



cactus

Tailor-made Language Training



Tailor-made Language Solutions Worldwide
www.cactuslanguagetraining.com/tailormade

Contents

Cactus Language Training: Tailor-made Language and Cultural training programmes designed to your specifications	3
10 Reasons to Choose Cactus	4
5 Steps to Linguistic and Cultural Enlightenment	5
Keeping Track	6
Measuring Progress – The Common European Framework	7
The Common European Framework: sample “Can Do” statements	8
In-Company Group Courses	9
One-to-one courses	10
Public Groups: Foreign Language Evening Courses in the UK and North America	11
Skype and Telephone Training	12
Language and Culture, Cross Cultural Training	13
Testimonials	14
Previous Clients	15



Cactus Language Training: Tailor-made Language and Cultural training programmes designed to your specifications

Cactus is an award-winning company and one of the world's leading providers of tailor-made language and cultural training. Cactus provides general, business, and sector-specific language courses in over 30 languages and more than 50 countries worldwide.

We believe that the best way to learn a language is the way that best fits around you, and so we offer all forms of language and cultural training, including 1:1, in-company, public group courses, full-immersion courses abroad, online courses, and language teacher training programmes.

Cactus specialises in providing high quality language and cultural training to companies, organisations, and private individuals.



10 Reasons to Choose Cactus

- Tailor-made language training programmes worldwide since 1998.
- Regular courses in over 50 countries in over 30 languages.
- Over 1,000 qualified native-speaker teachers worldwide.
- Variety of programmes including on-site face-to-face courses, online training, cross-cultural training, in-country immersion courses, virtual classrooms, open group courses, communication skills, and self-study.
- Over 15,000 students each year, including clients from global corporations, governments, and international charities.
- A flexible, high-response, solutions-focused approach to training.
- Clear system for measuring learning progress.
- An ISO 9001 company.
- Offices in the UK and the US, with dedicated Account Managers, and in-house Academic and Operations teams.
- Transparent on-line reporting & feedback systems for clients, trainers and learners.

“Thanks to Cactus, our business and customer communications have been transformed. Their online reporting also makes training accountable and ensures staff keep motivated and learn more quickly. We’ve been very impressed with the results and are looking to add additional languages in the coming months.”

Jane-Heath Brown, Head of HR, NCsoft Europe.



5 Steps to Linguistic and Cultural Enlightenment

- 1.** Contact Cactus and ask for a quote. You will receive an individual training proposal based on a full Needs Analysis and Level Test, taking into account learning objectives, learning preferences, timescale, schedules, and budget.
- 2.** Once the proposal has been agreed, the course syllabus is prepared, appropriate materials sourced, lessons scheduled, and an experienced native-speaker trainer assigned.
- 3.** Cactus trainers will fine tune course content during the course and tweak objectives where appropriate. Best practice methodology is used at all times.
- 4.** Cactus' bespoke online feedback and reporting system ensures learning is transparent to all parties and that progress can be both monitored and measured. Feedback is acted upon immediately.
- 5.** Learning objectives, course content and participant satisfaction levels are fully reviewed at the end of the course. Follow-on options and strategies are then examined in order to ensure any progress made is sustainable in the long-term.

"Cactus have provided fantastic service right from the initial stage when looking at the various options for training. A friendly advisor contacted us immediately to discuss exactly what I wanted to achieve, rather than just trying to push me towards a particular pre-defined course. I thoroughly recommend that you talk to Cactus for all of your language needs."

Abhishek Sachdev, Business Analyst, Lloyds TSB Corporate.



Keeping Track

Cactus has its own custom-built online reporting system. It allows you to pick and choose the information you need for your records.

A confidential login lets you check:

- Training objectives
- Training attendance record
- Dates of lessons scheduled and taken
- Progress report from the trainer
- Results of feedback forms and actions taken
- Course outline and amendments
- Amount invoiced and paid to date.

Trainees can use the same system to log in and pick up online language tasks and exercises if, for example, they are called overseas at short notice, or need to work from home.

“ I am thoroughly enjoying the course and I commend Elizabeth for being such a wonderful teacher. Her gentle and inclusive style is very much appreciated.”

Sherie Kenzie, Canadian High Commission, French.

Measuring Progress – The Common European Framework

At Cactus, we measure language learning progress using the Council of Europe's Common European Framework of Reference for Languages (CEF).

The CEF categorises a learner's language level into 6 distinct levels: Beginner (A1), Elementary (A2), Lower-Intermediate (B1), Intermediate (B2), Upper-Intermediate (C1), and Advanced (C2).

The CEF takes an 'action-oriented' view of language use and learning. It views language knowledge as a set of skills and strategies which are needed to use a language for real-life communication. Learning objectives are consequently expressed by a series of 'can do' statements, directly related to the learner's world outside the classroom. The specific language areas these statements imply will then be integrated into the course.

Cactus Trainers will regularly review, assess and, where appropriate, formally test course participants. Assessments will be based on actualising the language that participants have acquired. Examples of objectives could be new conversations, a foreign language presentation, or writing a report in the target language. Assessments will be measurable, reportable and comprehensible.

The 'can do' objectives allow Cactus trainers to design communicative, goal-oriented, task-based courses across all languages and levels.



The Common European Framework: sample “Can Do” statements

Proficient User	C2	<ul style="list-style-type: none">• Can easily understand virtually everything heard or read.• Can summarise information from different sources, reconstructing arguments.• Can express him/herself spontaneously, very fluently and precisely, using finer shades of meaning even in more complex situations.• Can produce written work which accurately expresses abstract, nuanced or technical concepts.
	C1	<ul style="list-style-type: none">• Can understand a wide range of difficult, longer texts.• Can express him/herself fluently and spontaneously without much searching for expressions.• Can use language flexibly and effectively for social, professional and academic purposes.• Can produce clear, well-structured, detailed text on complex subjects.
Independent User	B2	<ul style="list-style-type: none">• Can understand the main ideas of complex text, including technical discussions in his/her field.• Can interact with native speakers without major difficulties.• Can produce clear, detailed text on a wide range of subjects.• Can follow meetings and contribute to them.
	B1	<ul style="list-style-type: none">• Can understand the main points of familiar matters in different topics such as work, school, leisure, etc.• Can deal with most situations while travelling.• Can offer advice, recommendations and instructions.• Can produce simple connected text on familiar topics.
Basic User	A2	<ul style="list-style-type: none">• Can understand basic sentences and frequently used expressions.• Can communicate with simplicity on familiar topics, general and business.• Can describe his/her background, including likes & dislikes.• Can perform key functions, eg. making requests, invitations and offers.
	A1	<ul style="list-style-type: none">• Can understand and use familiar everyday expressions and very basic phrases.• Can introduce him/herself and others, and ask about personal details.• Can describe his/her job and company.• Can manage basic transactional conversations face-to-face and on the phone.



In-Company Group Courses

Good for:	Training groups of people with similar levels and needs.
Benefits:	Economical, effective and a great team builder.
Locations:	Across the UK and major cities worldwide. 1000+ qualified language trainers worldwide.
Formats:	“X hours per week” format, Intensive 30/40 hr weeks, Semi Intensive, 20 hour weekends.
Group size:	2-12 participants. Maintaining a maximum of 12 participants per group retains dynamism and focus, as well as maximising “teacher time” and attendance.
Pre-course:	Thorough Needs Analysis, clearly defined aims, online and face-to-face testing to help constitute groups.
Content:	Cactus either provides a list of relevant themed modules or entire course outline. Alternatively courses can start from scratch using participants’ own materials and personal needs. The course can adapt to the emerging needs of the group.
Absences:	Individuals receive missing content and exercises by email and via Cactus Online Reporting System. Individuals are fully supported by the trainer and the in-house Cactus Academic team. Options of phone and online make-up sessions.
Feedback:	Ongoing feedback from trainer and participant via online reporting system.
Price Guide:	From around £50 per hour + VAT per hour per group.
Pricing Factors:	Unusual locations, rarer languages, specialist or technical content. Course materials in addition.

One-to-one courses

Good for:	Busy individuals with tight schedules. Last minute or highly targeted needs. International assignees prior to or post relocation.
Benefits:	Intensive one-to-one programmes are highly targeted and offer great flexibility. We design the course around your aims and level, so you progress quickly, focusing only on the things you need.
Locations:	Available worldwide in-company or at participants' residence. Cactus has one of the largest networks of qualified language trainers worldwide.
Formats:	"X hours per week" format, Intensive 30/40 hr weeks, Semi Intensive, 20 hour weekends.
Pre-course:	Thorough Needs Analysis, clearly defined aims, online and face-to-face testing.
Content:	Generally developed from a detailed pre-course needs analysis. Cactus has an extensive bank of course programmes and specialist syllabi on a wide range of subjects, from oil and gas to new media advertising.
Absences:	Timings are 100% flexible and lessons can be rescheduled with 24 hours notice.
Feedback:	Ongoing feedback from trainer and participant via online reporting system.
Price Guide:	From £40+VAT per hour.
Pricing Factors:	Unusual locations, rarer languages, specialised content, unsocial hours. Course materials in addition.



Public Groups: Foreign Language Evening Courses in the UK and North America

Good for:	Employees who want communicative language training, but where this is not business critical, employee benefits programmes. Company wide discount scheme available.
Benefits:	Dynamic, practical, enjoyable language learning with people from other companies and walks of life.
Locations:	Locations across the UK, US and Canada.
Formats:	10 week, 5 week, weekly intensive, weekend courses with monthly start dates.
Pre-course:	Online language test.
Content:	General language courses, Business, Conversation.
Absences:	Lessons are forfeited, but missing content can be sent by email.
Feedback:	Online feedback questionnaires.
Price Guide:	From £165 VAT inclusive for a 10 week, 20-hour course.
Pricing Factors:	Price includes all learning materials.



Skype and Telephone Training

Good for:	For employees with a busy schedule or remote location, language training by Skype or telephone is both the perfect alternative and complement to traditional face-to-face training.
Benefits:	Lessons can be anytime, anywhere - the ultimate in flexibility. The perfect way to catch up on a missed class and a great course follow-on option.
Locations:	Anywhere.
Formats:	1:1 40-60 minute sessions.
Pre-course:	Online Language Test and Needs Analysis.
Content:	Generally developed from scratch based on a detailed pre-course needs analysis. Cactus has an extensive bank of course programmes and specialist syllabi on a wide range of subjects, from oil and gas to new media advertising.
Absences:	Timings are 100% flexible and lessons can be rescheduled with 24 hours notice.
Feedback:	Ongoing feedback from trainer and participant via online reporting system.
Price Guide:	From around £35+ VAT per session.
Pricing Factors:	Rarer languages.



Language and Culture, Cross Cultural Training

Good for:	Pre- or post departure for expatriate employees. Individuals involved in doing business with international partners and emerging markets. Companies under international ownership due to M&A. Multicultural teams.
Benefits:	An understanding of what you bring to any conversation across different cultures and what creates cultural resistance. Fosters an ability to ask the right questions in and of a different culture and an understanding of your target destination's core values. Promotes understanding of key differentials between you and your target destination culture – business, time, hierarchy, family, etc.
Locations:	Available in major cities worldwide.
Formats:	1:1 or small group. ½ day or full day training seminars.
Pre-course:	Thorough Needs Analysis.
Content:	Developing cultural awareness, dealing with culture shock, working in a new environment. Other modules can include different ways of doing business, cross-cultural team building and country profiling.
Absences:	½ or full day sessions mean that absences are rare.
Feedback:	Feedback elicited from all participants and trainer.
Price Guide:	On enquiry.
Pricing Factors:	Location: International travel for Trainer. Expert trainers required for some topics.



Testimonials

"We had an urgent need for professional French language training - not just basic French, but an understanding of French engineering terms. Cactus were able to provide a highly qualified teacher who was not just proficient in French, but also a Chartered Engineer. The one-on-one training was appropriate for our candidate and enabled him to represent us and meet our business needs. The level of commitment and standard of service received from Cactus was very good."

Andrew King, CVF Personnel Manager, Ministry of Defence.

"We found Cactus Language Training to be well organised, efficient and flexible. They have provided friendly and encouraging teachers who have managed to work around the chaos surrounding television production."

Jane Shaw, Human Resources Coordinator, Endemol UK.

"Cactus provides the perfect balance between group and individual training, ensuring our people get to grips with a new language quickly."

John Rotherham, Head of HR, International Aids Alliance.

"Cactus has provided us with a great way to encourage team building and creativity in a fun atmosphere. The language classes have proved incredibly popular and we're looking to expand the courses we offer."

Silvia Bartels, Head of Intelligence, Tequila.

"Maribel was a patient and understanding teacher who adapted the course to my requirements and made it fun. She was also flexible with her timings around my work diary."

Steve Hanlon, Barclays.

"I am delighted with the initial lesson for Italian. My level is basic, but the tutor inspired & gave confidence, taking the time to understand what my capabilities are & requirements."

Jill Harden, Fedex.

"The course has been great. Elizabeth has tailored content really well to our objectives, and taken us through a broad range of linguistic tone, style and vocabulary, as well as revising core grammar. As ever, wouldn't hesitate to use Cactus again."

Sue Hunt, Head of Rich Media, Google, French.

Previous Clients

- 5One
- Accenture
- Aegis Worldwide
- AMEC
- Australian High Commission
- Bank of Ireland
- Barclays
- British Museum
- British Red Cross
- BT
- Bupa International
- Burberry
- Carlsberg
- Coca Cola
- Colgate
- Conran
- Corporate Executive Board
- Credit Suisse
- Dai Ichi
- Dell
- Dept of Trade & Industry
- Diageo
- Diesel
- EDF
- EDF Trading
- EMAP
- Fidessa
- First State Investments
- Foreign Office
- Gazprom Trading
- Goldman Sachs
- Google
- Highways Agency
- HP Compaq
- HSBC
- Hutchison 3G
- IKEA
- International HIV/AIDS Alliance
- IVG Invest
- Jumeirah
- Kimberly-Clark
- KPMG Tax School
- Lastminute.com
- Lloyds of London
- Lloyds TSB
- London 2012 Olympics
- London County Hall
- Lovells
- Mercer Resource Consulting
- Merck
- Merrill Lynch
- Microsoft
- Ministry of Defence
- Mitsubishi
- Mistubishi UFJ
- Morgan Stanley
- Nordex
- Oliver Wyman and Co
- Orange
- Pall Corporatio
- Pfizer
- Pipex
- Pokerstars.com
- Police Force UK
- Policy Partnership
- Primacy
- RAC
- Reed
- Relocate U
- Richemont
- Royal Armouries Museum
- Royal Bank of Scotland
- Royal Mail
- ScottishPower
- Siemens
- Sony Ericsson
- Standard Chartered Bank
- Sterling Corporate Relocation
- Sweet and Maxwell
- Tequila
- Thales
- TotalFinaElf
- Transport for London
- Transport & General Workers Union
- UKHTC
- UNICEF
- Unilever
- Volvo



Cactus is an award-winning language training organisation based in Brighton, UK and New York, USA.

It is run by a communicative, close-knit team of language training experts and lateral thinking business professionals.

UK Telephone: 0845 130 4775 option 2

International: +44 (0) 1273 725 200

US Telephone: (+1) 212-601-9343

Toll-free: 1-888-577-8451

Cactus Tailor-made Language Training

www.cactuslanguagetraining.com/tailormade

Cactus Foreign Language Courses in the UK

www.languagecoursesuk.co.uk

Cactus Language Courses and Holidays Abroad

www.cactuslanguage.com

