

In-company English Fluency Training



What is ineffective English Training costing your company?

When you choose conventional language training you:

- interact in English only during the weekly lessons
- follow a *preset* list of *topics* and *homework*
- focus mainly on *acquiring* grammar and vocabulary *knowledge*
- do not know *how* to practise so you can *apply* what you know in real life
- are *not consistent* in your practice

You make little or no progress.

You waste time, energy and money.

How can FluencyRoutine[™] benefit your company?

When you choose to train with the FluencyRoutine method you:

- *interact* with your Personal Fluency Coach *in* and *out* of weekly sessions
You have a presentation to deliver, a meeting to attend, a report to write, an important email to send. **Your English Coach will be by your side.**
- are engaged in *relevant* work-related and current affairs topics
- make English *part of your routine*
- you are *consistent* in your practice

You make tangible progress.

You build confidence to interact in any professional and social context.



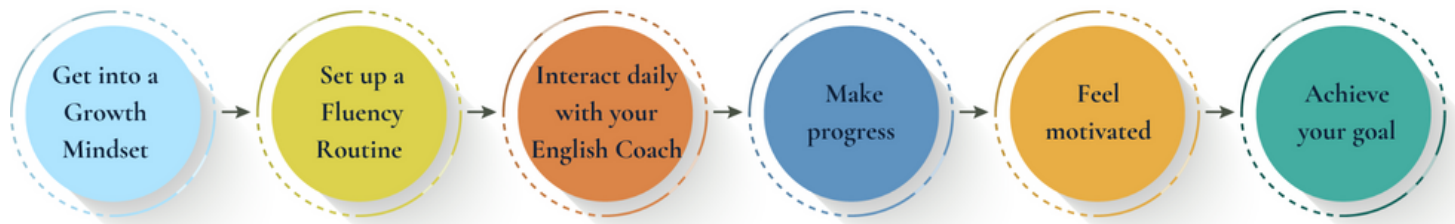
Cerasela has been supporting *TAUW Italia* for the last three years in improving the English skills and competences of our employees. The **taylor-made approach**, the adopted methodology, her **professionalism and personal passion** has proven to be **very effective and engaging** as well as **highly appreciated by all the participants**.

I strongly recommend her both for professional and personal needs in learning English!

ANDREA PANERO

General Manager at TAUW Italia S.r.l.

The Road to English Fluency



Cerasela Enusca

Qualified English Teacher and Fluency Coach

I specialise in taking professionals from *stuck* to *fluent* by making English part of their Routine.

EDUCATION

- Teaching Qualification gained from the Institute of Education, University of London, ranked world No 1 for Education
- Bachelor's Degree in English and Spanish languages and cultures
- Speaking 5 foreign languages: English, Italian, Spanish, French, Romanian

TEACHING EXPERIENCE

- 17 years, of which 7 in London
- over 13.000 teaching hours
- over 1000 students with different language levels, ages and backgrounds



Cerasela is an enthusiastic person and teacher who loves her job. She has a particular way of teaching, I would say "not conventional" and for this reason it results extremely useful. Her Fluency Routine really helps people to be more confident and fluent when using English for business.

ANDREA PIONTKOWSKY.

Senior Project Leader at TAUW Italia

Taking professionals to English Fluency



TAUW COMPANY CASE STUDY

Tauw is an Environmental and Engineering Consultancy company operating in The Netherlands, Belgium, Germany, France, Spain and Italy, with over 1.200 employees.



Challenges

1. Extremely busy professionals
2. Different language levels and objectives
3. Low engagement and commitment on previous conventional courses



Solutions

1. **Flexible** time slots and rescheduling policy
 2. Weekly personalised **fluency routine**
 3. Videos and articles selected based on **individual needs and interests**
- Daily individual support and interaction *in and out* of lessons**



Results

Increased motivation and commitment → Consistent practice
→ Tangible progress → **More clear, effective and confident communication**



"Cerasela with her ability to **connect and understand my needs** is the best teacher I've ever had. She really **cares about me getting unstuck**: she gently supports me clarifying my doubts so I always leave her lessons **feeling positive and more confident**. With her I have **overcome my frustration about studying English without results**. She is an **indispensable support for me**."

"The **daily interaction and constant feedback** from Cerasela were very useful to **increase my confidence** and gave me the **proper mindset to start thinking in English**."

"I really appreciate Cerasela's method, because it is **not "conventional"**, making learning more **fun and effective**. She's always attentive and **knows how to choose topics relevant to my daily reality**.

She tries in every way to meet your needs.

Finally, her kindness and agreeableness make the lessons very pleasant."

"When we got started **I was afraid about the usual homework** you have to do when you attend a normal English course, like do long exercises on a book. **But here is all different**, we talk a lot and listen."

"I think you are very **patient with us**, considering **we are very busy** with the daily job."

"After several years of language coaching and guidance, it is clear to me that Cerasela is both **experienced and creative** in how she trains you to develop all aspects of your language usage into **natural instinct (such that it becomes a new routine)**."



Complete client reviews available on LinkedIn at www.linkedin.com/in/fluencyroutine/