SURVIVAL GUIDE TO COMMUNICATE IN A FRANCOPHONE BUSINESS CONTEXT
Survival guide to communicate in a francophone business context is a unique and innovative coaching method in French-language communication based on French language and professional coaching.

It aims to provide foreign professionals with the essential words to know in French to promote collaborations and projects in a professional French-speaking context as well as coaching exercises immediately applicable and usable in the language of learning (French) and their mother tongue.

The interest is therefore twofold for the professional: to learn a language while developing an intercultural know-how essential in the world of work and everyday life: to improve the quality of its relations with its employees, its team and its customers, gain confidence and performance, organize its schedule and priorities, ...

If the foreign professional wants to deepen his pronunciation and his knowledges in French communication, he can choose the “coach option” and benefit from a personalized support with his coach by Skype or by mobile.
UNIT 1: Créez un lien de confiance/
Create a link best on trust
Objectifs généraux/ General goals:

Improve your human qualities to increase your Performantes and to give the best of yourself in business relationships.
INTRODUCE YOURSELF!
You want to introduce identity, what do you say?
Bonjour, je m'appelle Steve Jacobs.
Bonjour, je suis Steve Jacobs.

Hello, my name is Steve Jacobs/I'm Steve Jacobs.

My first name is Steve, my surname is Jacobs.

LOPES, it's spelled L.O.P.E.S

Mon prénom est Héléna, mon nom est Lopes
Lopes, ça s'écrit L.O.P.E.S

NOTES: Introduce yourself

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You want to present your nationality, what do you say?
NOTES: Give your nationality

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9
EXPRESS YOUR VALUES AND YOUR BUSINESS OBJECTIVES!
VALEURS MORALES
MORAL VALUES

VALEURS D’ÉPANOUISSEMENT
VALUES OF FOAMING

VALEURS RELATIONNELLES
RELATIONAL VALUES

VALEURS DE CONDUITE
DRIVING VALUES

VALEURS DE CONQUÊTE
CONQUEST VALUES

VALEURS SOCIÉTALES
SOCIETAL VALUES

VALEURS DE COMPÉTENCE
VALUES OF COMPETENCE
| Mon rêve, c'est de | - Réussir notre projet/ nos projets  
My dream is to | Successfully accomplish our projects |
|------------------|-----------------------------------|
| Mon objectif, c'est de | - (d') Atteindre les résultats  
My aim is to | Achieve our goals |
| Ma mission, c'est de | - Créer un climat de confiance  
My mission is to | Create an atmosphere of mutual trust |
|                   | - Fédérer notre équipe  
               | Unit ou team |
|                   | - Motiver notre équipe  
               | Motivate our team |
|                   | - Monter notre équipe en performance  
               | Improve the team performance |
|                   | - (d') Innover de nouveaux projets  
               | Innovate new projects |
|                   | - Satisfaire nos clients  
               | Satisfied our clients |
|                   | - Fournir un travail de qualité  
               | Supply quality work |
|                   | - Travailler dans la convivialité  
               | Work in a convivial atmosphere |

NOTES: Write what’s your dream for your company and your goals

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SHOW YOUR INTEREST ON THE OTHERS!
Match the sentences with the formal or informal situation

Bien, merci et toi?

Tu habites où?

Tu parles anglais?

Bonjour, comment allez-vous?

Comment tu t'appelles?

Vous travaillez dans quelle entreprise?

Quelle est ta nationalité?

Quel est votre numéro de téléphone?

Quelle est votre profession?

Salut, tu vas bien?

Au revoir, bonne journée
INTRODUCE YOUR COLLEAGUES!
Ils s’appellent Marco, Hélène et Myriam. Ils travaillent dans (they work) la communication. Ils viennent (they come from) des États-Unis. Ils habitent (they live) au Canada, à Montréal. Ils parlent (they sepak) anglais et français. Ils sont (they are) dynamiques, disponibles et organisés. Ils ont (they have) le sens du travail en équipe, ils savent (they can) motiver et créer de nouveaux contacts. Ils aiment (they like) entreprendre et travailler dans la convivialité.
UNITE 2: CAP SUR LA GESTION !
Focus on the management!
MANAGE YOUR TIME!
VOCABULARY AGENDA
Mes activités professionnelles/
My business activities

✓ Avoir des réunions to have meetings
✓ Avoir des rendez-vous to have appointments
✓ Contacter/ rencontrer des collaborateurs/ des clients to get in touch with /to meet colleagues/clients
✓ Vérifier le planning Check the schedule
✓ Préparer une conférence Prepare a conference
✓ Assister à une conférence Attend a conference
✓ Lire/ consulter des mails read the mails
✓ Répondre à des mails Reply to e-mails

Se situer dans le temps
✓ Ce matin this morning
✓ Cet après-midi this afternoon
✓ À midi At noon
✓ Ce soir this evening
✓ Lundi matin Monday morning
✓ Mardi soir Tuesday evening
✓ À 8 heures at 8h
✓ Entre 9 heures et 10h30 between 9h and 10h30
✓ Vers 14h around 14h
✓ Avant midi before noon
✓ Après 15h after 15h

Mes habitudes
✓ Tous les jours, j’arrive au bureau à 8h
✓ Tous les matins, je fais le point avec mon équipe
✓ Une fois par semaine je déjeune avec mon collaborateur
✓ J’ai l’habitude de vérifier mon planning
✓ Je consulte régulièrement ma messagerie
✓ Je contacte mes fournisseurs deux fois par semaine

NOTES:

My habits
Every day, I arrive at the office at 8am
Every morning, I make the point with my team
Once a week I have lunch with my colleague
I usually check my schedule
I regularly check my mail
I contact my suppliers twice a week
YOU WANT TO ORGANISE YOUR APPOINTMENTS BY INFORMAL MAILS, WHAT DO YOU WRITE?
Bonjour Héléna,

J'aimerais organiser une réunion avec notre client, Marc Bonnel le lundi 5 juin à 10h. Est-ce que tu as ses coordonnées? J'attends ta réponse.

Merci d'avance
Bonne journée,
Steve
MANAGE YOUR TRAVELS!
YOU WANT TO GIVE INFORMATIONS ABOUT YOUR TRAVELS, WHAT DO YOU SAY?

I leave Paris-Brussels airport on Tuesday, May 12th. It's a birthday flight. Boarding at 7.30 am 115. Take-off at 8.10 am. I arrive in Brussels at 9.15 am.
THE 8 BUSINESS ACTIVITIES
Here is a wheel with the 8 business activities:

- **Plan de formation, délégation**
- **Développement de vos compétences**
- **Tâches administratives + transports**
- **Traitement des urgences**
- **Prévision et anticipation**
- **Actions liées à l’atteinte de vos objectifs**
- **Pour diffuser l’information**
- **Dépendent de vous**

**Formations volontaires/lecture**
- Voluntary training / reading

**Aspects opérationnels**
- Operational aspects
- Meetings

- Medium-Term Strategy and Work
- Developing your employees
- Meetings face to face
- Treatment of emergencies
- Are not related to your usual tasks, are not related to your business

- Develop your skills
- Administrative tasks + transports
- Ne sont pas liées à vos tâches habituelles, ne sont pas liées à votre activité
STEP 1 Draw a wheel and share your business activities. What do you constat? Are you satisfied by this repartition?

STEP 2 Draw an ideal wheel and share your business activities. What do you constat? What would you like to keep or to change? What can you do to change?
MANAGE YOUR TEAM!

Management is first of all a human relationship. Here are the French key words to create or boost this relation.
YOU WANT TO DEEP YOUR FRENCH PRONUNCIATION AND YOUR FRENCH ORAL SKILLS?

CHOOSE THE COACH OPTION !! (5, 10, 15 or 20 hours) AND BENEFIT FROM A PERSONALIZED SUPPORT!
UNIT 3:
SUCCEED YOUR INTEGRATION IN A FRENCH BUSINESS CONTEXT
FOR WHO?

✓ For all foreign professionals who have integrated or who will integrate a french context

✓ For all foreign professionals who will integrate a french company or who have french co-workers

✓ For all foreign professionals who want to understand quickly the french culture and the french business codes

✓ For all foreign professionals who need theoric explications and coaching tools to succeed their integration in a french context
1. What's your representation of France and French people?

Write all the words who come to your mind to characterize France

Write all the words who come to your mind to characterize French people
List your expectations and your stereotypes about the French people

<table>
<thead>
<tr>
<th>EXPECTATIONS</th>
<th>STEREOTYPES</th>
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2. A codified communication

French people use a Formal language and the pronom « vous » is very usefull in order to respect the hierarchy.

They love to debate and have a confrontation spirit.

They try to improve their english level but they love their mother tong and appreciate when foreigners try to speak french with them. It’s so important to have some french langage knowledges to break the ice and create trust relationships.
5. French negotiation

Do not forget that decisions are usually made at the top of the company.

Importance of codes of formal courtesy

The deal happens slowly

Importance of conceptual thinking

Importance of writing:
When concluding an agreement, the Frenchman can insist that it is formalized by means of a contract that is very complete, written with precision.
6. Coaching tools to set up a good communication

Even if there is a culture shock,

there is basic communication tools common to all the cultures