BUSINESS TRAINING
Meeting your needs
Founded in 1934, the British Council is based in over 100 countries. We have helped over 100 million people around the world to improve their communication skills.
About British Council Business Training
Business Training Language Courses
Business Training Workshops
Written Communication Workshops
Interpersonal Communication Workshops
Performance and Productivity Workshops
Leadership Workshops
Our levels of English
Set up a course for your staff
Language testing for your company or organisation: APTIS
Who we work with
Transform your business with the world’s English experts.

The importance of the English language as a driver of global business success should not be underestimated. Is your company fully prepared to do business in the world’s business language? If not, you may be losing out to your competitors.

As the world’s English experts, we are uniquely positioned to provide you and your employees with the English language skills that will help you compete more effectively in today’s fast-paced global economy.

Our Business Training team can provide you with highly customised and practical training programmes that meet your exact company requirements. We train hundreds of people a year from virtually all business sectors. From banking to RMG and ministry to manufacturing, we provide training across Bangladesh and are proud to have been working with some of our clients for many years.

Our trainers are highly experienced and qualified in both soft skills training for companies and organisations, and in teaching English as a Foreign Language. They hold accredited international qualifications.

The British Council provides ongoing training to ensure their professional development continues.

Our methodology is interactive, communicative and dynamic and ensures your staff learn to converse effectively and with confidence. We strive to make sure that the valuable lessons your staff learn in our courses and workshops can be quickly put into practice back at the office.

Our training programmes are clear, personalised and geared towards specific training needs, business and personal priorities.

"The trainer was very communicative. The course never felt dull or monotonous."

Citibank trainee on Effective Business Reports
The British Council is the UK’s international organisation for cultural relations and educational opportunities. We are on the ground in six continents and over 100 countries, bringing international opportunity to life, every day.

We have been working in Dhaka since 1951. Today, we have expanded our presence to multiple locations in Bangladesh. Our work focuses on English, education, society and the arts, and we offer a wide range of services and activities across the country, through our offices in Dhaka, Chittagong and Sylhet.
Business Communication Skills

Have your staff attend a Business Communication Skills course with the world’s English experts and they will:

- learn to communicate effectively and focus on using the right words and correct pronunciation
- develop confidence and fluency
- improve writing and speaking skills for better business correspondence and presentations
- get personal advice and feedback from trainers
- learn useful study skills to improve even more quickly.

COURSE INFORMATION

- LEVELS
  From Pre-Intermediate to Advanced.
- COURSE LENGTH
  Depends on your training objectives. Typically four hours of classes each week, on one or two days.
- COURSE LOCATIONS
  Your company premises, or at one of our Teaching Centres in Dhaka or Chittagong

Customised Business Communication Skills (CBCS)

Choose a Customised Business Communication Skills course with the world’s English experts and you will:

- be given a course outline developed in close consultation with all stakeholders in your organisation, using meetings, focus groups and questionnaires to ensure the programme meets your business objectives
- receive training based on company-specific discussion topics, case studies, documents and activities
- have your staff see a direct relationship between course content and their own experience, easing the transfer of their learning back to the workplace

COURSE INFORMATION

- LEVELS
  From Pre-Intermediate to Advanced.
- COURSE LENGTH
  Depends on your training objectives. Typically four hours of classes each week, on one or two days.
- COURSE LOCATIONS
  Your company premises, or at one of our Teaching Centres in Dhaka or Chittagong
Business Training with the world’s experts

We offer a broad range of soft skills workshops, in areas from written communication to leadership skills. Our courses, designed by our expert trainers for immediate impact, are from one to three days in length and can be run at your premises or at one of our Teaching Centres in Bangladesh.

See immediate results

See great improvements in particular areas with our short and intensive workshops. Choose the most relevant workshop for your team to enhance their performance, develop confidence and improve communication skills at work.

Benefit from practical content

Put new skills into action instantly through realistic communicative activities and action plans to take back to the office. Focus completely on one area to learn faster and take away a better understanding of how you will use these skills back in the office.
WRITTEN COMMUNICATION WORKSHOPS

Business Writing Essentials
FOR CLEAR AND EFFECTIVE WRITTEN COMMUNICATION

Have your staff attend this Business Writing Essentials workshop with the world’s English experts and they will:

• gain a basic understanding of modern business writing, enabling them to communicate their ideas more effectively and confidently
• learn how to plan, write and edit a variety of documents through hands-on activities, analysis and case studies
• receive feedback from the trainer and other participants on their strengths and areas to improve.

COURSE LENGTH: Two days, on dates of your choice.

Effective Emails
FOR CLEAR AND EFFECTIVE EMAIL COMMUNICATION

Have your staff attend this Effective Emails workshop with the world’s English experts and they will:

• feel more confident in their ability to write emails which are effective and look professional
• discover how to adapt their emails and letters to different audiences and situations
• learn how to plan and organise their writing to fit their purpose
• know their own strengths and weaknesses and have some specific strategies for how to improve

COURSE LENGTH: Two days, on dates of your choice.

Fine-tuning: Writing Skills for Managers
FOR CLEAR AND EFFECTIVE WRITTEN COMMUNICATION

Have your managers attend this Fine-tuning: Writing Skills for Managers workshop with the world’s English experts and they will:

• be able to write more effective documents
• improve the style and accuracy of their own writing
• be able to edit and review their team member’s writing
• become a resource for their own team members

COURSE LENGTH: Two days, on dates of your choice.

Effective Business Reports
FOR CLEAR, LOGICAL AND CONVINCING REPORTS

Have your staff attend this Effective Business Reports workshop with the world’s English experts and they will:

• gain a thorough understanding of the fundamental skills needed for planning, structuring, writing and checking business reports
• be able to write reports which are clear, logical and convincing
• be able to edit their own reports and save time
• impress clients through their professional report writing
• work in groups on discussions and interactive exercises and games
• put the skills they acquire into practice immediately on a case study task.

COURSE LENGTH: Two days, on dates of your choice.
Proposals that Work

*WRITING POWERFUL AND PERSUASIVE PROPOSALS*

Have your staff attend this Proposals that Work workshop with the world’s English experts and they will:

- feel more confident in their ability to write persuasively
- understand their readers and their expectations better
- sell their ideas to the people that matter

**COURSE LENGTH:** Two days, on dates of your choice.

Writing Standard Operating Procedures

*FOR CLEAR, CONCISE AND COMPLETE INSTRUCTIONS*

Have your staff attend this Writing Standard Operating Procedures workshop with the world’s English experts and they will:

- learn how to plan a complete set of Standard Operating Procedures
- discover how to organise material into a logical SOP structure
- be able to write in a clear and concise manner appropriate for end users

**COURSE LENGTH:** Two days, on dates of your choice.

Technical Writing

*FOR CLEAR AND UNDERSTANDABLE TECHNICAL DOCUMENTS*

Have your staff attend this Technical Writing workshop with the world’s English experts and they will:

- translate complex and innovative ideas into clear, logical and technically accurate documents
- produce technical information for non specialist audiences
- help readers to take action or make decisions effectively

**COURSE LENGTH:** Two days, on dates of your choice.
“In this course I liked the trainer’s presentation and how nicely she responded to any questions we had.”
BRAC trainee on Effective Emails
INTERPERSONAL COMMUNICATION WORKSHOPS

Interpersonal Communication Skills
FOR SUCCESSFUL COMMUNICATION IN A MODERN BUSINESS ENVIRONMENT

Have your staff attend this Interpersonal Communication Skills workshop with the world’s english experts and they will:

• communicate with greater confidence with a range of different people
• be able to better overcome barriers to communication
• know how to demonstrate active listening skills to build better relationships

COURSE LENGTH: Two days, on dates of your choice.

Effective Negotiation Skills
FOR SYSTEMATIC AND SUCCESSFUL NEGOTIATIONS

Have your staff attend this Effective Negotiation Skills workshop with the world’s english experts and they will:

• feel more confident when negotiating
• positively influence the outcomes of negotiations
• achieve win-win outcomes in negotiations

COURSE LENGTH: Two days, on dates of your choice.

Success with Presentations
FOR CLEAR AND EFFECTIVE PRESENTATIONS

Have your staff attend this Success with Presentations workshop with the world’s english experts and they will:

• gain a full understanding of how to prepare, organise and deliver effective presentations confidently
• learn how to communicate their key points clearly to the audience
• learn presentation techniques that help reflect the positive personality of the speaker, encouraging interest and impact
• work on a recorded case study presentation from their workplace that will help them identify areas to improve
• receive feedback from the other participants as well as their trainer.

COURSE LENGTH: Two days, on dates of your choice.

Train the Trainer
FOR INVALUABLE FACILITATION TECHNIQUES

Have your staff attend this Train the Trainer workshop with the world’s english experts and they will:

• communicate more effectively with course participants
• be able to select the best methods and activities for a group
• know how to engage learners and keep them focused

COURSE LENGTH: Three days, on dates of your choice.
INTERPERSONAL COMMUNICATION WORKSHOPS

Mastering the art of presenting
FOR CREATING AND DELIVERING POWERFUL PRESENTATIONS

Have your staff attend this Mastering the art of presenting workshop with the world’s english experts and they will:

• feel more credible, confident and connected to the audience when presenting
• know different ways to structure a presentation according to audience needs
• deliver more powerful presentations

COURSE LENGTH: Two days, on dates of your choice.

Effective Public Speaking
FOR DEVELOPING CONFIDENCE AND SKILLS IN GIVING SPEECHES

Have your staff attend this Effective Public Speaking workshop with the world’s english experts and they will:

• feel more confident when speaking in public
• know strategies for planning and structuring points
• deliver speeches in a more engaging way

COURSE LENGTH: Two days, on dates of your choice.

Handling difficult colleagues and customers
FOR PRACTICAL SOLUTIONS IN DIFFICULT SITUATIONS

Have your staff attend this Handling difficult colleagues and customers workshop with the world’s english experts and they will:

• better understand customers’ anger and their own reactions
• know how to diffuse angry confrontations
• feel more confident in dealing with extremely challenging customers

COURSE LENGTH: Two days, on dates of your choice.
Performance and Productivity Workshops

Making Meetings Work

For more productive meetings

Have your staff attend this Making Meetings Work workshop with the world’s English experts and they will:

- Learn how to prepare for a productive meeting, and how to take notes effectively
- Learn techniques for expressing themselves clearly and effectively to the meeting audience
- Find out how the roles of the chairperson and other meeting participants are crucial to a successful outcome
- Practise in a meeting roleplay and receive feedback from their trainer and peers
- Gain an understanding of their colleagues’ communication styles and how they can lead to more productive meetings.

COURSE LENGTH: One day, on a date of your choice.

Time Management

For working more efficiently and effectively

Have your staff attend this Time Management workshop with the world’s English experts and they will:

- Learn to schedule a work day more effectively
- Learn to save time by working smarter
- Be able to focus better and avoid distractions

COURSE LENGTH: One day, on a date of your choice.

Problem solving and Decision Making

For managing problems and implementing solutions successfully

Have your staff attend this Problem solving and Decision Making workshop with the world’s English experts and they will:

- Use a range of problem solving tools
- Confidently solve problems
- Improve processes in the workplace

COURSE LENGTH: Two days, on dates of your choice.

Networking and Relationship Building for Success

For networking with anyone, anywhere at any time

Have your staff attend this Networking and Relationship Building for Success workshop with the world’s English experts and they will:

- Feel more confident in a variety of networking situations
- Connect with others better
- Be able to build a mutually beneficial network of contacts

COURSE LENGTH: One day, on a date of your choice.
PERFORMANCE AND PRODUCTIVITY WORKSHOPS

Assertiveness: Achieving Win-Win
FOR DEALING WITH CHALLENGING PEOPLE AND SITUATIONS SUCCESSFULLY

Have your staff attend this Assertiveness: Achieving Win-Win workshop with the world’s English experts and they will:

- understand others’ motivations better
- feel more comfortable in dealing with challenging situations at work
- handle criticism in a more confident way

COURSE LENGTH: One day, on a date of your choice.

Manage Your Work-life Balance
FOR LESS STRESS AND BETTER PERFORMANCE AT WORK

Have your staff attend this Manage Your Work-life Balance workshop with the world’s English experts and they will:

- have a clear idea of the current balance in their life
- concentrate on the things that are most important to them
- balance priorities in life

COURSE LENGTH: One day, on a date of your choice.
LEADERSHIP WORKSHOPS

Essential Skills for Managers
FOR DEVELOPING EFFECTIVE MANAGERIAL SKILLS
Have your staff attend this Essential Skills for Managers workshop with the world’s English experts and they will:
• have an in-depth self-awareness and understanding of their team’s strengths and weaknesses
• be equipped to manage both people and tasks better
• manage more effectively by adapting their style to different people and situations
COURSE LENGTH: Three days, on dates of your choice.

Creating Executive Presence
FOR CRAFTING YOUR PERSONAL LEADERSHIP STYLE
Have your staff attend this Creating Executive Presence workshop with the world’s English experts and they will:
• have a clear understanding of the key characteristics of Executive Presence
• project a more confident image in the workplace
• strengthen their ability to connect and establish rapport
COURSE LENGTH: Two days, on dates of your choice.

Positive Influencing Skills
FOR SUCCESSFULLY SELLING NEW IDEAS, WINNING RESOURCES AND NEGOTIATING OUTCOMES AT WORK
Have your staff attend this Positive Influencing Skills workshop with the world’s English experts and they will:
• influence colleagues around them to get the results they want
• better use the key communication skills involved in influencing others
• be able to build persuasive arguments
COURSE LENGTH: Two days, on dates of your choice.

Project Management Essentials
FOR BUILDING TEAM COHESION AND ACHIEVING PROJECT SUCCESS
Have your staff attend this Project Management Essentials workshop with the world’s English experts and they will:
• be able to gain and maintain support for their projects
• avoid some common project management pitfalls
• help project team members work better together
COURSE LENGTH: Two days, on dates of your choice.
LEADERSHIP WORKSHOPS

Coaching, Counselling and Mentoring
FOR EFFECTIVE TEAM MOTIVATION AND LEADERSHIP

Have your Managerial staff attend this Coaching, Counselling and Mentoring workshop with the world’s English experts and they will:

• coach colleagues with greater confidence and purpose
• use basic counselling techniques to help colleagues overcome emotional problems affecting their work
• understand the role of a mentor and identify their readiness for this responsibility

COURSE LENGTH: Two days, on dates of your choice.

Advanced Team Leader
FOR A PERSON CENTRED APPROACH TO MANAGING A TEAM

Have your staff attend this Advanced Team Leader workshop with the world’s English experts and they will:

• understand why people behave in certain ways at work
• have an in-depth awareness of their leadership strengths and opportunities for improvement
• be able to increase the level of worker engagement in their team

COURSE LENGTH: One day, on a date of your choice.
"This training is really helpful when we work on multi-tasking projects"
BBC Media in Action trainee on Time Management
Our Business Training workshops are designed for people with a level of English at Intermediate / IELTS 4.0 and up, while we offer language courses for companies and organisations at all levels of English from Beginner to Proficiency.

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<th>Level</th>
<th>IELTS 2.5-3.5</th>
<th>IELTS 4.0-5.0</th>
<th>IELTS 5.5-6.5</th>
<th>IELTS 7.0+</th>
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- Business Communication Skills
- Customised Business Communication Skills
- Business Training Workshop

We can conduct testing either online or at your premises using the world’s leading level test, and will then send you a report on the results within two working days.
SET UP A COURSE FOR YOUR STAFF
Four Easy Steps

For company courses, please follow this step-by-step guide.

STEP 1 - CONTACT
- You can contact us at bd.enquiries@britishcouncil.org
- We will contact you within three working days after receiving your enquiry.
- You can also call the call centre team on: +88 09666773377

STEP 2 - DISCUSSION
- By e-mail, telephone or a visit to your company.
- During this stage we will establish your needs and suggest relevant training options.
- We will produce a proposal containing the course outline, suggested course timings and cost.

STEP 3 - LEVEL TESTING
- We will conduct testing and then send you a report on the results within two days.
- This step does not apply to soft skills courses.

STEP 4 - CONTRACT
- We will then issue a contract.
- The emphasis in this process is firmly on communication so that we can design the course your organisation wants and needs.
Aptis is a new generation, industry diagnostic English language test developed by the British Council, designed to provide reliable results at affordable costs. It helps companies to assess the language proficiency of their staff, regardless of their experience, skills or computer literacy level. Aptis helps businesses make informed decisions on assessment, recruitment and workforce development by putting the English language proficiency of their employees to the test.

Aptis was designed for businesses as an assessment tool that can be customised to address the needs of specific industry segments. It is an invaluable tool for recruitment and HR managers, as well as talent management teams. It can be used very cost effectively to identify and filter prospective employees, while also identifying current employees' English language strengths and weaknesses.

Aptis makes it much easier for you to:

- recruit and promote the right people
- focus your training on the best areas to see a return on investment
- identify the English skills, strengths and weaknesses of your employees.

WHY CHOOSE APTIS?

- Aptis is a flexible testing system that assesses the reading, listening, writing, and speaking skills of an individual. Companies can choose any one skill or all of these skills along with the mandatory core component.
- it is available on multiple delivery mediums including tablets, computers, telephone, pen and paper, making it versatile for multiple locations.
- Aptis follows a detailed reporting system, wherein individual and group reports are provided so that companies can get a clear picture of the test takers' strengths and weaknesses along with their rankings amongst colleagues.
- you can assess different language proficiency levels from beginner to advanced level.

"We were in the process of recruiting Kosovo’s new diplomats and consular staff for our embassies abroad, and we wanted to test the English language skills of our potential employees. Aptis allowed us to do this quickly and affordably, ultimately enabling us to recruit the best possible candidates for these roles.”

Ibrahim Gashi
Deputy Minister of Foreign Affairs, Republic of Kosovo

WHO IS USING APTIS?

The test is currently used by various multinational corporations, small to medium enterprises and private firms around the world to assess the English language skills of their employees. Talent Managers in many global companies, such as Siemens and GlaxoSmithkline, depend on Aptis to make informed decisions.
WHO WE WORK WITH

INGOS
- Asian Development Bank (ADB)
- Action Aid
- CARE Bangladesh
- CIDA
- DFID Bangladesh
- DANIDA
- Family Health International
- GTZ
- Handicap International
- International Federation of Red Cross
- International Organization for Migration (IOM)
- The Asia Foundation
- UNDP
- UNICEF
- USAID
- UN FAO (NFPCSP)
- UNDSS
- UNFPA
- UNESCO
- UNHCR
- VSO (BASA)
- World Bank
- WaterAid
- World Vision Bangladesh
- WFP
- WHO

Pharmaceutical and Medical
- ACME
- Square Pharmaceuticals
- Opsonin Pharma Ltd
- Apollo Hospitals Ltd.

Energy
- CNG Distribution
- Cairn Energy
- Haripur Power Ltd.
- KAFCO
- Shell, Bangladesh
- Tullow Oil
- UNOCAL
- Chevron

Projects
- Teaching Quality Improvement in Secondary Education Project (TQISEP)
- English in Action
- Financial Management Reform Programme (FMRP)
- Katalyst

Statutory Boards and Government Entities
- Bangladesh Bank
- Bangladesh Development Bank Ltd.
- Bangladesh Telecommunications Board
- Bangladesh Bureau of Statistics (BBS)
- Bangladesh Parliament Secretariat
- Bangladesh Parjatan Corporation
- Bangladesh Army Headquarters
- Bangladesh Air Force
- Board of Investment (BOI)
- Programme Support Unit Planning Commission
- Institute of Water Modelling (IWM)
- BTRC
- BGMEA
- PKSF

Education and Training
- Bangladesh Foreign Trade Institute
- Bangladesh Institute of Bank Management
- Australian International School
- BCS Tax Academy
- Bangladesh Public Admin Training Centre
- Bangladesh Bank Training Academy
- BRAC University
- Chittagong Port Authority Training Institute
- Transport & logistics
- DHL
- GMG Airlines
- P & O Nedlloyd Bangladesh Ltd.
- Banglacak

Telecommunications
- Grameenphone
- Siemens
- Ericsson
- Technovista
- M&H Informatics (BD) Ltd
- Nokia EA Ltd.
- International Technology Services (ITS)
- SAP Bangladesh
- BangalLink
- ROBI

FMCG
- Unilever
- British American Tobacco (BAT)
- Coats Bangladesh Ltd
- Rahimafrooz
- Reckitt Benckiser
- Carrefour

RMG
- Phillip Van Heusen
- VF Asia
- Li Fung
UK Trade & Investment (UKTI) is the Government Department that helps UK-based companies to do business globally. UKTI has a customer commitment to help its UK and international customers match supply with local demand.

UKTI in Dhaka is keen to hear from Bangladeshi companies that are interested in purchasing British equipment & services or companies that are thinking of setting up in the UK.

The team is well placed to help both UK and Bangladeshi companies to help find British exporters and investors whose interests match your own.

Get in touch with our UKTI team in Dhaka

T: 8802-8822705-9
F: 8802-8823437
E: Dhaka.Commercial@fco.gov.uk

www.gov.uk/ukti
BRITISH COUNCIL
TEACHING CENTRES IN BANGLADESH

We can provide training at your premises or at one of our state of the art teaching centres across Bangladesh

Contact us

🌐 www.britishcouncil.org.bd
✉️ bd.enquiries@britishcouncil.org
📞 + 880 9666 773377

Dhaka

Main office and Teaching Centre
Dhaka University Campus, 5 Fuller Road, Dhaka 1000

Dhanmondi Teaching Centre
754b Satmasjid Road, Dhanmondi, Dhaka 1205

Uttara Teaching Centre
International Turkish Hope School
Plot 7, Road 6, Sector 4, Uttara, Dhaka 1230

Gulshan Teaching Centre
Canadian International School
Bangladesh
200 Gulshan Avenue North, Gulshan 2, Dhaka 1212

Chittagong

Office and Teaching Centre
Floor 8, Rafique Tower, 92 Agrabad, Chittagong

Library and Teaching Centre
Chittagong Independent University
Floor 5, Roaksana Monjil, 16 Jamal Khan Road, Chittagong

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