



Nie wieder sprachlos...

With FOKUS you'll never be
lost for words again...







This is FOKUS

The Business of Communication

- **FOKUS Sprachen & Seminare.**
The specialist provider of business training solutions
- **FOKUS Experience.**
30 years of success in the industry
- **FOKUS Expertise.**
From needs analyses, through to planning and implementation of training solutions for international business
- **FOKUS Germany.**
Headquarters in Munich with multiple locations across the country
- **FOKUS International.**
Carefully selected partners world-wide
- **FOKUS Trainer Pool.**
Over 1,500 trainers across Germany
- **FOKUS Examination Centre.**
Certified centre for telc and TOEIC examinations
- **FOKUS Quality Assurance.**
The headquarters are ISO certified: DIN EN ISO 9001: 2015

Our Locations within Germany

Expertise within reach, Germany-wide



Essen



Berlin



Nuremberg | Fürth



Munich



Cologne



Augsburg



Stuttgart

References

A selection of our long-standing clients



Panasonic



/ BAADER /



e-shelter



NTT DATA



FLIXBUS

OSRAM

**Hubert
Burda
Media**

CLARIANT 



Our Language Training

The 4L approach

LERNEN [learn]

1

Learning means being able to do something better than you did before. Your continual improvement in a foreign language is our top priority – you'll feel the results with improved confidence!

LEISTEN [use]

2

At FOKUS, there is no learning without using. We'll ensure you're able to put what you've learnt into action. Whether it's at work or out and about, we guarantee you'll be successful in your communication.

Every lesson we deliver is based on the 4 L approach.

This ensures that our training is goal-oriented, relevant, motivating and successful at all times.

LACHEN [laugh]

3

Success is its own reward, but we believe learning is also fun, and is best achieved in a supportive and enjoyable atmosphere. It's not a contradiction to learn and laugh at the same time, in our lessons and in life!

LEBEN [live]

4

Speaking with each other, understanding and being understood are the basis of our life as social beings and the keys to experiencing success and pleasure. Learning for life and life-long learning are central to our philosophy.

Our Courses

Tailored to your needs by experienced professionals

Synchrones Training



Face-to-Face

- On location at your premises or in our training centres
- Group or individual training
- Course appointments and duration adapted to the needs of your employees



Web-Based

- Language training in a virtual classroom
- Across all locations
- Group or individual training
- Newest technology in coordination with your internal IT requirements



We cooperate with all leading publishers and partners when developing training concepts! This allows us to continually add to our portfolio to ensure we're constantly up-to-date with the latest trends and developments.



Asynchrones Training

Blended-Learning

- Face-to-Face and Self-Learning
- Access to our interactive online learning platform
- Transparent documentation for participants, trainers, course organisers and FOKUS



Online-Learning

- Self-Learning using a digital platform
- We distribute access accounts and assist the participants every step of the way
- Available for German, English, Italian, Spanish and French, other languages on request



Kenner, Könner & Experten

Content and goals of each level

A

Kenner First Steps

Solid foundation: learn and use the building blocks of general and business communication, including all 4 skills:

- listening
- speaking
- reading
- writing



B

Könner Picking up Speed

Build up repertoire of business-specific vocabulary and phrases

Intensive practice of key communication skills and scenarios



C

Experten Moving Ahead

- Develop and consolidate individual business language and intercultural skills for specialists and leaders
- Training in effective communication in complex and critical situations such as negotiations and presentations



And there's more...

Focus on specific topics



Knowledge

Short webinars or YouTube clips on a wide range of topics:

- What's the best way to learn a language?
- What is the CEFR?
- How to speak spontaneously
- How to interrupt politely



Intercultural

- Cohesion in an international team
- Intercultural training to build awareness of country-specific customs



Examinations

- Certified examination centre for telc, TestDaF, TOEIC, TOEFL and IBT
- Targeted exam preparation courses using past papers lead by our trainers



Camps

- Summer camps for children and teens
- Learn English in a playful and engaging way
- Exciting weekly programmes involving trips to the mountains and lakes of Germany

Our process

Digital yet individual

Registration

Level Assessment
& Needs Analysis

Group
Allocation

Course Concept

Trainer Team

Course
Implementation

Feedback

Documentation

- Digitalised processes, fast and reliable
- Transparent for participants and company
- Tried and tested
- Globally active
- Flexible and certified
- Direct access (through a personalised log-in) for all participants, course organisers and HR representatives with an overview of all appointments, attendance levels, course content, invoices, test results and certificates
- Digital registration process for in-house individual and group training



Course Implementation

Full control and oversight with our digital course management system

Participant

- Invitations by e-mail, start report with course details and a link to our management system
- Training material: Course book & access to our online learning platform
- Participant suggestions in course feedback
- Regular progress checks or tests



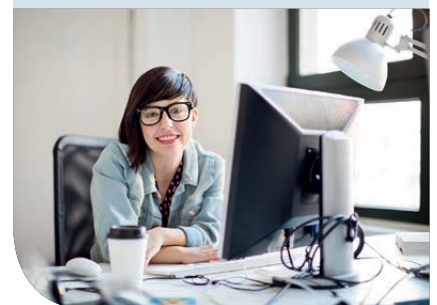
Trainer

- Permanently linked to our course management system
- Course information, number of lesson units, location of the training etc.
- Attendance lists for participants and start report
- Digitally accessible pedagogical documentation regarding attendance and course content



HR Representative

- Access to our course management system
- Attendance and remaining number of lessons updated weekly
- Needs analyses, course content and objectives
- Invoices and list of materials



A vital part of our training process:

Our successful trainer team!

Registration

Level Assessment
& Needs Analysis

Group
Allocation

Course Concept

Trainer Team

Course
Implementation

Feedback

Documentation

Our Germany-wide quality criteria

- Native speaker or bilingual
- Tertiary level degree or diploma
- Foundation-level teaching qualification
- e.g. TEFL, telc, CELTA
- Minimum 2 years' experience in business language training
- Specialist expertise and / or industry-specific experience
- Regular participation in pedagogical further development

Why do we have the best trainers?

They're supported every step of the way

Locate

- Every FOKUS location has at least two dedicated Directors of Studies - for German and English
- All relevant platforms are coupled together with our FOKUS People database



Support

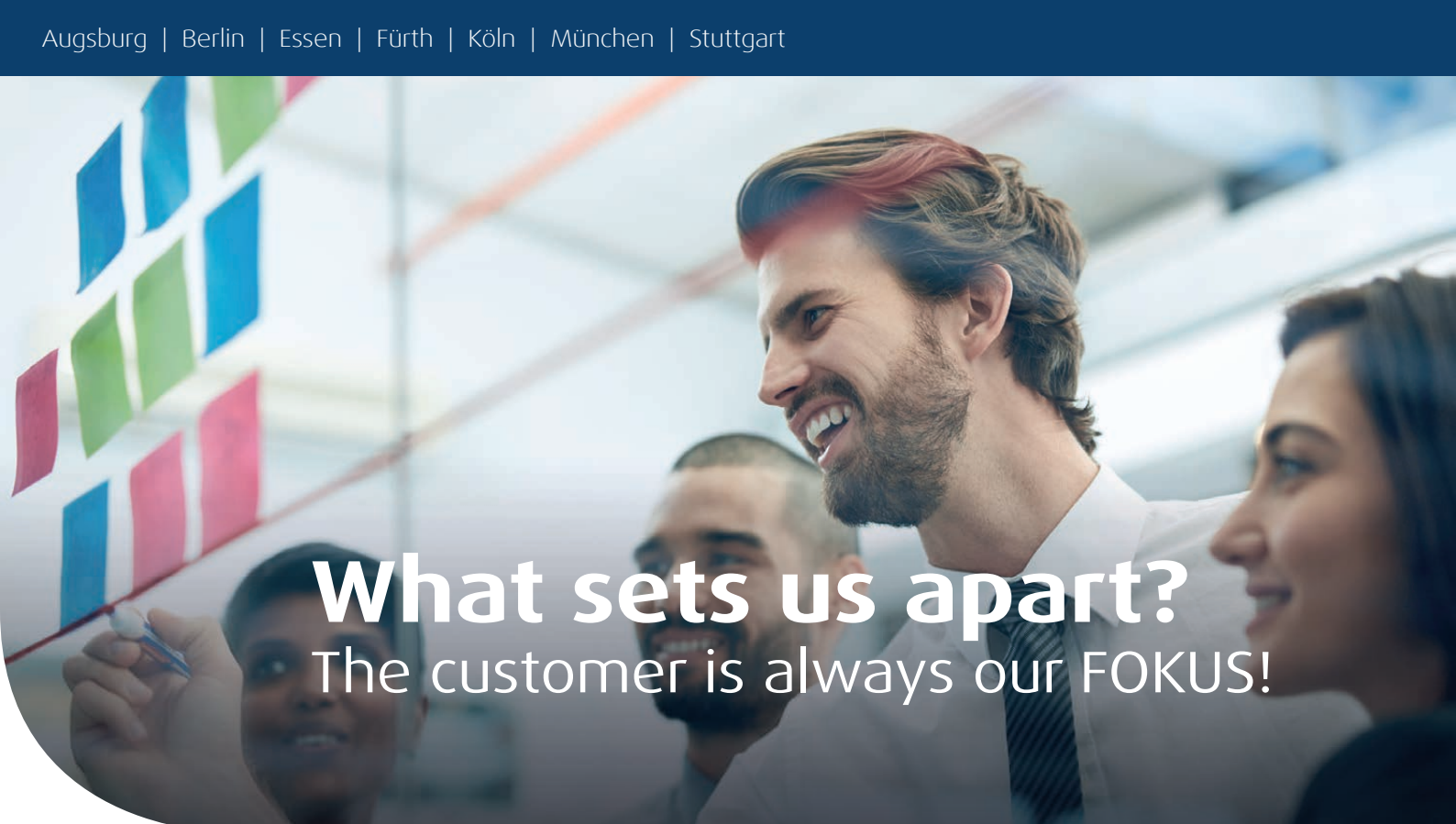
- Competitive hourly rate and punctual payments
- Free-to-use course and teachers' books, access to the best multimedia resources on the market
- Transparent feedback and regular communication



Develop

- Opportunities to develop leadership skills within our trainer team by running workshops and developing concepts and materials for training and examinations
- Regular internal events for further development and additional qualifications
- Social events and regular trainer meet-ups





What sets us apart?

The customer is always our FOKUS!

- **We are a reliable** point of contact for you and your company
- **Our processes are fast, cost-effective and successful**
- **Our processes are flexible:**
Your dedicated key account manager will fit our processes to meet your needs and provide advice on how to optimise your internal language training processes to ensure seamless and successful cooperation
- **High quality, motivated** trainers and employees thanks to the above average remuneration and working conditions
- **We're there in person:**
We support our trainers face-to-face
- **We're nationwide:**
For your training needs across Germany, our network of training centres means there's always a team on hand

- We'll provide you with an analysis of your language-related processes and requirements (at no extra cost!) **six weeks** after starting our working relationship. Our expertise is there to make your job easier!
- **We'll identify and coordinate the best synergy** between all involved parties to ensure a seamless cooperation
- **We provide you with an overview in real-time:**
All requirements, all courses, all appointments and all costs involved
- Individualised service with expert trainers, effective material and a dedicated Key Account Manager at FOKUS – **and all at an attractive price**

Never be lost for words again – whatever the language - with FOKUS Sprachen & Seminare

... and how can we be of service?

We look forward to hearing from you!

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