

SPEAK BETTERTM WRITE BETTER



A White Paper on Building Communication Intelligence in the Workplace



This white paper explores how EnglishCoach's *Speak Better Write Better*[™] programme bridges communication gaps in modern workplaces. Through AI-assisted assessments, contextual learning, and guided coaching, professionals learn to express with precision, empathy, and impact.

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Words from Founder



An insight into the vision and philosophy behind the Speak Better Write Better™ programme.



At EnglishCoach, we view communication as the foundation of professional growth. The Speak Better Write Better™ programme was developed to help individuals express ideas with precision, empathy, and confidence.

Our approach integrates technology, coaching, and real-world application to create lasting behavioural change in how people speak and write at work. Each participant's journey reaffirms our vision – that effective communication builds stronger teams, fosters trust, and drives meaningful results.

The programme's success lies in its adaptability. Whether we are working with emerging professionals or experienced leaders, the learning path is shaped around real workplace needs. This ensures that every session contributes directly to improved collaboration, stronger client relationships, and a more articulate organisational culture."

-Sharmila Gautama

Founder, EnglishCoach

The Strategic Advantage of the *Speak Better Write Better*TM Programme for Organisations



Submitted to: Founder, EnglishCoach

Prepared for: HR Leaders and L&D Heads

Executive Summary

The Speak Better Write BetterTM (SBWB) programme by EnglishCoach has demonstrated measurable improvement in participants' English communication proficiency across industries. Designed using a blended learning approach, SBWB combines live coaching, AI-supported assessments, and e-learning modules to ensure measurable progress and engagement.

Aligned with the *Common European Framework of Reference for Languages (CEFR)*, the programme provides structured advancement from A2 to C1+ levels, building both linguistic competence and workplace communication intelligence. This white paper presents data-driven insights on post-assessment performance, participant engagement, and practical skill application—highlighting how SBWB enhances clarity, confidence, and collaboration in professional communication.

1. Introduction

In today's globalised business environment, effective communication extends beyond fluency—it requires precision, empathy, and strategic intent. English has become the operational language of international business, shaping everything from client conversations to internal collaboration.

The SBWB programme by EnglishCoach was designed to bridge this professional language gap.



It equips employees with essential verbal and written communication skills that directly translate to workplace performance. Participants learn to craft clear and contextually appropriate emails, deliver structured and engaging presentations, write concise reports, and engage in impactful client and team interactions.

By focusing on real-world corporate communication rather than theoretical grammar, SBWB enables professionals to express ideas with clarity, negotiate effectively, and represent their organisations with confidence in global settings.

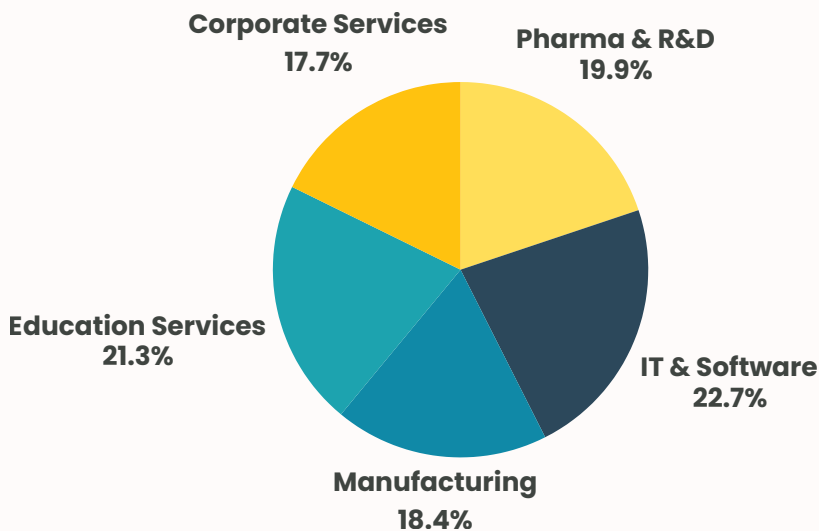
2. Measured Impact of SBWB

2.1 Pre- and Post-Assessment Performance

Assessment data reveals significant improvements in participants' language proficiency:

- **A2 to B1 Level Participants:**
Average score improvement of 27%
- **B1 to B2 Level Participants:**
Average improvement of 31%
- **B2 to C1+ Level Participants:**
Average improvement of 25%

2.2 Impact by Industry



3. Why SBWB Is the Best Investment You'll Make

3.1 Role-Aligned Content and Delivery

Each level of SBWB is tailored to job-specific contexts. Participants receive training on:

- Professional email etiquette
- Business presentations
- Report writing techniques
- Cross-cultural communication



3.2 Cambridge-Backed Assessments

The assessments are conducted in partnership with Cambridge Assessment English, ensuring global benchmarking and credible certification.

3.3 Scalability and Flexibility

With a hybrid delivery model (live sessions + LMS + self-paced), SBWB is ideal for geographically dispersed teams.

3.4 Organisational Outcomes

Enhanced communication directly contributes to:

- Better client communication
- More efficient internal collaboration
- Reduced time in email clarification
- Improved clarity in documentation and presentations



4. Testimonials & Case Studies

"This program helped our associates gain tremendous confidence in writing and presenting skills."

- Usha Santharaj, L&D, Epsilon

"Participants had a better insight on verbal, non-verbal and email communication."

- Akshaya Shetty, HR Manager, PrimeSoft Solutions

Behind every statistic is a person whose professional life changed—from scientists now presenting research at global conferences, to support staff now confidently interacting with international clients.

5. Conclusion

EnglishCoach's SBWB programme is a strategic investment for organisations focused on elevating business communication capabilities. The data-supported progress and relevance of training content make it an indispensable asset for HR and L&D departments seeking measurable impact.

Beyond language fluency, SBWB fosters communication intelligence—helping professionals articulate ideas clearly, handle cross-functional collaboration with confidence, and represent their organisation effectively in global interactions. The programme's data-backed outcomes and industry-relevant content make it an indispensable tool for HR and L&D teams committed to achieving measurable performance improvements and sustaining a culture of effective communication.

**Are you ready to help your team
Speak Better Write Better— and Work Better?
Get in touch with EnglishCoach today.**






EnglishCoach

Excellence in Business Communication

GET IN TOUCH

 +91 97394 79569

 info@englishcoachservices.com

 www.englishcoachservices.com