited timeframe.

# Focus&Vision's Workshop Excellence concept: fun, practical & easy to adopt

Focus&Vision's Workshop Excellence concept is a combination of tailoring and simulation, which helps participants prepare for a real upcoming workshop or negotiation.

## Workshop Excellence process example:



Please contact us for further information

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For further information, a concept presentation or an offer on simulations in English, please contact [sinikka.sierla@focusvision.fi](mailto:sinikka.sierla@focusvision.fi) or [hannu.mattinen@focusvision.fi](mailto:hannu.mattinen@focusvision.fi)

# F&V team at your service

<p style="text-align: center;"><b>Wallace Reynolds</b> Role: supporting content creation and heading simulation seminars</p>	<p style="text-align: center;"><b>Sinikka Sierla</b> Role: supporting content creation and simulation seminars</p>	<p style="text-align: center;"><b>Hannu Mattinen</b> Role: in charge of concepting and content creation (back office)</p>
<p><u>Work Experience in Finland:</u> University of Helsinki: Teacher, Eng. Pronunciation (05.02.07 - present) Juico: Corporate Mgr trainer (1.08.2008 - present) Galimatias Oy Ab: Corporate Mgr trainer (21.08.2006 – 31.5.2008) HAAGA-HELIA University: Teacher, Journalism (01.08.2004 - present) Helsingin Ammattikorkeakoulu: Teacher, Cross Cultural Communication (1 year) University of Helsinki: Teacher, lecture series (1/2 year)</p> <p><u>Work Experience in the U.S.</u> Freedom Financial Loan Company: Mortgage broker (5 years) Salt River Project: Media relations officer (4 years) KPNX Channel 12: TV-journalist (8 years) KREM Channel 2: TV-journalist (3 years) WAND Channel 13: TV- journalist (3 years)</p> <p><u>Areas of expertise:</u> English language, presentation skills and cross cultural communication.</p> <p><u>EDUCATION:</u> 3 years of Finnish language courses. Certified taso 3 Master of Arts/1986, University of Illinois, USA Bachelor of Arts/1978, Drake University, USA</p>	<p><u>Work Experience:</u> Focus&amp;Vision Oy, Advisor (3 years) Work experience during studies: Helsinki School of Economics, Embassy of Finland (Bern), Scimer Life Sciences, Sony Finland</p> <p><u>Business projects:</u> Fujitsu Services (2005), Satama Interactive (2004), Siemens Mobile Phones - Germany (2003), Sonera (2001)</p> <p><u>Education:</u> MSc, Helsinki School of Economics 2008, major: International Business, minors: Information Technology Program – e-business &amp; digital media CEMS MIM (Community of European Management Schools Master in International Management)</p> <p>13 years experience abroad. Excellent knowledge of English, German and French.</p>	<p><u>Work Experience:</u> Focus&amp;Vision Oy, Managing Director (11 years) WSOY: Non-fiction Publishing, Marketing Director (2 years) Amer Group: Time/System Marketing Manager, Book Clubs and Non-fiction Publishing Marketing Director (altogether 8 years) Reader’s Digest Finland: Magazine Circulation Management (4 years)</p> <p><u>Areas of expertise:</u> Customer relationship management, integrated marketing communications and strategic management.</p> <p><u>Publications:</u> Book: Asiakkuusosaaminen – Kuuntele asiakastasi (English: Listening to the Customer), Talentum 2007. The book was chosen as a ProOeconomia –competition finalist in 2007. Book: RED – Relationship experience design, WSOY 2001, co-author.</p> <p><u>Education and research:</u> MBA, Helsinki School of Economics 1987 Swedish School of Economics and Business Administration: researcher 1998-2007, PhD thesis, topic: Integrated Marketing Communications: How to integrate consumer communication channels.</p>