



CERAN[®]

PUSH YOUR BOUNDARIES



DEVELOPING LANGUAGE SKILLS



You've been working flat out since your last promotion. When can you find the time to develop your language skills?

LANGUAGE ASSISTANCE



You're making a presentation in a foreign language to your boss next week. Do you feel up to it?

DEVELOPING INTERCULTURAL SKILLS



You were about to reach an agreement but you didn't because of a misunderstanding. What went wrong?

INTERCULTURAL ASSISTANCE



You're told by your English-speaking client that "it's very interesting." What do they really mean?

INTERCULTURAL AGILITY



You were getting on fine and then the room went quiet. Do you know why?



DEVELOPING INTERCULTURAL SKILLS

Greater effectiveness in the international field

In an increasingly globalised professional context, intercultural skills are vital for team leadership, project management, and successful negotiation.

Our intercultural skills building solutions will help you to interact more effectively with others and avoid misunderstandings.

Our training (conferences, seminars, workshops, distance learning, lunches) can be organised for individuals or for closed groups.



INTERCULTURAL ASSISTANCE

Advice from a specialist whenever you need it

You may be working with people from different cultural backgrounds, trying to open up a new market in another country or planning to move abroad.

We support you in operational situations and help to make your expatriation project easier by offering practical advice.

We also offer tailor-made programmes to help you in specific situations – security and operational risk management in difficult contexts, an introduction to protocol and local etiquette, international innovation, and more...



INTERCULTURAL AGILITY

Hone your intercultural skills

The more you know about a country's culture, the more important it is to master its cultural nuances.

The purpose of our intercultural training is to hone your knowledge of the target culture and help you appropriate the tools needed to work even more effectively within this culture. This is available as a residential or non-residential formula, in a variety of formats (individual, group or closed group) and is aimed at people who already have good intercultural skills.



PRAGMATIC INTERCULTURAL TRAINING

YOUR CHALLENGE: TO GET OFF TO A QUICK START IN YOUR NEW ENVIRONMENT

Our intercultural training will help you make all your international projects a success.

Our programmes are specific, dynamic, interactive and take a three-step sequential approach:

- ⊗ identifying and understanding the fundamental values of the host country/ies
- ⊗ teaching you how to decode new situations
- ⊗ and adapting your behaviour accordingly

INTERNATIONAL MOBILITY

Make your expatriation project a success! No matter what stage your international mobility project is at, we'll help you to acquire the cultural knowledge of the host country and develop the skills you need to integrate into a new professional and social environment.

INTERNATIONAL MANAGEMENT

Success around the world! We can help you to decode the differences so that you can communicate and cooperate effectively with international teams and contacts.

THEMATIC MANAGEMENT

Benefit from the expertise of our consultants on specific topics such as international innovation, culture and geopolitics, safety and security, and intergenerational issues.



OUR TRAINERS AND TEACHING METHOD



Our language trainers are all native speakers trained in the CERAN method. They analyse your needs, help you to define your goals and support you throughout the learning process. They adapt their approach to ensure the quality of your training.

A METHOD THAT SETS US APART

QRI®

QRI® is a language reinforcement and assimilation technique. It's based on constant communication and mutual listening between you and the trainer. Exclusive use of the target language helps you to improve your knowledge and allows the trainer to adjust their approach.



Key Sentences

Key Sentences sum up each of your lessons. This means that they're unique, but can be adapted to a wide range of general or business contexts. At the end of your course, you will take them away with you in the form of a recording. They will help you to boost your communication skills in the target language.

Verbo-tonal method of phonetic correction

Each language has its own music, intonation, rhythm and sounds. Our trainers use the verbo-tonal method developed by the University of Mons-Hainaut, Belgium, to help you to identify and reproduce these characteristics.



OUR CONSULTANTS AND OUR INTERCULTURAL APPROACH



OUR INTERCULTURAL EXPERTISE

Our team of more than 200 specialists and consultants provides training in a hundred countries, across more than 160 cultures.

Our consultants have a wide range of personal and professional backgrounds in international management and mobility, and will make all their expertise available to you. These excellent communicators will pass on their intercultural know-how and skills to you, using dynamic, pragmatic, and personalised teaching methods.

OUR INTERCULTURAL APPROACH

Will give you a quick start

We immerse you in the target culture and, thanks to an interactive and dynamic teaching approach (roleplay, simulations and case studies), we provide you with concrete answers to all your questions.

Will help you find your feet

We give you the keys to decode and understand a culture from the fundamental values which underpin it.

Will be custom-made to meet your needs

Our programmes are tailored to your requirements and specific profile thanks to the CultureConnector online app.



CROSS-CULTURAL
MANAGEMENT AND TRAINING
FRANCE



Why come to Spa in Belgium to learn languages?



Not only does Spa offer an exceptional setting in the green countryside of the Ardennes, it is also well known for its thermal baths. It is at a crossroads between the many languages and cultures of Europe, close to the borders of France, Germany and the Netherlands, with Paris, Brussels and Luxembourg close by.

RESIDENTIAL TRAINING

The price of a week-long stay is all-inclusive, comprising:

- ⊗ Up to 35 hours of lessons (depending on the programme chosen)
- ⊗ 10 hours of thematic communication activities the evening
- ⊗ 25 hours of practical application of the target language during breaks and meals

- ⊗ Welcome Pack (course materials)
- ⊗ Access to e-lab
- ⊗ Online assessment prior to the course
- ⊗ The Linguistic Skills Assessment sent after the course
- ⊗ Accommodation in a comfort room
- ⊗ Full-board from Sunday evening to midday on Friday

NON-RESIDENTIAL TRAINING

- ⊗ In-Company | In-House Individual Coaching
- ⊗ In-Company | In-House Group Courses
- ⊗ In-Company | In-House Thematic Group Courses (managerial, legal, financial, HR and negotiation)

- ⊗ Intercultural training across more than 160 cultures (International Mobility, International Management and Thematic Management)
- ⊗ Linguistic and Intercultural Package

TARGET LANGUAGES

- | | | | |
|------------|--------------|-----------|-----------|
| ⊗ Dutch | ⊗ English | ⊗ French | ⊗ German |
| ⊗ Arabic | ⊗ Chinese | ⊗ Spanish | ⊗ Italian |
| ⊗ Japanese | ⊗ Portuguese | ⊗ Russian | |



ACCOMMODATION

- ⊗ 75 comfort rooms
- ⊗ 2 suites
- ⊗ WIFI, ADSL (in rooms)
- ⊗ Free internet access

MEALS

We serve an international cuisine which can accommodate medical and ethical requirements.

FACILITIES

- ⊗ separate immersion areas, each consisting of several teaching rooms
- ⊗ dining rooms
- ⊗ lounges
- ⊗ e-labs
- ⊗ tennis court
- ⊗ multi-sport pitch
- ⊗ petanque court
- ⊗ international bar
- ⊗ international relaxation area (in the course of 2018) with jacuzzi, sauna and fitness room

EXTRAS

- ⊗ Transfer to/from Brussels, Charleroi, Liège, Verviers
- ⊗ Overnight stay and breakfast at the weekend

Combine your language training with that of your children: book our Family package!

CERAN CITY | BRUSSELS

Learn languages in the heart of Europe, where a multilingual and multicultural environment is not a theoretical concept but a reality which can be experienced every day on the city's streets and near the European Institutions.



Prepare for your residential seminar, maintain or improve your linguistic knowledge, train your staff in managerial communication or treat yourself to à la carte language coaching at our training centre in Brussels (FEB offices).



NON-RESIDENTIAL TRAINING

- ⊗ Linguistic | Cultural Assessment
- ⊗ Linguistic | Intercultural Helpdesk
- ⊗ In-Company | In-House Individual Coaching
- ⊗ In-Company | In-House Group Courses
- ⊗ In-Company | In-House Thematic Group Courses (managerial, legal, financial, HR and negotiation)
- ⊗ In-Company Learn@Lunch
- ⊗ Intercultural training across more than 160 cultures (International Mobility, International Management and Thematic Management)

TARGET LANGUAGES

- ⊗ Dutch
- ⊗ Arabic
- ⊗ Japanese
- ⊗ English
- ⊗ Chinese
- ⊗ Portuguese
- ⊗ French
- ⊗ Spanish
- ⊗ Russian
- ⊗ German
- ⊗ Italian

CERAN CITY | PARIS

Train in intercultural management or learn a language right in the heart of the business district of Paris.

It's here at our Paris La Défense training centre that our intercultural training all started!

Mastering the intercultural dimension is a real added value and will help you to ensure successful commercial activities, projects and communication across borders.

Follow our training to make your expatriation project a success or to improve your international team management skills.

You can also train for a residential seminar or improve your linguistic knowledge.





REFERENCES

Abbott | Accenture | AGC | Air Liquide | Alstom | Arcelor Mittal | Areva | Auchan | Auswärtiges Amt | Axa | Bayer | BBVA | Bertelsmann | BMW | BNP Paribas | Boston Consulting Group | CapGemini | Carrefour | Chanel | Commission of the European Union | Dassault Systemes | Delhaize Group | Disney | EADS | Edenred | ENGIE | Essilor | European Parliament | Exxon Mobil | Faurecia | FEB-VBO | Finans Bank | Galderma | Garanti Bank | GlaxoSmithKline | Heineken | Henkel | Hermes | ING Group | Institut Pasteur | K.P.M.G. | KBC | Knauf | L'Oréal | Lafarge | Legrand | Limagrain | LVMH | Mercedes-Benz | Ministries for Foreign Affairs | Nestlé | Pfizer | Philip Morris | Plastic Omnium | Pricewaterhouse-Coopers | PROXIMUS | Renault | Rexel | Robert Bosch | Saint-Gobain | Salomon | Samsonite | Sanofi Pasteur | Sanofi-Aventis | Scania | Servier | Siemens | SNCF | Sodexo | Solvay | Sopra | Statoil | Thalès | Toshiba | Total | Toyota | U.C.B. | Umicore | Vaillant | Valeo | Vallourec | Veolia | Vinci | Volvo | Yapi Kredi Bank | Yoplait



THE CERAN QUALITY CHARTER

At CERAN, we will:

- ⊗ Listen to each individual request, make a professional analysis and quickly offer an effective, personalised learning solution
- ⊗ Assess your knowledge of the target language and culture, and set ambitious yet realistic learning goals with you
- ⊗ Prepare your programme with an intensive, participatory and structured educational approach
- ⊗ Work with qualified, experienced and carefully selected trainers
- ⊗ Develop your skills by creating conditions which promote effective and friendly learning
- ⊗ Find solutions to help you maintain and develop your achievements
- ⊗ Analyse your feedback so that we can continue to improve the quality of our service



Fabienne Carmanne
Managing Director*

