



Can Creativity improve my chances of getting a better job?

If you are someone who aspires to work for an international company or organisation, or you want to apply for a position that requires a good command of English, knowing a second or multiple languages will not only be advantageous on a personal development level but could possibly be the one thing that keeps you one step ahead.

Building a better rapport on a business or personal level because you both speak the same language even if you are not 100 % fluent can help build trust, and a good working relationship, can help you to stay relevant, have a clear understanding of expectations and in turn help you identify opportunities that can further your career.

By learning a different language, you also demonstrate your willingness to immerse yourself in the culture and subtleties of society within a given country. To understand the dos and don'ts in business, what is correct or impolite especially when negotiating or when you are in a social setting. This knowledge can be priceless and only be really appreciated if you can be understood and understand in return.

Confidence also plays a big part in Business negotiations and personal success. The more confident you can be especially when you give your views or express your ideas, the more your ideas will resonate with your target audience and be listened to and be considered for action.

Here is an example of one CréAnglais client, how a lack of confidence caused problems during what was becoming more and more his day-to-day work and how using a creative approach to learning, mixed in with more traditional learning methods helped him build confidence, recognition at work and a career progression.

'Monsieur X' had a good understanding of grammar but lacked confidence when speaking. He had studied English at school but not used it on a regular basis. He holds a sales position within his organisation and is required to travel and present the organisation's products and services to new customers. His current customers are French speakers. If he wants to progress and grow within the company he can, however he will be required to work and present the company to English speaking clients including public speaking. In addition to this he must also speak regularly to English speaking colleagues and customers on the telephone and communicate via email.

He finds ways to communicate with his work colleagues by reusing existing standard emails or seeking the help of *Google Translate*. He gets by, and more importantly, communicating with his colleagues holds no fear factor. They find a workable solution.

Presenting to new customers is a very different matter. He really mastered one key presentation (in French), however, he had to create a new 'English' version. He was familiar with what he had to say, it was all there for him to read and recite. He knows his business, the products, and services. He can speak eloquently in his own language. Problems start when he starts to think about the possible questions customers may ask. Fear and lack of confidence creep in. When he tries to think of responses, he becomes blocked and finally, he forgets even the most basic of language rules because he starts to panic. He would rather not even say that he can speak a little English for fear of looking unprofessional if he is unable to answer what he thinks could be the simplest of questions.

CréAnglais

Monsieur X knows what he needs to do. He decides to sign up for 30 hours of English Lessons.

We focus on different areas of Business English. Building vocabulary by reading and discussing interesting and relevant online articles, books, magazines, and newspapers. Trust is built during our lessons, no questions are *stupid*, and it is normal to make mistakes. We fine-tune grammar weaknesses using exercises, applications online resources, games, and puzzles. As well as speaking in his lessons, he listens to lots of different English speakers via the Internet, English television, radio, and music as per my recommendations. We role-play scenarios using relevant examples, and work situations and he encourages his co-workers to speak more English on the phone and to correct him when mistakes are made. We work towards achieving a better understanding, and an improved level of proficiency. Our objective was to deliver the presentation in a mock scenario and to be able to respond to questions that may be asked.

Breaking down the fear factors, gaining more confidence, and learning to relax and listen were just some of the focus areas we worked on as well as increasing vocabulary and grammar knowledge. Learning common expressions that could be used in difficult situations (a plan b) and being more tense-aware and less *tense* were all goals that we set ourselves.

So, what was so creative about this approach? By using my methods, he gained confidence connecting his past knowledge (*building blocks*) with practical, fun, and relevant exercises that created spontaneity, laughter in some cases and a different way of looking at learning English, which in turn helped prepare him to face real-life situations with a much higher degree of confidence, calmness, and credibility.

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