

# people international

## Developing People Internationally

### Welcome

to our new-look newsletter. We hope you like it. Our 2008-09 brochure received an enthusiastic reception on its first outing at the BESIG conference in Berlin in November and our relaunched website is also up and running. Please visit [www.york-associates.co.uk](http://www.york-associates.co.uk) to see the new design and let us know what you think; and contact us if you would like to receive a copy of the new brochure.



### DPI conference

The Developing People Internationally conference - organised by Peter Franklin of the Konstanz University of Applied Sciences and York Associates director Jeremy Comfort, sponsored jointly by York Associates and dialogin.com, attended by more than 80 delegates, and which took place in the idyllic setting of the Villa Rheinburg, Konstanz in late September - was judged to have been a great success. Themes investigated included Key Competencies for Working Internationally, Cultural Factors in Change Management, and Person Nation / Person Organisation Fit. The rich and diverse programme of presentations from trainers, business people, management consultants and academics proved to be immensely stimulating and there are

already plans for a follow-up conference in the autumn of 2009, following the SIETAR Global conference in Granada in the autumn of 2008.

Go to [www.dialogin.com](http://www.dialogin.com) for a full report and more details of programme and presenters.

*Peter Franklin in Konstanz*



### New products and services

#### DPI accreditation

Our Developing People Internationally approach to developing international managers has proved to be an instant success and so far in 2007 we have accredited more than 50 trainers to use the DPI set of materials.

After attending a three-day workshop, trainers are given a set of video, audio and text materials which can support their own training programmes. The last one of the year was run on the premises of the Audi Akademie in Ingolstadt. In 2008, we have three workshops scheduled for York (26-28 February, 20-22 June and 14-16 October) and are planning several on-site workshops in France, Sweden and Germany. Visit the website or contact us for more details.



*A still from the DPI video*

### People

#### Farewell to Trish Stott

Trish Stott, a director and our centre coordinator, is retiring at the end of this year.

For 25 years Trish has been at the centre of York Associates, juggling with the many demands of running a small but complex business. She has been the rock on which our success has been built and we will miss her greatly.



For clients and participants, Trish has been the voice that you have heard on the telephone when arranging courses and then the centre coordinator you meet when you arrive on Monday morning. For you, Trish has been the one who makes sure we can deliver quality courses every time, with the right trainers and the right resources.

For trainers at York Associates, Trish has been there to celebrate your successes and also support you through difficult times. She has found the way to respond to you as individuals but also to build a sense of cooperation and teamwork.

For the admin team, Trish has been the authority you can turn to but also the one who has encouraged you to develop and work independently. She has maintained a team which, week in, week out, receives the highest level of positive feedback for client service and administration.

For her fellow directors, Trish has had the unenviable task of managing four men and their egos. She has often had to manage on her own, without our support, while we flit around the world. We have been able to do this mainly because we have had absolute confidence in her ability to keep the show on the road back home.

Trish has been a generous spirit, a calm, unflappable presence, finding time for everyone throughout the organisation, and will be a very hard act to follow. But she leaves us with things in very good working order and we must now allow her the peace and freedom which retirement will bring. We wish her a very happy time!

### Places

#### Peasholme House

Apart from the stunning images of our training centre in our new brochure, Peasholme House is looking particularly good at the moment following some internal refurbishment, notably a makeover of the coffee lounge masterminded by Trish Stott and Chris Utley, wife of former YA director, Derek Utley. Careful thought has gone into how best to create a space both with opportunities to socialise and for relaxation, and the result is a place that works for any size of group from two to thirty people or more.



*The refurbished coffee lounge at Peasholme House*

## Courses

The new brochure and website describe the range of standard courses offered by York Associates but to get just an idea of the huge variety of customised courses we provide for clients at home or abroad, read on . . .

### Vladimir Špidla

York Associates was very pleased to welcome to Peasholme House in the summer the former Czech Prime Minister, Vladimir Špidla, now European Commissioner for Employment, Social Affairs and Equal Opportunities. Though a talented linguist, Mr Špidla does not



Trainer Steve Flinders, Commissioner Špidla and Hugh Bailey outside Peasholme House.

currently count English among his several working languages and wanted to improve his ability to communicate the Commission's messages on key employment, social and equality issues such as 'flexicurity'. During his week with York Associates, he was able to have a discussion with City of York Member of Parliament Hugh Bailey who, in view of the fact that Commissioner Špidla is also a keen archaeologist, presented him with a book on the Emperor Constantine, subject of a recent local museum exhibition.

### Evekk University of Applied Sciences

Ten members of the academic staff from Evekk, one of Finland's premier universities, attended a one-week training programme to develop their language and communication skills, especially for delivering the university's international programmes. In addition to practising their lectures and seminars, director Nick Brieger worked with the group to raise its awareness of the learning styles of the institution's foreign students. This will help staff cope with the demands of the international programmes to be offered by the newly merged higher education institute to be called Metropolia University of Applied Sciences.

### Deutsche Bahn European Works Council

York Associates provided a week's intensive language and communication training for 17 members of the DB European Works Council with participants coming from the company's rail and logistics operations in Germany, Belgium,

Estonia, Denmark and the Netherlands. The group worked on employee relations language and communication, and policy development for the EWC, and made contact with local trades unionists as well as going on a specialist guided tour of the National Railway Museum. Plans are now afoot for a follow-up course in 2008.



The National Railway Museum in York

### International Diversity Communication

Director Bob Dignen twice piloted a new seminar for major York Associates client Henkel Germany in 2007 to be rolled out in 2008 to support the company's efforts to embrace diversity across the whole organisation. The seminar is planned to support the development of an inclusive and creative working environment which brings Henkel closer to its diverse customers and motivates high performance among its employees.

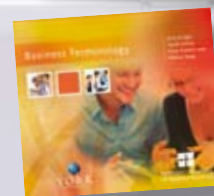
## Trainer training

### CLTC

Three major companies in Germany – Henkel, Bosch and 3M – have joined forces to upgrade the professional qualifications of company trainers. The result is CLTC (Communication and Language Trainer Certificate), a new train-the-trainer qualification for trainers of any foreign language working with business people. The objectives are not only to provide a qualification for in-company language trainers, but also to develop standards for in-company language training, including a benchmark for recruiting in-company trainers. During the autumn of 2007, York Associates director Nick Brieger has delivered this training to business language trainers from both Henkel and Bosch.

## Publications

Two new titles have been added to our series of self-access CD ROMs. *Business Meetings* provides information about meetings best practice and opportunities to improve performance through a range of exercises in the areas of language, communication, and intercultural awareness. *Business Terminology* is for anyone who works internationally in English and wants to build their vocabulary in marketing, finance, HR, production or general management.



## Sponsorship

Our recent sponsorships have been all about walking. We have received so much help from the Yorkshire and Humberside TUC (Trades Union Congress) on our courses for trade union representatives and European Works Councilors, that we could hardly refuse support for regional secretary Bill Adams when he successfully completed a walk from Leeds to Brussels in aid of the charity, Childhood Advocacy. And then Kate Clark, daughter of one of our host families, went to Ecuador where she completed a sponsored climb in aid of the charity, Médecins Sans Frontières. She climbed three volcanoes and reached a height of 4,900m. Walking at that altitude was exhausting but compensated for by the wonderful scenery in the company of condors and eagles. Well done, Bill and Kate.



Kate Clark in Ecuador

## York

A news update for visitors to York:

- York's status as a top visitor destination has once again been recognised, this time through the award of the title of European Tourism City of the Year.
- Prospective visitors can now get a flavour of what York has to offer on video by going to [www.yorkpress.co.uk/audiovideo/video/index.var.6529.0.0.php](http://www.yorkpress.co.uk/audiovideo/video/index.var.6529.0.0.php)
- Course participants from Paris and Brussels can now consider taking the Eurostar to the magnificently restored new terminal at St Pancras with an easy change to Kings Cross station next door with trains to York running from there every 30 – 60 minutes for the two-hour journey. The overall journey time should now be well under five hours from Brussels and just over five hours from Paris.