

# Case

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# Study

*Learning Practical Business  
English with HumanEnglish*



## About Nymphae Environnement

Nymphae Environnement, a company based in Cassis in Southern France specializes in exploration and production of marine fresh water springs around the world.

## The Challenge



Vincent RIBOULEAU, Nyphea's busy worksite manager often travels to the Middle East, United States and Europe to meet English-speaking clients and partners.

Although Vincent's English was OK, he felt that he needed to improve his confidence while delivering presentations and negotiating with clients and partners.

Vincent studied English for 10 years at school and at university. He had tried using software packages such as Rosetta Stone. But after all of the effort he had made and all the money he had spent, he still felt unprepared for using English in the real world.

He was looking for a course that would prepare him for the real-life business situations.

Vincent knew that he wanted to learn and to practice with a trainer whose first language was English. He wanted someone experienced in training people like him. Someone who knew about the language and understood why he needed English, how and when he was going to use it and could understand what he needed to improve. He wanted to understand people when they spoke to him in social situations and

at meetings. He wanted to make presentations where he didn't need to worry about whether the audience understood his English.

Vincent needed a course that would directly address his needs, a course that would be flexible enough to allow him to learn regularly, make measurable progress and build up his confidence to use the language to speak to people while he was traveling around the world.

He almost gave up searching. But then he heard about HumanEnglish.

## The Solution

"I had looked at lots of different possibilities' he says, "but none of the courses and organizations I looked were quite right for me."

One day Vincent's friend told him about HumanEnglish.com, a new online Business English training service.

He contacted HumanEnglish and spoke to a consultant who took the time to understand Vincent's needs and worked with him to create a personal training program aimed at improving his presentation and negotiation skills.

Vincent was offered a convenient training schedule to accommodate his busy life and matched with personal trainer from England who was experienced in training professional people from France and other European countries.



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## Better than Learning in a Classroom

Vincent's every lesson takes place online in HumanEnglish's Virtual English Classroom which offers reliable high-quality audio, video and an interactive whiteboard.

*"I discovered that learning English with HumanEnglish is not only more convenient, it's also a lot more effective and fun than learning in the traditional classroom."*

The lesson materials that are used as a guide and to structure the lessons are shared between Vincent and his trainer.

All of these features combine to give Vincent a rich, interactive and highly personalized learning experience, 100% online and with all the best features of face-to-face contact.

## Learning by Doing

Typically Vincent's one hour lesson on presentation skills starts with a short warm up conversation and a review of useful language from the previous lesson. This takes between 5 and 10 minutes.

The trainer shows Vincent the objectives for the lesson and checks that he understands them. After talking about the topic of the lesson, they then move on to prepare Vincent for the main part of the lesson, the task.

Today Vincent is going to prepare to give a presentation on the logistical problems of building a new theme park for tourists in Saudi Arabia.

He is first introduced to the new language he needs for this presentation. He practices using this language in an engaging role-play where the trainer interviews him to discuss the problems that similar projects in Vincent's experience have had.

In case Vincent makes a mistake or does not understand something, his trainer can record and show useful language directly on the interactive whiteboard.

*"I remember better when I can see examples on the whiteboard."*

The trainer makes sure Vincent understands the task and Vincent practices giving a live presentation.

Instead of memorizing and repeating rules this task-based way of learning allows Vincent to use the language he can use in the real world.

After the lesson, Vincent receives his personalized lesson feedback report including the useful language he used in the lesson, his problem areas and improvement advice.

He also receives an audio recording of his lesson so he can review the lesson at any time.

*"Audio recordings of my lessons help me review what I learn during class."*



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## Learning while Traveling

One of the biggest challenges for busy professionals is that learning is often interrupted due to their busy schedules. Progress suffers as a result.

Online learning can help solve this problem. It offers a chance to maintain a regular training schedule, since lessons can be taken from anywhere in the world. Even while traveling.

With HumanEnglish Vincent was able to improve his English skills and confidence while enjoying his lifestyle.

Most importantly, he feels that his performance when he gives presentations and negotiates in English has improved dramatically. 

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