

Corporate Solutions

TutorABC

We Deliver Real Business Results



CAMBRIDGE
UNIVERSITY PRESS & ASSESSMENT



20 February 2024

Our Mission

Improving Business Results *through* Professional Language Training

Teach
English
+
Chinese
Online



Work



Travel



Exams



For
Greater Success
and
Productivity at
Work

Purpose

Elevating workplace English with confidence through:



Practical
Communication Skills



Real-World Dialogues



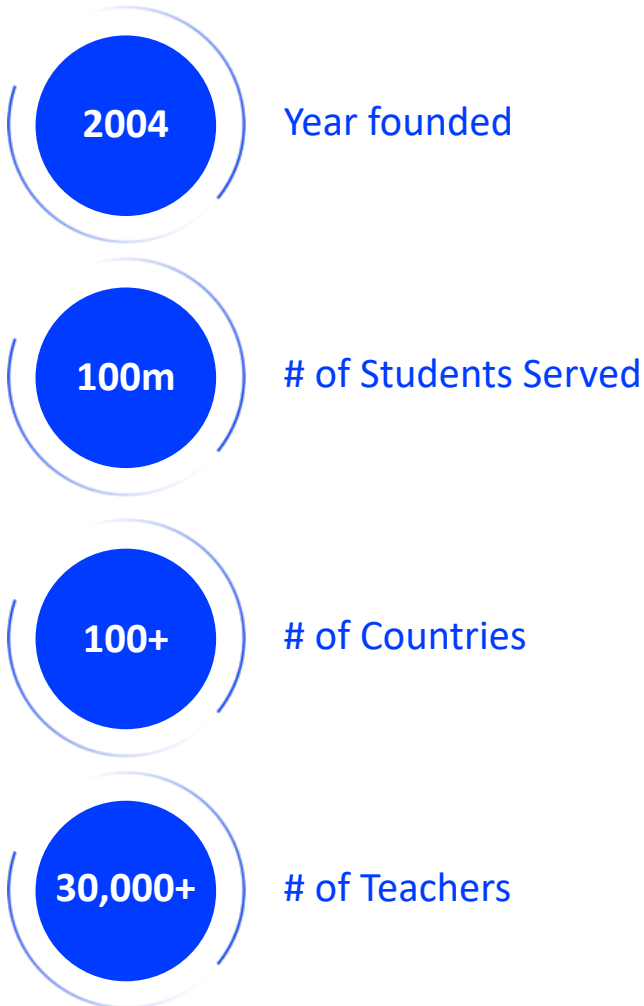
Enhanced
Productivity



Improved Business
Results

TutorABC

Long Successful History



5 Key Reasons

- 1 Best Teachers**
Experienced, internationally certified, Cambridge trained
- 2 Best Materials**
From Oxford, Cambridge, Barron's, Kaplan
- 3 Best Technology Platform**
Personalized AI Matching Technology, kidSafe Certified
- 4 Best Flexible Scheduling**
24/7 anytime, anywhere, easy to schedule
- 5 Best Ratings**
97% student satisfaction + 4.8 Google Ratings

Practical Language Skills for Business

Customized for Business

Business Communication Skills

- Greetings, introductions, small talk
- Listening and understanding different accents
- Writing for formal emails and informal messaging apps

Meetings and Presentations

- Online vs. offline
- Participating in discussions + expressing opinions
- Polite, assertive communications + debate

Managing Difficult Conversations

- Responding to criticism + negative feedback
- Providing feedback and addressing conflicting opinions
- Language for de-escalating tense situations

Measurable Results

1 Reporting

- HR progress and attendance reports
- Employee surveys + satisfaction scores
- Teacher reports

2 Testing

- Proficiency tests
- Before, during, and after training program
- Oxford + TOEIC test reports

3 Customization

- AI Matching Technology Data
- Feedback from students and scores
- Customization for greater improvement

Beginner

Oxford Speak Now Course

Intermediate and above

Cambridge Business English Course

Step 1

Placement Test

- Complete the Oxford Placement Test
- Categorize learners into skills-based levels
- Establish personalized study plans with milestones and goals

Step 2

Study Plan

1x

1-on-1
Oxford Speak Now

1x

1-on-4
AI Group Class

1x

Lecture Theater
Session

1x

1-on-1
Cambridge Business

1x

1-on-4
AI Group Class

1x

Lecture Theater
Session

Step 3

Tests
Performance Reviews

- Regular assessments for performance evaluation
- Preparation for TOEIC Exam with Barron's

Step 4

Completion

- TOEIC exam
- Review of attendance, grades, and assignments
- Certificate of completion

Course Introductions



AI Matching

Suitable for learner with focus on specific industries or areas

- Our materials are tailor-made for English-learning students.
- Our lesson topics are designed and customized to suit the various levels and demands of each student.

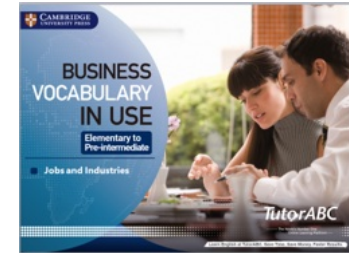
With over 20 years of accumulated learning data, our AI Matching technology matches every learner with the most suitable teachers, classmates, and materials to provide customized courses that put learning efficiency first.



Oxford Speak Now

Suitable Materials for Every Level

- Published by Oxford University Press
- Structured oral teaching
- Progressive theme-based curriculum
- We develop communication skills by focusing on vocabulary, sentence structures and pronunciation.
- We solidify learning through unit reviews and quizzes.



Cambridge Business English

Comprehensively Enhance Workplace English Proficiency

- Exclusively authorized materials from Cambridge University Press
- Over 60 diverse business situational topics
- Uniquely integrated with TOEIC exam questions

Why TutorABC for Corporate Language Training?

Corporate Solutions

Enable your team to communicate confidently with customers, suppliers, partners and colleagues

Save Time

Save money

Get Faster Results

1

SCALE

- Dedicated corporate team.
- Supports training for 5 to 5,000 employees.

2

CUSTOMIZED

- Customized language programs.
- Achieve business results.
- Beginner to advanced levels.

3

REPORTING

- Real time dashboards.
- Monitor progress.
- Individual + group level.

4

FLEXIBLE SCHEDULING

- Live Teaching.
- Anytime, Anywhere, 24/7.
- On Any Platform.

5

TESTING

- Comprehensive Program.
- Assessments + Progress Tests.
- Preparation for Examinations.

The World's No. 1 Online Language Learning Platform



TutorABC

tutorJr

TutorABC
中文 Chinese

Customer Success Testimonials



**Hewlett Packard
Enterprise**

- A Flexible Learning Program for Employees with a Parent-child Account System
- Regular Progress Reports to Review Learning Effectiveness
- Implemented the ESG Talent Development Spirit through Low Carbon Emission Learning

Help employees to communicate smoothly in English work situations with foreign companies



Effective management of the employee learning progress and maximization of learning efficiency

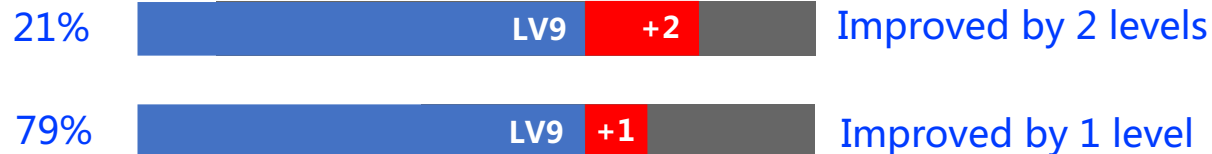
"We were referred to TutorABC by a senior executive. Flexible credit allocation via parent-child accounts has proven effective. Regular reports visualize learning progress, aiding in navigating English work environments confidently. Digitization not only tackles HR training challenges but also reduces carbon footprint, embodying ESG ethos in talent development."

Customer Success Testimonials



- Personalized Course Planning with Exclusive Education Advisors
- Effective Online Training for a Variety of Scenarios
- Reduced Corporate Training Costs

**1-on-1 courses helped employees progress yearly.
Supervisors reached levels 10-12 with 2 years of speaking courses.**

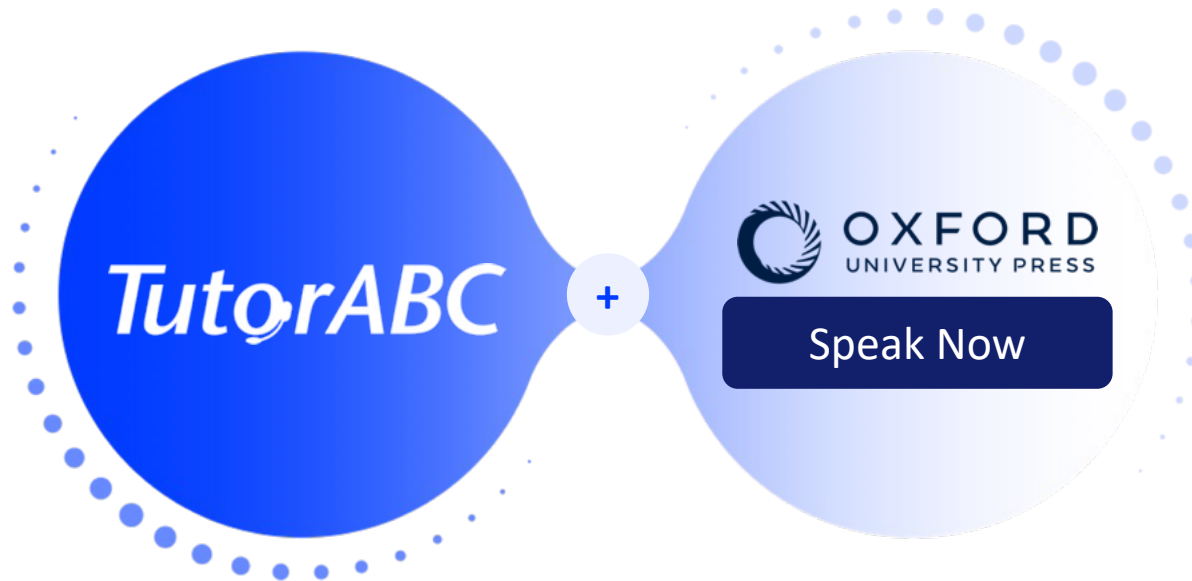


Customized course planning and reduced corporate training costs

“Switching to online learning with TutorABC’s streamlined training, saving time and resources. Exclusive consultants and annual training improved employees’ English skills, evident in meetings and presentations. This format enhanced the learning environment, aligning with ESG goals and fostering long-term competitiveness.”

Speak Confidently

Oxford Speak Now



**The World's No. 1
Online Learning Platform**

**The Best
Teaching Materials**

Learning English is easier and more enjoyable with TutorABC!

Structured Curriculum

Learning Goals

Extensive Vocabulary

Dialogue Practice

Practical Knowledge

My short-term goal is... Speak Now
Interviewing and giving presentations

LISTENING AND PRONUNCIATION
Pronunciation: Adjective Stress

CONVERSATION
Asking about career ambitions
Talking about career ambitions

1| Vocabulary

A Look at these different vacation options. Mark ✓ if you want to try it and ✗ if you don't.

<input type="checkbox"/> a camping trip	<input type="checkbox"/> a backpacking trip	<input type="checkbox"/> an adventure holiday
<input type="checkbox"/> a cruise	<input type="checkbox"/> a spa resort	<input type="checkbox"/> a bus tour

B PAIR WORK Tell your partner which options you want to try. Give reasons.

Example:
A: I'd like to go on a camping trip. I love to be outdoors.
B: It's not for me. It doesn't sound fun.

2| Conversation

A Listen. What things does Carmen think are important for starting a cafe? What doesn't she think is important?

Carmen: I really want to open my own cafe.
Greg: What do you need to run a successful cafe?
Carmen: It needs a good location, like near a school, so I can get business from students.
Greg: What's a good idea. Is it necessary to have free wifi?
Carmen: Definitely. The prices have to be affordable.
Greg: Do you think you might need a more original idea?
Carmen: No, I just need to sell quality coffee.
Greg: These are all right. So, what are you going to name it?
Carmen: Name? I haven't thought of one.

B PAIR WORK Practice the conversation. Then find the best places to add the sentences below to the conversation and practice it again.

1. They're always hungry?
2. Let's try to think of one more.
3. I think I'd be really good at it.
4. I want customers to feel relaxed.

3| Language Booster

A Notice the different ways we ask about and describe food.


Asking about food	Describing food
What's this?	It's called paella. It's a Spanish dish.
What's in it?	Rice, seafood, and spices.
What are the ingredients?	It's a little spicy.
How does it taste?	It's not too salty.

B PAIR WORK Take turns asking about and describing the dishes below.

sushi tacos pizza a cheeseburger curry

4| Listening

A Listen. It's Frank's first day on the job as a waiter. Listen and number the pictures from 1 to 4 in the order you hear things happen.



B Listen again. How does Frank solve each problem? Write the solutions.

1. _____
2. _____
3. _____
4. _____

4| Pronunciation Adjective Stress

A Listen and practice. Notice how in these compound nouns, the adjective is stressed rather than the noun.

1. dream job
2. entry-level job
3. part-time job
4. short-term goal
5. long-term goal
6. graduate school

B GROUP WORK Take turns asking and answering the questions below. Pay attention to adjective stress in the compound nouns.

1. Would you take a job even if it's not your part of your long-term goal?
2. Would you take an entry-level job in the field that you're interested in?

SPEAK with CONFIDENCE

A PAIR WORK Complete the information below. Then ask and answer questions about your dream jobs, and your short- and long-term goals for getting your dream jobs.

Dream job	
Short-term goals	Long-term goals

B GROUP WORK Join another pair and describe your partner's career plans.

How does it taste?

A Student A: Describe one of your favorite dishes.
Student B: Ask Student A follow-up questions about the dish he or she describes.

B Now change roles.

I can ask about food. ☐ Very well ☐ I need more practice. I can describe food. ☐ Very well ☐ I need more practice.

Asking about food	Describing food
What's this?	It's called paella. It's a Spanish dish.
What's in it?	Rice, seafood, and spices.
What are the ingredients?	It's a little spicy.
How does it taste?	It's not too salty.



Listening Practice

Intonation and Pronunciation

Immersive Environment

Guaranteed Results

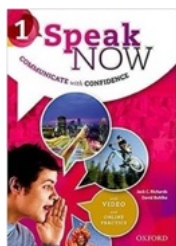
Levels and Teaching Materials

Develop Your Speaking Skills at Any Level

Oxford Speak Now 1

Basic conversation

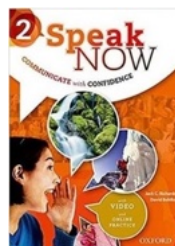
- Students are able to understand and produce basic sentences.
- Students can introduce themselves and ask simple questions.
- Elementary level vocabulary and sentence structures.



Oxford Speak Now 2

Fluent communication about simple topics

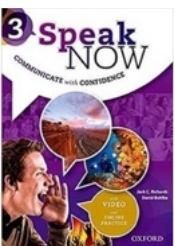
- Students can hold conversations about everyday topics.
- Students can speak about topics they are familiar with.
- Simple descriptions about the environment and day-to-day life.



Oxford Speak Now 3

Confident communication in most situations

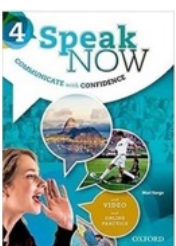
- Students can hold conversations easily in most contexts.
- Students can travel to English-speaking countries and communicate with native speakers.
- Students can express opinion and provide detailed arguments.



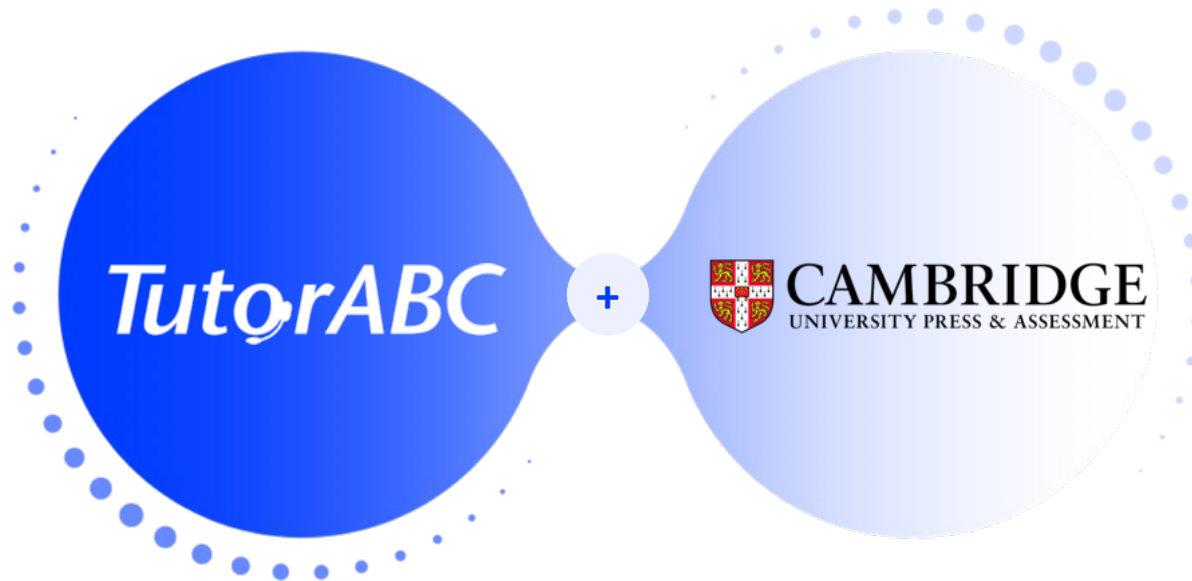
Oxford Speak Now 4

Professional and proficient usage

- Students can understand both concrete and abstract ideas.
- Students can interact fluently at a professional scale.
- Students are able to provide accurate opinions or express complex ideas fluently.



We Deliver Real Business Results



**The World's No. 1
Online Training Platform**

**BEST Business Training
Materials**

We make English learning easier and more enjoyable!

Structured Learning Materials

Practice, review and TOEIC questions

Learning Goals

Vocabulary

Situational Dialogues

Grammar

Learning Outcomes

In this lesson we will focus on:

- Vocabulary focus:** Jobs and industries
- Grammar focus:** Asking others' occupation
- Speaking focus:** Describing the jobs of people you know
- TOEIC focus:** Practicing and discussing TOEIC related questions

Vocabulary Focus

A I'm in construction.
What do you do? or What is your job?
I'm in construction? I'm in financial services?
I'm in retail? I'm in IT (information technology)?

B Your job. Describe your job in more detail.
I'm an engineer. I work for Foster and Partners. I work in a team that designs buildings.
I'm a manager. I work for HSBC. I manage workers at a call centre.
I'm a housewife. I work for Walmart. I buy the products that we sell to customers.
I'm a salesman. I work for IBM. I sell computers to companies.

Exercise

1.1 Complete these sentences about the people in A and B. Look at the example before you begin.

1 I'm in retail. I'm a buyer. I buy the products that we sell to customers.
2 I'm in financial services. I'm a manager. I manage workers at a call centre.
3 I'm in IT. I'm a salesman. I sell computers to companies.
4 I'm in construction. I'm an engineer. I design buildings.

A & B

I'm in construction? I'm in financial services?
I'm in retail? I'm in IT (information technology)?
I'm an engineer. I work for Foster and Partners. I work in a team that designs buildings.
I'm a manager. I work for HSBC. I manage workers at a call centre.
I'm a housewife. I work for Walmart. I buy the products that we sell to customers.
I'm a salesman. I work for IBM. I sell computers to companies.

Grammar Focus

C Other jobs. Practice asking and answering the following questions.

What	does	he	do?
		she	
		you	
		do	

a She's a computer programmer.
b He's a production worker.
c Jan's an industrial photographer.

d He's a construction worker.
e She's a company receptionist.
f Maria's a personal assistant.

What	do	they	do?
		Linda and Pablo	

They're in financial services.
Linda's a banker. Pablo's an accountant.

8 You put a in front of a consonant sound and an in front of a vowel sound.
9 When writing, don't forget the apostrophe (') in I'm in construction. She's a manager, etc.

Speaking Focus

Over to you

- What do you do?
- Describe the jobs of three people you know. Who do they work for and what do they do?

Notes:

TOEIC Exam Question Practice

1. Mr. Vito is a _____ in the electronics field with many years of experience, during which he has developed professional skills.

(A) programmer (C) programming
(B) programmed (D) program

Join Our Team!

Key Responsibilities:

- Maintain accurate financial records and reports
- Perform financial analysis and assist with budgeting
- Prepare and review financial statements

2. What is the company looking for?

(A) photographers (C) engineers
(B) accountants (D) customers

Reflection

In this lesson, we did the following:

- Vocabulary focus:** Jobs and industries
- Grammar focus:** Asking others' occupation
- Speaking focus:** Describing the jobs of people you know
- TOEIC focus:** Practicing and discussing TOEIC related questions

Speaking

TOEIC Practice

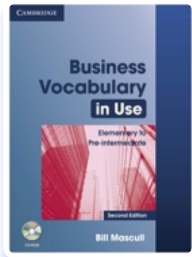
Summary & Review

Business English for all Levels

Cambridge Business Elementary

Basic English usage
in business settings

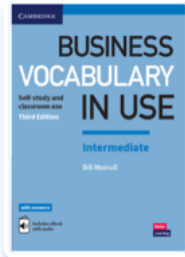
- Vocabulary, grammar and sentence patterns for basic communication.
- Includes: time, numbers, business letters, bank transactions, phone calls, presentations, meetings...
- Levels 3 to 5.



Cambridge Business Intermediate

Confidently engage
in conversations
and give business briefings

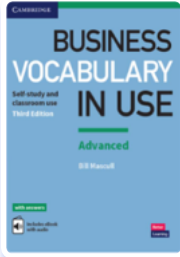
- Business-related articles and short texts.
- Vocabulary expansion.
- Includes: job positions, marketing and finance, manufacturing, presentations, calls and negotiation.
- Levels 6 to 9.



Cambridge Business Advanced

High-level communication
and negotiation skills

- Discussions on a variety of topics.
- Vocabulary for senior managers and executives.
- Includes: advanced topics, management, strategy, marketing, performance analysis, finance...
- Levels 10 to 12.



- The course is divided into 3 textbooks, with 64 lessons each. Each lesson addresses an independent topic.

Internationally Qualified Teachers Worldwide

100% Teachers trained according to the
Cambridge English Teaching Framework

100% Live online teaching

- internationally certified
- fully trained
- BA or MA degrees

90% Teachers are native level
speakers

10% 3+ years experience
Bilingual teachers



CAMBRIDGE
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The World's No. 1 Online Language Learning Platform



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中文 Chinese