



# York Associates

Develop the skills to be highly effective internationally.



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# Welcome to York Associates.

**A message from Bob Dignen,  
Director of York Associates.**



Thank you for thinking about York Associates. We have been offering English language, business communication and international leadership training to professionals working in the corporate, public and voluntary sectors for over forty years.

Our Directors are renowned in the fields of English and international communication training, writers of award-winning publications and regular keynote speakers at language teaching and leadership conferences.

In 2014, York Associates became a member of the Claret Group, an exclusive group of international education companies.

At York Associates, we aim to support your professional learning and career development.

We look forward to working with you either in-person or in one of our many online sessions.







# About York Associates.

**Effective communication skills are key to your company's international success.**

Founded in 1980, and based in York, one of the UK's most popular cities, we offer a wide range of effective communication courses based on our 'language to international leadership' approach – with both in-person training in the UK and online workshops.

York Associates is a pioneer in professional English, and international communication skills training, using a coach-approach to help our clients to become better international communicators.

Since the pandemic, we have introduced a range of innovative and customised online learning solutions, offering individual coaching and group workshops integrating both language and international people skills.





The River Ouse

# Discover York.

**Located in the north of England, York is a small, safe, and beautiful city with a lot to offer students who want to study English in the UK. Full of history, culture and charm, and away from the pace of London and the bustle of Birmingham, York is the perfect destination for people who want to study, explore and get to know the real UK.**

Only two hours from London by train, York is a vibrant city with a Viking past.

With more tourist attractions per square mile than any other destination in the UK, a fantastic food and drink scene, and the spectacular Yorkshire Dales and North York Moors right on its doorstep, York is unlike any other English city.

As Britain's Home of Chocolate, and the most haunted city in Europe, York is definitely full of character.



The Shambles



York Minster

# Professional English Plus.

Our Professional English courses in York offer much more than standard English classes.

We offer a unique blend of language training, professional skills input, intercultural competence and essential people skills to help people develop their international collaboration skills.

We have forty-five years of success in bespoke training, consulting and learning design. We deliver courses at our executive centre in York and across the world with highly-experienced and skilled practitioners. Today, we also offer a range of highly engaging online learning experiences.



## Industry- leading approach

Hundreds of international companies have trusted us to deliver language and international skills training since 1980. Why? With our experience and professionalism, we help our clients to become better international communicators. It's that simple.



## Thought leadership

Our training team have written books on Business English and Effective International Communication with such publishers as Cambridge University Press, Oxford University Press, Cornelsen, Kogan Page, and Harper Collins.



## Amazing location

York has been voted the most popular, the most beautiful and the safest city in the UK by YouGov. Thousands of participants have already experienced this part of the UK. Now it's time for you to do the same.

[Find out more about our courses in York](#) 



# The unique YA approach.

Whether working face-to-face or online, business success depends - in the end - on building effective relationships. For this, highly effective communication skills are needed.

Our unique approach develops our clients' international communicative competence across four dimensions – English language, professional communication, international people skills and sector-specific insights.

English training gives clients the words and structures to speak fluently and confidently. Professional communication training gives clients the business skills to present, take part in meetings and to network.

Core24 international people skills will help you develop essential collaboration competencies. Our sector-specific focus enables clients to gain insights into the challenges of their individual roles and to find more efficient solutions at work.





Business professionals

# core 24

## International people skills.

**Improving your English is one important strategy to help you better communicate with others. But effective international communication needs more than just language competence. That's why York Associates aims to deliver enriched language training combined with essential people skills such as building trust and giving feedback.**

Last year we launched Core24, a unique series of 24 international people skills designed to enhance your employees' performance at work.

Today, and in the future, developing these skills will be crucial for individuals and organisations facing the challenges of the 21st century.



**58%**

of professionals think communication is the #1 important soft skill

**99%**

think tackling soft skills gaps at work will benefit the company

**67%**

of all jobs will be soft skills intensive by 2030

Source: LinkedIn Learning Report 2020; Deloitte



# Core24: a curriculum of 24 international people skills essential for a global context.

These are the skills you need to maximise your personal potential, collaborate effectively, have influence and impact, and develop new international leadership skills.

## Maximise Personal Potential



Use your strengths



Manage emotions at work



Get more creative



Define your personal brand



Increase resilience



Drive career success

## Develop Powerful Relationships



Accelerate trust



Unlock motivation



Build a high-performing team



Grow an effective international network



Increase your intercultural intelligence



Deal with difficult situations

## Increase Your Impact



Power up your influencing



Pitch, present and inspire



Negotiate effectively internationally



Use business storytelling to convince



Manage change successfully



Handle politics in your organisation

## Drive performance



Give and get feedback



Delegate to achieve more



Coach and mentor to empower others



Develop your international leadership



Manage conflict successfully



Lead learning

# Core24 - Online & Open!

In 2024 York Associates launched its new [Online&Open](#) format for selected Core24 modules.

## What is Core24 [Online&Open](#)

It's a new initiative which opens up our training in essential international people skills to participants from different organisations who would like to train and network together in an engaging online learning experience.

## What is the content of Core24 [Online&Open](#)?

We deliver highly-engaging sessions on key international skills based on the Core24 syllabus of 24 essential soft skills for successful global business.

## What is on offer?

We have #5 different [Online&Open](#) formats:

### 1: Inspirations

Focused 30-minute inspirations from a keynote speaker in the field of international communication.

### 2: Interactive Impulses

Sessions of 90-minutes, offering an introduction to immediately practical and useable communication tools.

### 3: Core 24 Module Workshops

These 6-hour workshops allow you to deep dive into a popular Core24 module.

### 4: Core24 Flagship Programmes

Our flagship programmes combine several Core24 modules across 8-12 hours to create workshops with a key theme e.g. "Develop Your International Leadership" or "Effective International Communication".

### 5: Core24 Masterclasses

In these classes, we team up with experts from different fields, to deep dive into key topics such as sales, negotiating internationally, international project management and many other topics.

## How can I register?

Go to our website to check out what is on offer and how to register.





Business professionals

# Better communication means better results.

**Successful business depends on successful relationships. And successful relationships wouldn't be possible without successful communication. That's why we combine English language skills with business communication and international people skills.**

Our English language training gives you the vocabulary and grammar you need to speak more fluently and confidently with clients and colleagues around the world.

Additionally, our professional skills training gives you the ability to present, discuss and negotiate effectively.

Furthermore, our international people skills coaching helps you build the longer-term relationships you need to do successful business sustainably.



**40%**

of L&D staff want to develop employees' communication skills

**60%**

of employers prefer communication skills to academic results

**95%**

of employers think English is important for their business

Sources: LinkedIn Learning Report 2020; Cambridge English English At Work Report ; Chartered Management Institute



## Fluent English

Business professionals

**Do you want to speak better English at work? Develop your fluency and boost your confidence when using English so that you can interact more comfortably and easily with colleagues and clients.**

### Who is this course for?

Are you a working professional looking to focus on fluency and key English language skills? Then this is the course for you.

### What does this course focus on?

By the end of this course, you will have:

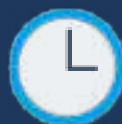
- improved your grammatical accuracy and knowledge of grammatical structures
- expanded the vocabulary you need to talk about a range of topics
- develop your spoken confidence and fluency by communicating daily in English with other like-minded professionals

### What extra benefits will I receive?

There are a lot of advantages to booking a course with York Associates. They include:

- opportunities to network with other professionals during your time in York
- a social programme designed to help you make the most of your time in one of the UK's most inspiring cities

## Fast Facts



Starts every Monday  
Monday - Friday  
Minimum 1 week



From 21 years old  
Minimum A2 level CEFR  
6 people max per class



From £495 per person  
per week

## Course Formats



15 hours Mini Group



15 hours Mini Group  
5 hours individual



15 hours Mini Group  
10 hours individual



15 hours Mini Group  
15 hours individual



# English & Culture for 50 Plus

York City Walls

**Do you want to combine learning English with your interest in UK culture?**

**Boost your English and take a dive into the fascinating world of York, England's second city, with over 2000 years of history.**

## Who is this course for?

Are you looking to refresh your English and explore your interests in English culture? Then this is the course for you.

## What does this course focus on?

By the end of this course, you will have:

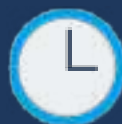
- refreshed your knowledge of language and grammar, building your confidence to speak
- expanded your vocabulary on topics of interest so you can speak about what matters to you
- visited and learned about a range of cultural sites and stories, enriched your soul and inspired yourself to speak more in English

## What extra benefits will I receive?

There are a lot of advantages to booking a course with York Associates. They include:

- opportunities to network with other professionals during your time in York
- a social programme designed to help you make the most of your time in one of the UK's most inspiring cities

## Fast Facts



Start dates :

12 May 2025

15 September 2025

1 December 2025



From 50 years old

Minimum A2 level CEFR



From £850 per person per week

## Course Formats



1-week group programme integrating 15 hours of English with cultural visits



2-week group programme integrating 30 hours of English with cultural visits



Contact us if you would like us to build you a bespoke programme



# Business English Communication

Business professionals

**On this course, you'll not only learn English that is relevant to your job, but also the skills you need to use English effectively to communicate in meetings, on the phone, and via email.**

## Who is this course for?

Are you a working professional looking to develop the English and communication skills you need to participate effectively in negotiations or deliver impactful presentations? This course is for you.

## What does this course focus on?

By the end of this course, you will have:

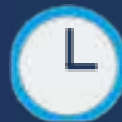
- improved your spoken confidence and fluency
- practiced strategies for effective communication at work
- developed language to participate in meetings, deliver presentations, and write emails

## What extra benefits will I receive?

There are a lot of advantages to booking a course with York Associates. They include:

- opportunities to network with other professionals during your time in York
- a social programme designed to help you make the most of your time in one of the UK's most inspiring cities

## Fast Facts



Starts every Monday  
Monday - Friday  
Minimum 1 week



From 21 years old  
Minimum B1 level CEFR  
6 people max per class



From £650 per person  
per week

## Course Formats



15 hours Mini Group



15 hours Mini Group  
5 hours individual



15 hours Mini Group  
10 hours individual



15 hours Mini Group  
15 hours individual





# Effective International Communication

Business professionals

The world of work is changing. This course is designed to help you take advantage of these changes by developing the language, professional and international people skills you need to become a more effective communicator at work.

## Who is this course for?

Are you a working professional looking to develop the language, communication, and international people skills you need to participate effectively in international business? Then this course is for you.

## What does this course focus on?

By the end of this course, you will have:

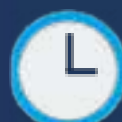
- improved your spoken confidence and fluency
- practiced strategies for effective business communication at work
- developed key international people skills based on our unique Core24 approach

## What extra benefits will I receive?

There are a lot of advantages to booking a course with York Associates. They include:

- opportunities to network with other professionals during your time in York
- a social programme designed to help you make the most of your time in one of the UK's most inspiring cities

## Fast Facts



Starts every Monday  
Monday - Friday  
Minimum 1 week



From 21 years old  
Minimum B2 level CEFR  
6 people max per class



From £780 per person per week

## Course Formats



15 hours Mini Group



15 hours Mini Group  
5 hours individual



15 hours Mini Group  
10 hours individual



15 hours Mini Group  
15 hours individual



# Global Collaboration Skills

Business professionals

Success in business depends greatly on effective people skills and having the ability to build powerful international relationships which deliver sustainable results.

This new course is based on our unique Core24 curriculum, which helps professionals to develop the essential people skills to handle the tough challenges of leading and working internationally.

## Who is this course for?

Are you a working professional - native or non-native speaker - looking to increase your people skills to lead and work more effectively in an international context? Then this course is for you.

## What will you study on this course?

By the end of this course, you will have:

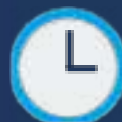
- improved your emotional and social intelligence for working across cultures
- developed your international people skills to build better relationships
- boosted your career potential as an international leader

## What extra benefits will I receive?

There are a lot of advantages to booking a course with York Associates. They include:

- opportunities to network with other professionals during your time in York
- a social programme designed to help you make the most of your time in one of the UK's most inspiring cities

## Fast Facts



Starts every Monday  
Monday - Friday  
Minimum 1 week



From 30 years old  
Minimum B2 level CEFR  
4 people max per class



From £2625 per person  
/ per week

## Course Formats



25 hours Mini Group



25 hours Individual



On request





Accommodation

## A home away from home.

**York offers a wide range of accommodation options to suit all tastes and budgets. From boutique hotels and bed and breakfasts to self-catering apartments, we can provide you with an excellent choice of places to rest after a busy day of training.**

Get a good night's sleep at one of York's bed & breakfasts, spoil yourself with a room at a luxury hotel, or feel more like a local by choosing a self-catering apartment. You can be sure that wherever you decide to stay, you'll be safe, comfortable, and within easy commutable distance to the training centre.

And if you really want to immerse yourself in British culture, why not book a Homestay experience? We have a large selection of Homestay families who are committed to making you feel very welcome during your stay in York.



Accommodation



Accommodation



# The benefits of choosing York Associates.

At our executive training centre, learning happens everywhere. Whether in the training room, a networking lunch or out in the city of York, we will push you to interact with new people, create meaningful connections, and leave your comfort zone. These are just some of the many possible benefits of a course at YA.



A comprehensive needs analysis for every course participant



A quiet coffee lounge and outside terrace to relax or check work emails



A language placement test conducted before the course starts, on request



Networking events with participants, trainers, and invited speakers



Detailed feedback given throughout the course including a written report, if required.



A social programme tailored to the interests of our executive clients



A flexible blend of training styles to match your needs



All course materials and stationery included in our course fees



All participants receive a certificate at the end of their course



Networking lunches with trainers and directors at restaurants in York



Complimentary high-speed WiFi at our training centre



A welcoming and dedicated team to help you plan your entire stay



Complimentary tea, coffee and refreshments at our training centre



Trainers with experience in various industries

# CASE STUDY: Tina's story

## The Problem

An HR manager at a large company in Austria, Tina found that she needed English more and more to communicate with her offices across Europe and Asia. Tina always found learning English difficult, which made it challenging for her to build strong working relationships with employees overseas. When she found out about this course, she thought it would help solve the problems she had been facing at work, as well as be flexible to her very busy working schedule.

## The Solution

Together with Tina we designed a course that suited her needs and busy schedule. This was consolidated through her live training, in which she simulated real-work situations, including a talk on departmental trends that she was due to deliver to other business leaders across Europe and Asia.

Tina was able to develop and improve this talk as a result of constructive and guided feedback,

**"My trainer was incredibly friendly, knowledgeable, and patient! And they really helped me focus on achieving my goals."**



Business professionals

## Tina's learning pathway



25 hours of live 1:1 training over 6 months, including personalised feedback



10 hours of on-demand content, including:



Language learning strategies



How to write effective emails at work



Storytelling techniques to persuade



Building trust at work remotely



Took part in 6 virtual networking events in Austria.

# We promise high quality. Our clients agree.

"I would recommend York Associates because of their expertise, and their stimulating and interesting teaching.

**Milva Carletti,  
Manutencoop**

"Professional trainers, friendly atmosphere, polite colleagues, unbelievable memories.

**Emese Gáti**

"There is nothing I can suggest to improve York Associates, it's perfect!

**Sébastien Lamoot,  
Randstad**

"The relevance of training and trainer style was excellent... I would recommend York Associates for training.

**Emmanuel  
Charnavel, Mazars**

"They have excellent trainers and pedagogical concepts... I would like to return as soon as possible for further training courses.

**Dominik Greger,  
Franz Liszt University of Music**

"I would recommend York Associates. I had a good teacher with an excellent trainer style. Small classes and nice location.

**Michael Severus,  
Vifor Consumer Health AG**

"It's not just language training, it's all about communication, cultural training and people development. It has a good atmosphere with a nice mix of trainers.

**Michael Lötscher,  
Emmi Schweiz**

"The Core24 program supports my further development path as a manager. The modular structure allows me to focus exactly where it makes the most sense for me and my organisation.

**Bernhard Brönnimann  
Plant Manager Dairy Industry Switzerland**



# Prices 2025.

## York courses

### GENERAL ENGLISH COURSES

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#### Fluent English

##### Price per person / week in £GBP

|                               |        |
|-------------------------------|--------|
| Minigroup (15 hrs max. 6)     | £495   |
| Minigroup + 5 hrs Individual  | £885   |
| Minigroup + 10 hrs Individual | £1,275 |
| Minigroup + 15 hrs individual | £1,665 |
| Individual training           | £78/hr |

#### English & Culture for 50 Plus

Start dates: 12 May 2025

15 September 2025

1 December 2025

|                             |        |
|-----------------------------|--------|
| Minigroup package (1 weeks) | £850   |
| Minigroup package (2 weeks) | £1,600 |

### PROFESSIONAL ENGLISH COURSES

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#### Business English Communication / Specialised Professional English

##### Price per person / week in £GBP

|                               |        |
|-------------------------------|--------|
| Minigroup (15 hrs max. 6)     | £675   |
| Minigroup + 5 hrs Individual  | £1,065 |
| Minigroup + 10 hrs Individual | £1,455 |
| Minigroup + 15 hrs individual | £1,845 |
| Individual training           | £78/hr |

#### Effective International Communication

##### Price per person / week in £GBP

|                               |        |
|-------------------------------|--------|
| Minigroup (15 hrs max. 6)     | £780   |
| Minigroup + 5 hrs Individual  | £1,220 |
| Minigroup + 10 hrs Individual | £1,660 |
| Minigroup + 15 hrs individual | £2,100 |
| Individual training           | £88/hr |

### INTERNATIONAL PEOPLE SKILLS COURSES

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#### Global Collaboration Skills

##### Price per person / week in £GBP

|                               |        |
|-------------------------------|--------|
| Minigroup (25 hrs max. 4)     | £2,625 |
| Individual Coaching* (20 hrs) | £2,975 |

\*Available online

#### Homestay - in York

##### Price per night in £GBP

|   |     |
|---|-----|
| Executive Homestay                      | £67 |
| Private bathroom/walking distance to YA |     |
| Executive Homestay                      | £61 |
| Shared bathroom/walking distance to YA  |     |
| Executive Homestay                      | £57 |
| Private bathroom/public transport to YA |     |

Hotels and apartments in York    On request

Airport transfer to York    On request

Manchester Airport (one-way)  
Leeds Bradford Airport (one-way)  
London Airports (one-way)

#### Other fees

|                             |     |
|-----------------------------|-----|
| Registration Fee            | £70 |
| Accommodation Placement Fee | £70 |

# Get in touch.

Contact us for more information  
using the details below:



[training@york-associates.co.uk](mailto:training@york-associates.co.uk)



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[www.york-associates.co.uk](http://www.york-associates.co.uk)



<https://www.facebook.com/york.associates.uk/>



[linkedin.com/company/york-associates](https://www.linkedin.com/company/york-associates)



**York Associates**



**Quality  
English**

Accredited by the  
**BRITISH  
COUNCIL**  
for the teaching  
of English in the UK