



WELCOME TO BRIDA

Everything you need to know about how your employees can benefit from an international learning community, using English.

Frank Peters

HELLO

My name is Frank Peters, and I am the person who created Brida, an entirely different approach to communication training in English.

How can the Brida Community help your employees and your company?

Over the last few years, companies have been less willing to provide traditional foreign language training for their employees. Increased expectations, cost pressures, loss of productivity away from the workplace, and the increased automation of processes have been the core drivers of this change.

But, in the spirit of continuous improvement, how can employees improve their communication skills so that it benefits both them and their employers? The answer is quite simple. Instead of “*Learning English*”, you add a small preposition you have “*Learning IN English*.” And, perhaps, if you exchange “Learning” with “Improving”, then suddenly, everything changes.

The goal of this brochure is to help you understand this different approach.

But there is only one way to do this: test it. It may not be the best approach for you. Therefore, I give everybody a 30-day free trial. You can work with the community and me. You discover if it will suit you.

Do you have any questions? Please contact me. I will be more than happy to answer them.

I have embedded several videos in this brochure. Just click on the images to watch them.

We start with a 90-second review of my professional background.



PRACTISE MAKES PERFECT

How can your employees, whose second language is English, expand their horizons and improve their communication abilities using English? How can they grow personally, and how can your company benefit from this?

Brida is two things: It is *a learning community*, and it is also dedicated to helping people *practise and improve their communication skills when English is their second language*. These two aspects are interlinked with each other. One does not happen without the other.

Community members do this in the most natural way there is: practise makes perfect.

Brida **is not** a certificate programme to learn English. Members must already have a good working knowledge of the English language to be able to benefit from Brida.

Watch the video below to understand the process better.



Community members from around the world discuss what matters to them - whether business or small talk.

People share their thoughts and experiences within the community by contributing to an existing discussion, starting a new one and engaging with others.

They can communicate with the general community or work in smaller groups collaborating on projects.

They will practise communicating in real-world English. (Which is not always perfect!)

Brida is about new ideas, new impressions, different opinions, or points of view, which can benefit your company.

Members gain confidence in their ability to communicate in English successfully. This ability will flow into their roles in your company.

Community members are largely responsible for the quality of the topics they wish to discuss. They have the power to raise the quality if it is not to their satisfaction. This is directly connected with anything they wish to discuss which is related to their work.

I continuously moderate the community, host the conversations and support in formulating what your employees wish or need to discuss.

It's that simple.

INTERNATIONAL COLLABORATION

Brida is an international collaboration and learning community where all members are always in direct or indirect contact with each other and with me. The core goal is that community members actively help each other solve problems, provide new insights, share interesting information, but do all of this in English. It kills two birds with one stone.

Members collaborate in different ways.

- Online meetings with flexible meeting times. Your employees can attend meetings at different times to suit their schedules. I will also introduce members to each other to foster an exchange of knowledge and experiences and to support the communication process. This interaction outside your organisation is a crucial element of Brida.
- In these meetings, your employees will describe, present, and share information about a topic, a problem, a challenge, in English. The communication part of this process is formulating the content, and understanding the other person, both in terms of content and accent. Finally, participants need to react somehow.
- The more internationally mixed the meetings are, the higher the necessity to communicate in English.
- We discuss past, current and future situations and topics. These situations are what other community members do or experience in their profession. Topics are the content which is relevant to your employee. Participants will communicate verbally OR write about a situation they have experienced or may experience.
- Brida never closes. Employees have access and can contribute to discussions, solutions, content, even if their schedules are full and they do not always have the time to attend a meeting.

OPEN FOR BUSINESS

The Brida Chamber of Commerce is a network within the Brida Community that meets and collaborates to exchange information, give advice, share experiences, and develop ideas in all aspects of our work. We aim to improve the working environment and our English communication skills.

Taking a hint from John F. Kennedy, we don't ask what you can learn from others, instead, we ask what others can learn from you.

Your employees will encounter people using other methods, doing and seeing things differently. But, as we foster working relationships in this community, we learn to understand each other mentally, culturally and in the language.

If your employees find that the topics do not interest them, they need to start a discussion that will benefit them. I will support them by sharing the subject within the community. However, the success of this topic depends on how engagingly formulated it is so that others are motivated to respond.

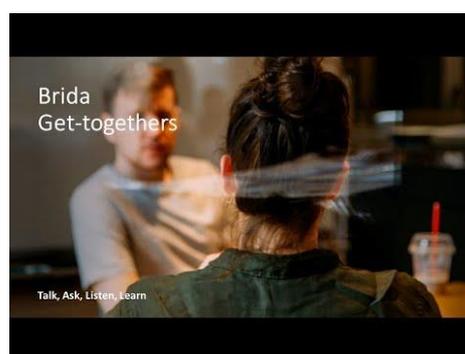
Example

Please watch the 4-minute video below to understand how a typical collaboration can work. You will watch part of a discussion between Levent in Antalya, Turkey, Sebastian in Baden-Baden, Germany, and me, in Cleebourg, France. Both Levent and Sebastian are in Sales for their respective companies. Levent and Sebastian sell different products in different countries. However, they have a similar sales structure. In this video, Levent outlines what he wants to achieve, and Sebastian and I ask a few initial questions for clarification.

The meeting lasted 60 minutes. At the end, we agreed to follow-up with monthly meetings with Levent continuing to talk about his progress. It could happen that in future, new members will join the community and can also participate in this discussion. In the meantime, both Levent and Sebastian can communicate and collaborate with other members of the Brida Community and talk about other topics.

Levent does not speak German, and Sebastian does not speak Turkish. There is a genuine discussion topic, and we have to use English.

This is how Brida can support your employees.



CONTACT ME

Brida is and will remain, an independent, tightly moderated, and closed community that uses the spirit of collaboration and learning to achieve individual and collective goals.

People can join Brida by invitation only. It is funded by a membership fee. The platform does not use any algorithms or advertising. As I wrote in the beginning, practise is sometimes better than theory. Practise makes perfect. Therefore, please contact me for a preview without any obligation.

Brida is owned and managed by

Frank Peters
3 rue des Vignes
67160 Cleebourg
France

Tel: +33 6 01 89 08 04

Email: frank@peters-langues.fr

<https://brida.eu/project/>

Frank Peters is registered as a business in France.
Siret (Business Number): 7531246430001

LET'S MEET IN BRIDA!

Still need convincing? Then watch the video below:

