



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 high-quality 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.

We look forward to welcoming you to York Associates very soon and supporting your continued learning and professional development.





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 are a pioneer in professional English, intercultural, and interpersonal communication skills training, as well as a leading and innovative provider of international team and leadership development.

With over forty years of experience, we are able to develop and design courses which are fully customised to our clients' needs.

We combine a highly professional approach to training, consulting, design and delivery, with a deeply personal approach to our clients, with whom we build lasting relationships.



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 chaos 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 the doorstep, York is unlike any other English city. Plus, as Britain's Home of Chocolate, and the most haunted city in Europe, York is definitely full of character.



Business English plus ...

Our Business English courses in York are much more than just English language classes. We offer a unique blend of language training combined with professional skills, intercultural competence and capabilities to manage relationships more effectively.

We have a forty-year track record of success in bespoke training, consulting and learning design, delivered at our executive centre in York and across the world by our highly-experienced and skilled practitioners.



An industry-leading approach

Hundreds of international companies have trusted us to deliver soft skills, intercultural, professional communication and language skills training since 1980. Why? It's a mix of small groups, personalised feedback, and skilled trainers.



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.



An 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 it's face-to-face or online, business depends in the end on successful relationships. And successful relationships wouldn't be possible without highly effective communication. Our unique approach develops effective communication skills by integrating four dimensions – English language, professional communication, international people skills and sector-specific content. English training gives clients the words and structures to speak fluently and confidently.

Professional communication training gives clients the skills to present, take part in meetings and to network. Our Core24 international people skills will help you to develop the essential collaboration capabilities you need to deliver results. And our sector-specific focus ensures that your language, professional communication and international people skills training is designed to meet your needs. Better communication. Better performance.





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.

This is why we created Core24, a unique series of 24 international people skills modules designed to enhance your employees' performance at work. Today and in the future, these skills development will be crucial for organisations as they undergo significant transformation.



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 is delivered in a range of flexible formats.

We deliver Core24 combined with professional language training in our Effective International Communication course or with an exclusively skills focus in our **NEW** Global Collaboration Skills course. We also deliver Core24 online to in-company groups located across the world. Coaching is an option for those in leadership roles.

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



Make hybrid work



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

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 your vocabulary to talk about a range of topics and
- developed 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:

- access to our online language-learning platform once your course has finished
- 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 £480 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

Do you want to want to combine learning English with your interest in discovering more about the culture of England?

Boost your English and at the same time take a dive into the fascinating world of York, England's second city, and its 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 matter to you
- visited and learned about a range of cultural sites and stories, enriched your soul and inspired yourslef 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:

- access to our online language-learning platform once your course has finished
- opportunities to network with other professionals during your time in York
- a programme designed to help you make the most of your time in one of the UK's most inspiring cities

Fast Facts



Starts on selected dates of the year



From 50 Plus 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

Better language doesn't always mean better communication. On this course, you'll not only learn the 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:

- access to our online language-learning platform once your course has finished;
- opportunities to network with other professionals during your time in York and
- 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

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:

- access to our online language-learning platform once your course has finished
- 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 popular 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 £750 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

To do great business, we need to be great with people, which means being able to build powerful international relationships which deliver sustainable results. This new course is based on our unique Core24 curriculum, and helps professionals to develop the essential skills to deal with the tough people 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 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:

- access to our online language-learning platform once your course has finished
- 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

In-company online.

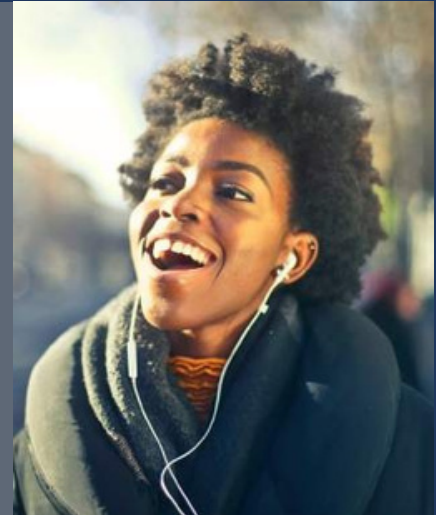
Today, global business is fast-changing, which means that company employees need to be able to deal with new challenges quickly and effectively. To do this, you need to be learning all the time. York Associates' new digital courses can help you achieve this aim.

We work with our clients to design customised in-company programmes based on our Core24 curriculum of international people skills. Clients can build multi-module programmes which develop the collaboration skills essential for their success/



Applied learning

A managed and bite-sized flow of learning input allows you to absorb what you learn more easily and apply it to your work more quickly. Relevant feedback given during your live sessions will also increase training impact.



Personalised learning

Your on-demand virtual learning sessions will be delivered via a platform convenient to you, with the learning content and pathway fully tailored to your specific needs.



Deep learning

You will benefit from additional learning content to deepen learning. This might involve customised podcasts, recorded webinars, or curated articles, blogs and research papers.

Contact us to learn more about our online courses



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 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



Networking events with participants, trainers, and invited speakers



A report issued at the end of your course with detailed feedback



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



Highly-qualified instructors with a wealth of experience of training in various industries

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

Prices 2024.

York courses - Quick view

GENERAL ENGLISH COURSES

Fluent English

Price per person / week in £GBP

Minigroup (15 hrs max. 6)	£480
Minigroup + 5 hrs Individual	£855
Minigroup + 10 hrs Individual	£1230
Minigroup + 15 hrs individual	£1605
Individual training	£75/hr

English & Culture for 50 Plus

Contact us for more details

Minigroup package (1 weeks)	£850
Minigroup package (2 weeks)	£1600

Homestay - in York

Price per night in £GBP

Executive Homestay (1) (Private bathroom/30 mins public transport)	£55
Executive Homestay (2) (Shared bathroom/30 mins walk)	£59
Executive Homestay (3) (Private bathroom/30 mins walk)	£65

Hotels and apartments in York **On request**

PROFESSIONAL ENGLISH COURSES

Business English Communication / Specialised Professional English

Price per person / week in £GBP

Minigroup (15 hrs max. 6)	£650
Minigroup + 5 hrs Individual	£1025
Minigroup + 10 hrs Individual	£1400
Minigroup + 15 hrs individual	£1775
Individual training	£75/hr

Airport transfer to York **On request**

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

Other fees

Registration Fee Accommodation	£65
Placement Fee	£65

Effective International Communication

Price per person / week in £GBP

Minigroup (15 hrs max. 6)	£750
Minigroup + 5 hrs Individual	£1175
Minigroup + 10 hrs Individual	£1600
Minigroup + 15 hrs individual	£2025
Individual training	£85/hr

INTERNATIONAL PEOPLE SKILLS COURSES

Global Collaboration Skills

Price per person / week in £GBP

Minigroup (25 hrs max. 4)	£2625
Individual Coaching* (20 hrs)	£2975

*Available online

Get in touch.

Contact us for more information using the details below:



training@york-associates.co.uk



+44 (0)1904 624 246



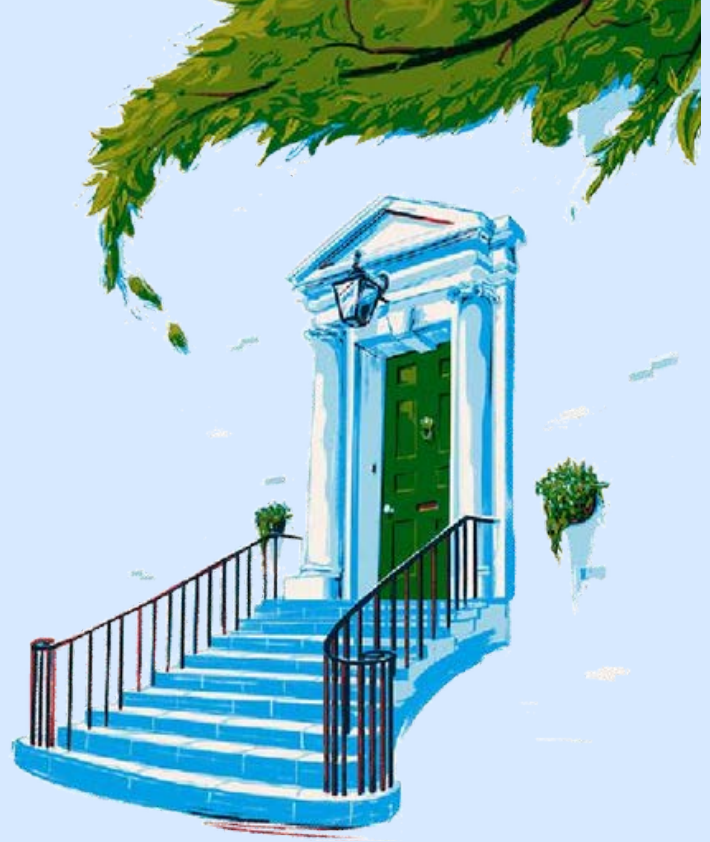
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of English in the UK



**Quality
English**

