

SELLING YOUR PROGRAM: HOW TO COMMUNICATE YOUR VALUE TO STAKEHOLDERS



ESP Interest Section Panel

Robert Connor, Ph.D. | Tulane Uni.

Tarana Patel-Chatterjee, MA | Founder, learnEd

Esther Perez Apple, MA | Owner, Perez Apple & Co.

Lindsey Kurtz | Ph.D. Candidate, Pennsylvania State Uni.

Leena Chakrabarti, Ph.D. | Kansas State University

TESOL, Seattle | March 24, 2017

ROBERT CONNOR, PH.D.

ESL Director and Administrative Faculty
Tulane University, New Orleans

What is relevance to a stakeholder?

Consider our language training, such as
(Sperber and Wilson 2002)

How does short-term thinking change the program?

Consider the effects of poverty on the mind

Some principles

1. Don't undervalue yourself.
2. Non-language teachers can be clueless about language.
3. Keep involved in many areas of the university/workplace.

TARANA PATEL-CHATTERJEE, MATESOL

Founder, CEO

learnEd LLC

Los Angeles, CA | Ahmedabad, India

www.learnEd.guru

www.leapOn.games



Customer Profile

- **Setting:** corporate, small and mid-sized companies in manufacturing, tech & pharmaceuticals
- **English:** Intermediate to high-intermediate level of English (A2/B1 CEFR)*
- **Communicative confidence:** moderate to low due to lack of touch with English daily*
- **L1:** Hindi or Gujarati
- **English usage:** 25-40% of time at the workplace for social and business situations
- **Target industries:** Manufacturing, technology, pharmaceuticals (key industries in Gujarat) for business and conversational English
- **Geographical Location:** Gujarat in western India
- **Age group:** 25-45 years



(*Self- & classroom assessed)

ESP training may be the last thing on your potential client's mind!



Create value for them to communicate YOUR value!

Build a unique value proposition -

- Customer empathy
- Customer profiling
- Value proposition canvas



Look up!

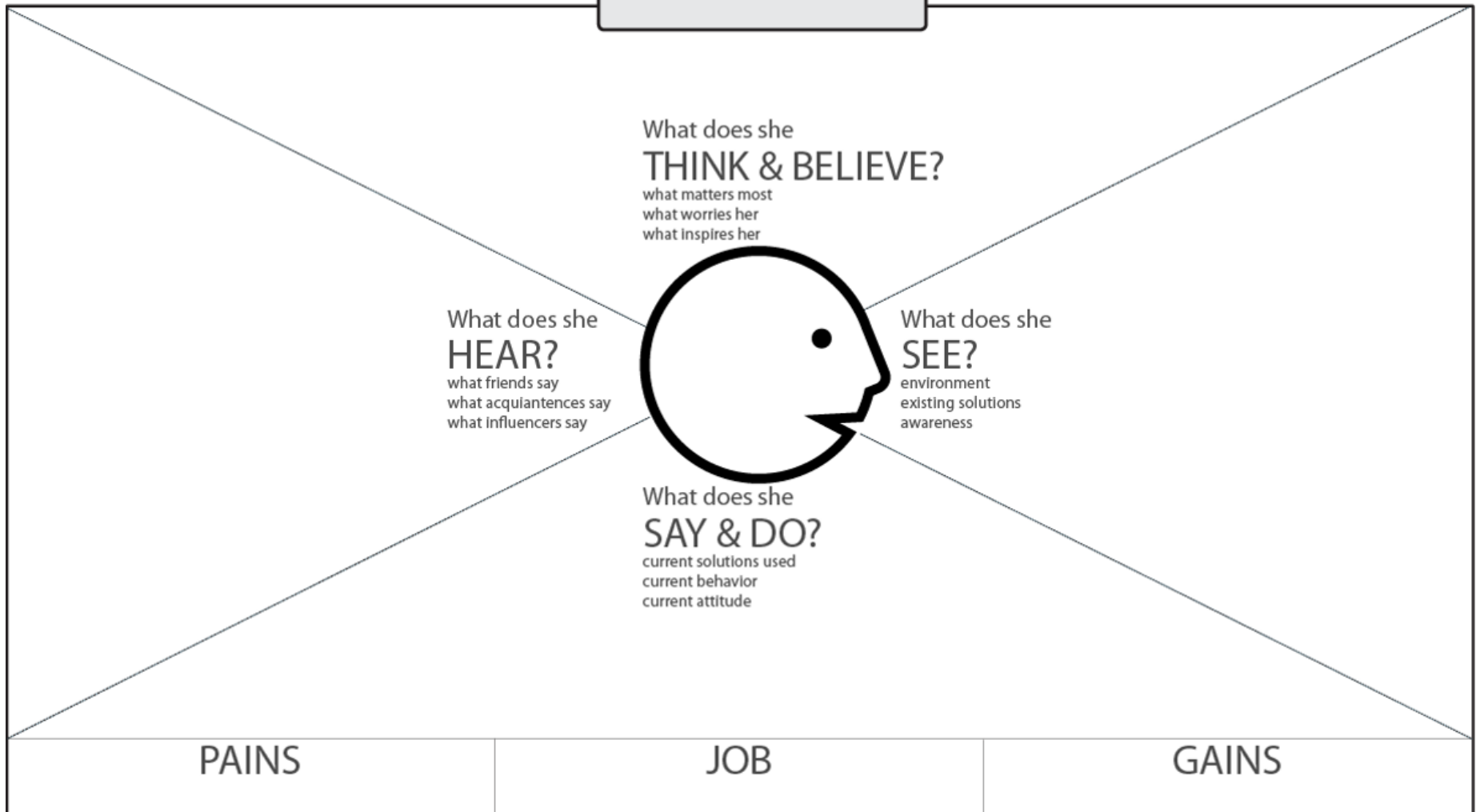
www.strategyzer.com

<https://www.slideshare.net/jakenielson/innovators-canvas-template>

Business Innovation Through Customer Profiling & Empathy

The Customer Empathy Map

Customer Name



User: Aakash

32 years old | Gujarati | skilled mechanical engineer at a multinational co.

married | 1 young child | gujarati-medium schooling | aspires to be a senior design engineer | wants English-medium education for his children | uses a smartphone



Communication skills in English are limited to machine terminology & simple information on familiar and routine matters

Use of English at work

When: Client site visits | Management meetings | international travel

How: small talk | service reports | project presentations | emails | giving opinions & ideas at global meetings | customer service conversations

Pain Points - sweats when he has to use English in a social conversation | finds it difficult to track the conversation if he is not familiar with the English accent he's hearing | **public speaking in English feels like torture** | has no time to enroll in an evening class

Characteristics of a Strong Value Proposition

- **Differentiate** your offer from your competitors' offers.
- **Match** a competitor on every dimension of value except one.
- **Excel** in at least one element of value.
 - In this way you become the best choice for your optimum customer.
- There is a difference between the value proposition for your company and your product - address both.

Crafting a value proposition requires substantial reflection on what is unique about your company and your products and services.

Evaluating Your Current Value Proposition

- What product or service is your company selling?
- What is the end-benefit of using it?
- Who is your target customer for this product or service?
- What makes your offering unique and different?

Challenge

If you had just 10 words to describe why people should buy from your company instead of another's, what would you communicate?

The learnEd Story

Scenario

English in India has moved from being the language of the elite to becoming a lingua franca for domestic and overseas transactions. In the corporate workplace, the ability to communicate effectively in English is no longer limited to top tier executives. Companies value effective English communication as a key to success and as a skill that affects their corporate image. Thus, there is a growing need for English communication at the workplace and jobs that require the ability to use English effectively are rising.

Problem

English training courses available to working people cover language mechanics such as structure, pronunciation, grammar, and vocabulary. And yet, communication in English continues to be a challenge for people at all levels in the corporate suite according to results of a needs survey conducted with 300+ participants who have gone through learnEd's training programs. Career-oriented individuals need tools & strategies that help them access the language they already know to and apply it in various settings. Strategic learning and critical thinking are the foundation of the learnEd curriculum.

Solution

IearnEd's teaching methods have been designed after many years of research and experience while working with learners in India. Curriculum tasks strategically guide learners to develop the skill of conveying clear, precise, and profound ideas in a simple and easily understandable way. The ultimate goal is to take the focus away from thinking about language, the limitations it poses, or judging one's language ability, and instead participate in a democratic and collaborative exchange of ideas to reach a goal.



Communicating Value

Informative
website

deliver a clear
message

Brief case
studies

keep your
vocabulary
consistent

Stakeholder
meetings

make them
effective,
timely

Proposals

make them
clear, concise,
personalized

Updates

provide ongoing
classroom,
participant, field

Reports

include progress,
recommendations,
new trends

ROI &
KPI's

ask the about their
indicators and
match them with
your observed
outcomes

learnEd's Value Proposition Canvas

ESTHER PEREZ APPLE, M.A.

Program Director and Owner
Perez Apple & Company
Miami, FL
www.perezapple.com

PARTICIPANTS

- Small Business Owners
- HR/Training Departments
- Trainees

WHY LANGUAGE TRAINING

- Advancement
- Ability to demonstrate expertise
- Increased sales
- Ability to communicate internally and externally

COMMUNICATION PROFILE

- Situational analysis of internal and external communication environment
- Value and return on investment (ROI)

DEMONSTRATE SUCCESS AND VALUE

- Case Studies
- Present situation analysis (PSA) and Target situation analysis (TSA)
- Get personal impressions from stakeholders
- Use their language

BE BOTTOM LINE DIRECTED

ROI: direct and indirect financial gains vs cost of training

GOOD FOR BUSINESS

- Greater profit and productivity
- Customer service
- Work safety
- Engagement
- Greater retention, therefore less need for training

GOOD FOR WORKERS

- Advancement
- Better relationship with management and colleagues
- Can contribute to business or organization
- Employees feel valued
- Higher staff morale

EVALUATION

- ✓ Ongoing relationship with trainer
- ✓ Conduct periodic followups
- ✓ Get feedback from organization and trainees
- ✓ Provide an opportunity to continue training
- ✓ Leave resource and reference material

MANAGE EXPECTATIONS

Balance the language needs of the trainees and expectations of stakeholders

Commitment of the trainee and organization

LINDSEY KURTZ

PH.D. CANDIDATE

Pennsylvania State Uni.

We do not know yet what the specific implications for us will be, but we do know that **a significant part of ESP's fragility is that almost every time there is a change in the senior administration, there will be an increase in ignorance about what it is that we do and why it is important. Educating administrators is an ongoing and exacting task.**

(Swales, Barks, Osterman, & Simpson, 2001, p. 455)

The ESP Context

- Applied linguistics GA assigned to work in law school as “Language Specialist”
- Nature of work



- Often responsible for communicating directly with high-level administration in the law school

The tensions



Resolving tensions: Demonstrating worth

Education of *my* stakeholders grounded in *my knowledge of them* & unique positioning as a graduate assistant

- **Terminology** from TESOL, applied linguistics, second language acquisition
 - Accompanied by clear explanations of terminology
- **Research-informed** arguments
 - E.g., admissions meetings and TOEFL research, best practices in providing feedback to multilingual writers
- **Context-specific research** on ESP practices, efficacy of practices
 - Report on correlation of legal writing grades and GPA, correlation of TOEFL/IELTS scores and GPA
- **Immersion in legal education**, research, & terminology
 - Ability to understand & discuss intelligently legal education's position

LEENA CHAKRABARTI, PH. D.

Associate Director For Student Services
English Language Program
Kansas State University



ESP in an Intensive English Program

How does ESP fit into the Intensive English Program?

- IEP has 5 levels- skill based levels
- That is a constant
- We are a part of the Kansas State University
- Our budget is part of the budget of OIP which is a part of the university budget
- Two ways in which ESP has a place – Internal to the university, external programs

The Fit for English for Specific Purposes in an IEP

Courses internal to the University

- Business Communication
- Special courses for graduate students, DAS classes
- Collaboration with Modern Languages and the TEFL Program -- Masters students from Afghanistan
- Aviation English -- Pilot training and Salina
- Polytechnic

The Fit for English for Specific Purposes

External to the University– external short programs

- Go teachers from Ecuador
- Indonesian Teacher Training Program
- Short Teacher Training Programs – Chile
- Tech Writing Program from S. Korea
- Brazilian Science Mobility Program

Communicating Value

- It's not just enough to recruit, but to retain
 - Specific curriculum
 - Trained instructors
 - State of the art language lab (ITC) and Testing and Tutoring Center
 - Structured Advising Support
- Constant Communication, within and without
- Part of main campus, using its facilities

Communicating Value

- Partnership with colleges at K-State
- Pre-admission to exiting out -- support
- Community support involvement with fire department, police, parks and rec, zoo
- Conversation partners with senior citizens

Meeting the Needs

- It is an attitude more than a program or what we do.
- We are positive and proactive
- Be very creative in the use of resources. It is better to involve faculty is doing something to make things better than to just be negative about the current situation.
- Administrators, faculty and staff willing to help out wherever needed.

Meeting the Needs

- Be open to possibilities-- expect only a few to come to fruition
- Connections we have –
 - alumni like Bill and Molly, Akinori
 - Connections across campus
- Sponsored students and Wendy
- We are part of the university branding campaign

General Conclusion

Questions ?

Thank you for attending!