

Switch On

The language and soft skills your organisation needs



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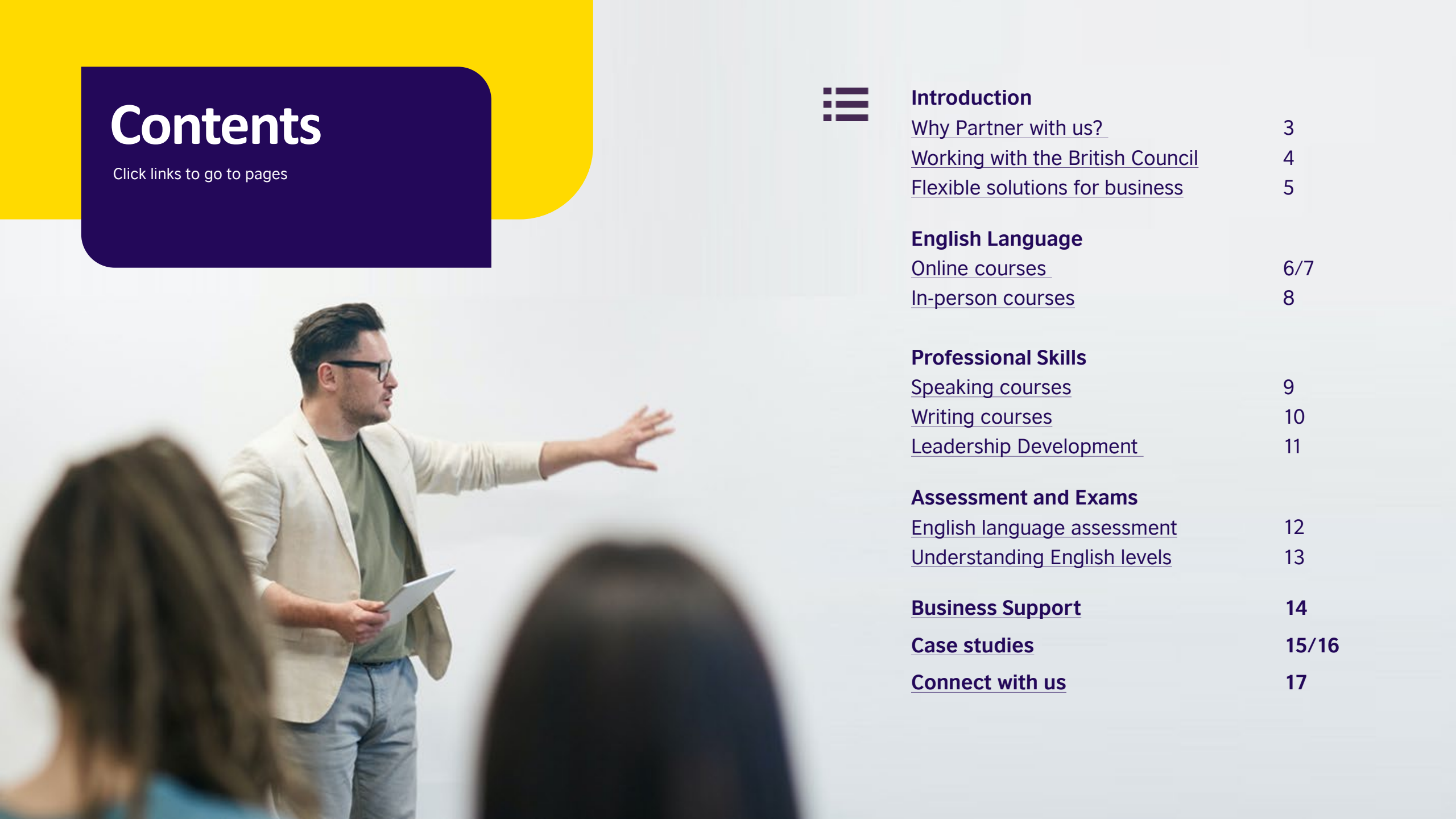
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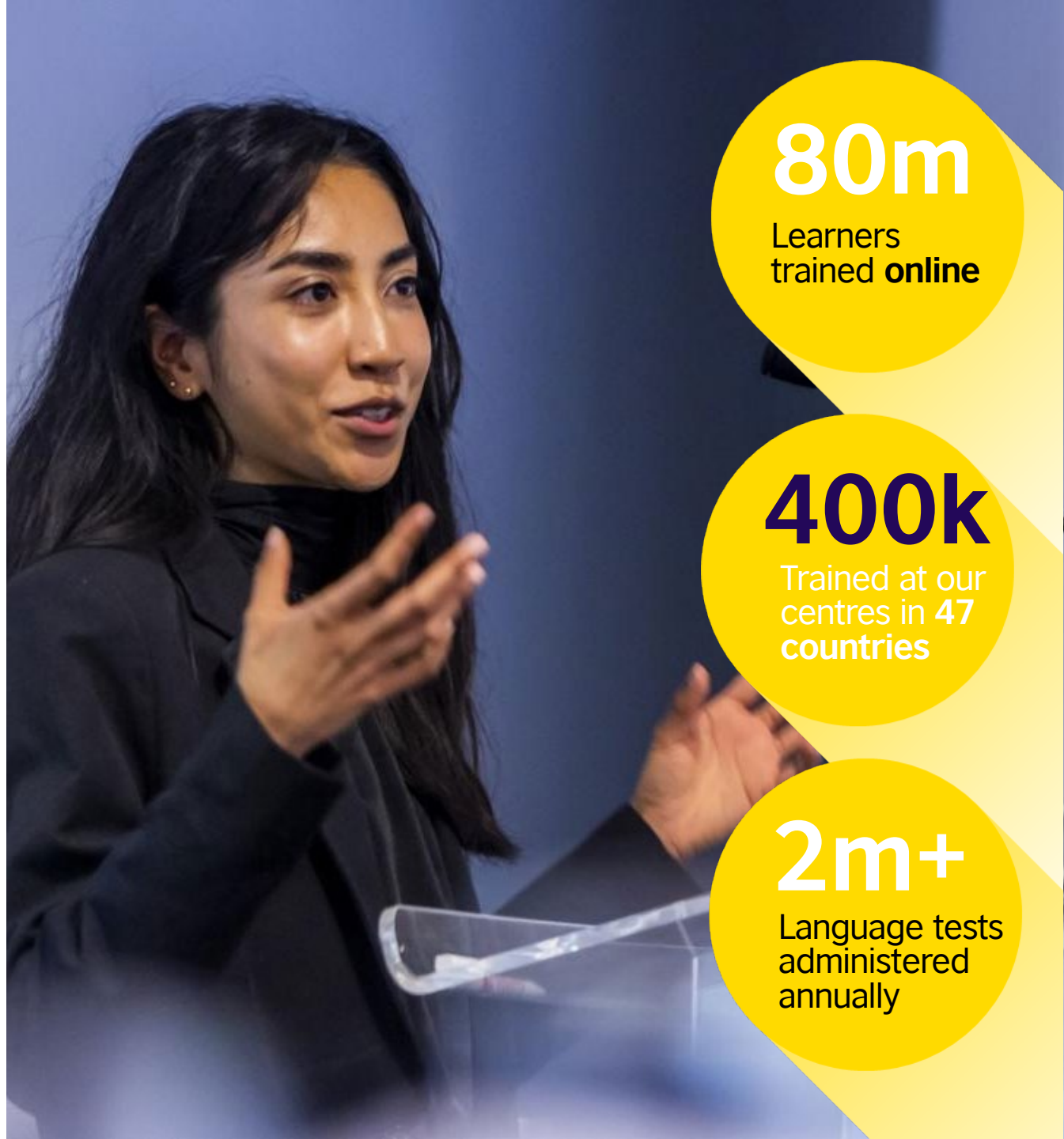


Why partner with us?

We have an unparalleled track record of 90+ years partnering with corporate, government and education organisations in 80+ countries to improve and prove English and communication skills.

Working with the British Council gives you access to:

- **English language courses** that provide targeted, scalable learning solutions to match different organisations, contexts, role-types and budgets
- **Targeted soft skills training** delivered in flexible, modular courses that create pathways to improve the communication and soft skills your organisation needs
- **Experienced, qualified staff** including content and course design teams and engaging, accredited trainers who understand your context
- **Assessment**, engagement and evaluation data to help you track impact and return on training investment
- **Thought leaders** in language and communication skills and assessment



80m

Learners trained **online**

400k

Trained at our centres in **47 countries**

2m+

Language tests administered annually



Working with the British Council

We partner with businesses in different sectors facing different challenges, from all over the world. We work with them to understand their unique needs and communities and develop learning solutions that deliver impact.

Our experienced team will work with you to understand your organisation's needs and budgets to recommend the right approach

Our five-step partnership approach



Consultation

- Understand your organisation's context
- Identify staff learning needs
- Set clear, measurable goals



Solution design

- Select courses, content and learning format
- Align content with organisational goals
- Integrate assessment



Delivery

- Engage the learners
- Build relevant, real-world language skills
- Support continuous progress



Evaluation and reporting

- Track and assess progress
- Report on learning outcomes and impact
- Share insights with leadership



Account management

- Understand your organisation's needs
- Provide data, resources and insight
- Support with onboarding and service





Flexible solutions



Introducing AiBC — the new era of English learning.

Where British Council expertise meets the power of AI to create smarter, safer, and more effective learning for everyone.

Changes in technology and a more globally connected world have changed the way we work.

Digital transformation, cross-border teams, increased mobility and hybrid working highlight the need to build a strong, agile, resilient workforce where communication and soft skills are critical.

Our expert-designed courses and assessments mean we're able to offer targeted, flexible and affordable learning solutions to address a wide range of needs. Our programmes are available in person and online and you are supported at every stage by a team to design your programme and get the data and insight you need.

Learn	Prove
<p>English</p> <p>Flexible English language courses delivered in-person or online (live, blended and self-access) that can be adapted for specific needs, contexts and role types</p>	<p>EnglishScore</p> <p>Quick, scalable mobile test to benchmark English, inform training and screen applicants</p>
<p>Professional Communication Skills</p> <p>Modular courses that improve speaking and writing skills to help your teams to connect more confidently and improve collaboration and cross-border working</p>	<p>IELTS</p> <p>Globally verified test for international migration and mobility</p>
<p>Leadership Development</p> <p>Courses that develop executive presence and leadership communication</p>	<p>Foundation English Test</p> <p>Computer-based testing for entry level positions or manual work.</p> <p>Aptis ESOL</p> <p>In-depth four-skills testing</p>



English Language

Online courses

British Council English online is our dedicated learning platform, which has been developed by experts to maximise engagement and drive improvement.

Our online courses cover a range of flexible learning formats to suit different needs, learning styles and budgets. All courses offer detailed assessment and reporting.

Live learning (British Council English Online Live)

British Council English online Live offers the flexibility of online learning but in a live, trainer-led environment. Courses are available for all levels in private or public groups. We'll help your organisation create customised learning pathways linked to your goals, which can be scaled to deliver to global teams. All courses are delivered by British Council trainers.

Common pathways include

- General English
- Business English
- Professional Business Skills
- Exam preparation

Self-access learning (British Council English online self-study)

Fully self-access learning helps participants improve English with maximum flexibility and affordability. Courses are available from A1 to C1 levels, to place participants at the level they need.

There are a total of 36 lessons per level, supported by tests and exercises that drive engagement and track progress. Live classes can be added as an option.

Example topics include

- Helping customers
- Products and prices
- Contracts of employment
- Networking
- Working together on projects
- Managing meetings
- Presentations and ideas
- Reports, data and information
- Talking about yourself
- Banks, money and finance
- Asking for information



English Language Online courses

Blended Learning (English for Work)

English for Work is a flexible Business English course. It takes a blended learning approach and helps participants communicate with confidence at work. The course uses a 'flipped classroom' approach to combine the flexibility of self-study with live, interactive classes, delivered by our experienced trainers.

It takes 18 weeks to complete each course and move up a level. Each week, participants join a one-hour live online class, supported by 4 hours of online learning and exercises. They can also join additional live seminars, focusing on specific areas of language development

Skills developed include soft skills, spoken English, communication and presentation skills. Learners also benefit from enhanced vocabulary, pronunciation and grammar and sharper reading and listening skills.

Example topics include:

- Describing experiences and interests
- Expressing opinions and handling complaints
- Email writing
- Negotiation
- Writing business plans and reports; presenting data
- Managing projects and change

British Council English online – our dedicated learning platform

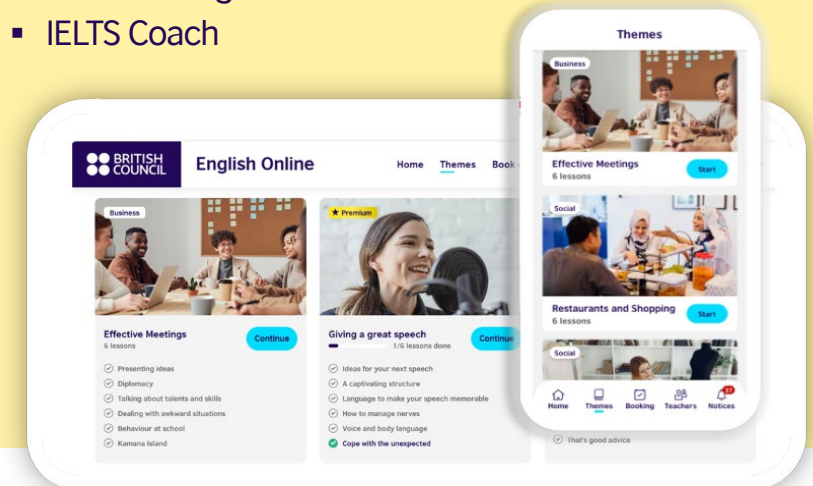
British Council English Online is our online learning platform. It offers a range of learning options including self-study, blended learning and live classes. Modular courses provide clear pathways to specific learning goals, with flexible pricing for different budgets.

Institutions we work with use English online to support their own programmes and accelerate learning, or as an efficient way to outsource English support.

Our online and virtual English solutions combine live classes taught by expert teachers with AI-powered speaking practice and premium online learning activities – available 24/7, anywhere in the world.

Courses include

- General English
- Business English
- IELTS Coach





English Language **In-person courses**

Learning English with us combines live, interactive teaching with a flexible structure. Our global presence means we can deliver a consistent training experience at your location or in our network of centres around the world.

Our courses are curated in modules targeting specific learning outcomes. Our team will work with you to tailor these to individual roles, levels and organisational goals to create learning pathways. Common pathways include:

- General and Social English
- Business English and Communication
- Academic English and Exam Preparation

How does it work?

We work with you to identify your needs and create learning pathways that increase participants' confidence in professional business communication through English. Your team can join public courses, learn in closed groups with their colleagues or 1-2-1.

Courses are scheduled to suit participants and follow a learning plan that matches their individual schedules, level and learning goals. We level test all students as part of their onboarding. We then carry out assessment, evaluation and feedback every ten lessons to drive individual improvement and reporting progress.

Example business topics

- Effective negotiation
- Building consensus
- Networking
- Dealing with complaints
- Negotiation
- Managing conflict
- Presenting the facts
- Presenting arguments
- Analysis and presentation
- Debate and discussion
- Planning a product launch
- Presenting an action plan
- Problem solving

A woman with blonde hair, wearing a blue blazer over a yellow top, is smiling broadly in a meeting. She is seated at a table with other people, including a man in a white shirt and another woman in a grey top. The background is slightly blurred, showing a computer monitor and office equipment.

Professional Skills Speaking courses

Our Professional Communication Skills courses develop targeted skills for quick improvement in a specific workplace context.

Each module develops a clearly defined competency. We offer courses for different industries and role types, catering for different levels of English. Advanced courses build on foundational knowledge. Spoken Communication Skills Courses help your teams communicate confidently, build stronger relationships and enhance organisational reputation.

Courses are delivered by experienced British Council trainers and are available online or as customisable workshops, delivered in our centres or at your location. However you want your teams to learn, we can develop a programme to suit their schedules.

Content and documents can be adapted in the learning environment to ensure relevance to specific teams. Action plans, evaluation and post-course support reinforce continued skills development.

Popular Speaking Skills courses

- Communicating with Executive Presence
- Conflict Handling Skills
- Consultative Selling Skills
- Customer Service Skills
- Effective Meeting Skills
- Intercultural Communication Skills
- Interpersonal Skills
- Negotiation Skills
- Networking and Relationship-building
- Positive Influencing Skills
- Presentation Skills 1 and 2
- Public Speaking Skills
- Time and Stress Management Skills
- Stakeholder Engagement
- Working with EQ 1 and 2



Professional Skills

Leadership development



Good leaders are good communicators. We can help you develop a coaching programme that gives your leaders practical tools to engage and manage teams.

We have developed customised courses to help managers coach their reports, manage performance, handle difficult conversations and manage with emotional intelligence.

We can organise programmes around the specific needs of organisations, teams and individuals. Programmes can be delivered to adapt to individual schedules and can be delivered at your location, in our centres or online

Specialisations include:

- Communicating with Executive Presence
- Effective Mentoring
- Essential Coaching Skills
- Essential Skills for Managers
- Having Difficult Conversations
- Managing People in Projects
- Managing Global Teams

How does it work?

All our courses and workshops can be fully customised to individual and organisational needs. For 1-2-1 courses, we take a personal approach.

Our team of experts will work with you to identify pain points and agree goals. We'll agree a schedule and preferred meeting place, in person and online.

We can adjust during the course to focus on specific needs and goals. Programmes feature evaluation, assessment and feedback to ensure impact.





English Assessment

The British Council is a trusted assessment partner for organisations in over 140 countries.

We use the latest technology, including artificial intelligence, to get fast, accurate results and testing can be integrated into existing systems. Companies use our tests to benchmark language levels and inform recruitment and training decisions.

EnglishScore

EnglishScore is a mobile-based English test and certificate that provides organisations with a quick, scalable and affordable test option. It is available anytime, anywhere and tests all four skills, plus grammar and vocabulary, in 30 minutes.

Organisations use EnglishScore to benchmark current language levels, quickly, effectively and affordably. This can help inform hiring decisions and identify strengths and weaknesses to inform training decisions. We also use this test to place participants on the right course for their level.

IELTS

IELTS is the world's most recognised English language test, trusted by more than 12,500 organisations globally. It is often used to support mobility and migration programmes and is the only English test accepted by all immigration authorities in Australia, Canada, New Zealand, the UK and USA.

Foundation English Test

Foundation English Test offers companies an easy way to assess entry-level English skills for workplace settings. Customers include agencies and companies who use the test to screen and recruit to blue-collar positions. Foundation English Test is a user-friendly computer-based test and gives an accurate score from A1 to B1 on the CEFR scale in just 48 hours.

Aptis / Aptis ESOL

Aptis is an affordable, accredited, secure four-skill test. It is used by companies that want a detailed language assessment to inform recruitment decisions.

Understanding language levels

The internationalisation of education and the popularity of English means that schools require accurate tests that assess language ability to an international standard.

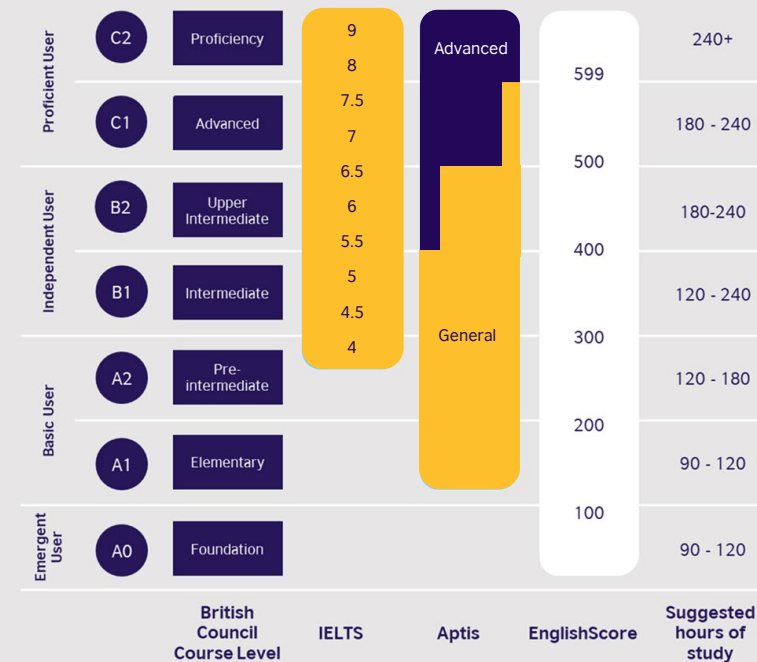
The CEFR

The Common European Framework of Reference for Languages (CEFR) was developed to provide an international standard for organisations to assess language levels. It is now available in over 40 languages, including English and measures language learners' ability in European languages at six levels, from A1 (lowest) to C2 (highest).

So now, rather than using broad subjective terms like 'Beginner', 'Intermediate' and 'Advanced', organisations can assess language ability using this scale to place learners at the right level.

All British Council English language assessment scores map to the six CEFR levels. So, organisations can benchmark their people accurately and track progress against an international standard. Where required, our assessments offer internationally recognised certification that can help participants prove their level and support global migration and mobility.

CEFR scoring table



The Common European Framework of Reference for Languages (CEFR) uses six levels to assess language ability and place learners at the right level. This table shows how our assessment scoring relates to the CEFR and how this informs our courses.



Business support

We'll support you throughout your programme. Our teams of specialists will take time to understand your requirements, work with you to develop the right solution and provide data and reporting to demonstrate impact.

Dedicated account management

Our team of Account Managers support you throughout with course design. They can also provide you with a range of reports and dashboards to help you track your teams' progress and improvement. They provide a single point of contact for business customers.

Business Services include

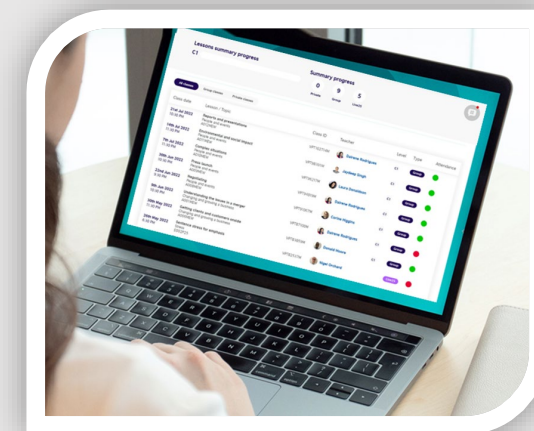
- Free consultation and course design
- Assessment and reporting before, during and after the programme
- Dedicated Account Manager
- Company onboarding and training
- Co-branded certificates
- Partner dashboards

Customer support

Our service promise to business customers includes dedicated service support for organisations and individual participants. Account Managers provide dedicated support to organisations. Our Customer Service teams around the world support individual learners and test-takers through email and live-chat.

Reporting

Your Account Manager provides regular reports to track engagement, progress and other key metrics to track impact.



Case studies

Santander Bank, Poland

Santander Bank is committed to continuous learning as part of its corporate social responsibility programme. Each year they offer more than 400 Santander Scholarships including the Language Scholarship programme, which they deliver with the British Council.

The challenge was to deliver training and assessment consistently, efficiently and at scale, to 10,000 students, with varying levels of English in multiple locations and with different schedules. Robust assessment and reporting was required to track progress and improvement and to support students applying to universities overseas.

Our Solution

- EnglishOnline blended learning courses to drive improvement across elementary to advanced levels
- IELTS Coach Online to provide preparation for the IELTS test
- IELTS test for globally recognised certification and admission
- Dashboard for 10,000 participants

Impact



51,000 applications



500 participants (2021)



10,000 participants (2023)

Singtel, Singapore

Singtel asked us to develop and deliver customised writing skills course for operations staff and for mid- and senior-level management. This needed to align with their online learning materials and track improvement.

Our solution

- Pre-course: assessment, webinar and self-study course hosted on Singtel's online platform.
- Writing Skills course: delivered in person.
- Assessment: Progress monitoring and end-of-course assessment reinforced by ongoing support.

Impact



100%
Reported
improved
skills



4.7/5
Average
Course
rating



83%
Rated course
'very'
applicable





Spimaco, Saudi Arabia

Spimaco needed to test and upskill a large base of employees with low English proficiency to improve communication with international stakeholders and reduce project delivery timelines. The course needed to be consistent across multiple locations and time-zones.

Our solution

- English Score test to assess and place students quickly.
- EnglishOnline live classes to deliver rapid improvement and seamless onboarding at scale across locations.
- Partner insights dashboard to progress and completion.
- Certification for employees to incentivise completion.

Netsol Technologies, Pakistan

The challenge for Netsol was to benchmark English language levels across their global body of staff to ensure individuals had the communication skills to interact within the organisation as well as with clients around the world.

As part of this, the company wanted a solution that would help them:

- Screen job applicants quickly and with a high level of accuracy to inform hiring decisions.
- Test staff in company premises.
- Identify skills gaps across the organisation as they relate to English language capability.

Our Solution

- NetSol used **Aptis** to benchmark English language requirements for various job roles and build this into their recruitment process.
- Aptis was then used to screen job applicants to speed up the process and provide accurate information about English language capability among applicants
- They also tested existing employees' language proficiency.
- This then helped them develop a training needs analysis and a programme to bring those staff up to the required level for their role.

“Aptis helps us identify the English level of potential hires, so we can match them with the right job role without having to bring their skills up to par later on”

Naveed Akbar, PMO Manager at NetSol

Impact

	1,200 English tests carried out		700 Individual learners taught		4.5/5 Average course rating
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Kutaisi wanted a partner to work with them and their existing English language provision to improve English and academic language skills of secondary school students, so they are ready to succeed on a degree course taught in English.

Connect with us

- Email us at corporate.solutions@britishcouncil.org
- Read case studies, research and insights on L&D, English and communication skills at corporate.britishcouncil.org/insights
- Register for our events, webinars and workshops and network with other organisations at corporate.britishcouncil.org/events
- Follow us on [LinkedIn](#)

[Book an online consultation now](#)

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