

Attention Spanish Speaking Business Leaders

Morphological Thinking

in slow business English

Business leaders, developers, researchers, etc. of Spanish mothertongue need an opportunity to practice English. Meeting challenges in difficult situations like analysis, sales, research, investigation, development, creating solutions, inventing, winning orders. To communicate with people whose mother tongue is English and who often have no idea of what it means to speak a language acquired later in life. Such practice must be geared to business environment, be it technical, marketing, research or any other demanding situation.

The concept employed here – applying the *science of change* - differs from the artificial, book-driven “business environment” set-up that the typical language school or teacher may use. Focus is on the ability to analyze a situation, product, customer requirement, or any case at hand. It explains principles (tools) in finding various solutions and researching for the best one through careful evaluation processes.

Morphological thinking principles are applicable to very challenging situations, whether technical, management, research, architecture, without limit. The tools will become more powerful and better than any other way when the difficulty of the problem cluster grows. While experts can make as much use in their own field, these principles are aimed at people who love to think and who are interested in several fields of knowledge, related or unrelated. Educators and managers.

The training starts with an *introduction* to the operational rules of the *science of change* and the *principles of General Morphological Thinking*. This is followed by a *practice period*. Then work related cases will be selected to deepen the understanding how to apply what has been learned.

Case selection and goal focus requires participants being in the same type of business, a good mix from various departments tends to be very stimulating. Different arrangements independent of business type can be

accommodated without loss of learning quality.

The course demands commitment. The minimum recommended hours per week is 4, 2x2 or 1x4. It is only available on company premises (educators see below), though people from up to three companies may participate. The program is mainly aimed at the key people, decision-makers at any level, see first paragraph. A university degree may help; the orderly thinking ability is more important, and will be enhanced. Maximum class size: 20.

Interactive precise communication is favored. There is no time to explain grammar, style, purely language related matters, or to invent colorful substitutes for precise meaning. No stenographic or any other means of continuous recording is permitted.

Contracts for four or eight weeks are based on minimum 3 hours per week, (50 active minutes per hour). A contract becomes valid upon fee payment in full, first in first served. This is a high class business course, expect higher fees than for language teaching! It's worth it.



Contact:

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Courses periods **winter 2005-2006**. Dec.- Feb.

Work permits: Must be obtained by the organization of the participants. Due to the short period of the course, work permits are often not required. Alternative: Foreign consultancy arrangement can be supported from our side.

Education institutes and schools who wish to integrate the course as a special event should write to the above address describing room, equipment, planned class size. Contract conditions are the same.

Payments: USD, CAD accepted. Credit cards & CHF may become acceptable.

Emil Zahner is the president of *Morphological Institute Canada*.
Morphological Thinking – Applying the Science Of Change