

Communicate with Impact and Lead with Confidence



Business English Course for Managers by Managers

Introduction

Daniel Goleman Business Communication Center, which is part of PVE for Peace, is pleased to present a unique Business English Course designed exclusively for mid/senior-level managers who frequently engage in English communication in international and bilingual settings. In today's globalized economy, the ability to communicate with precision and confidence in English is not only a skill but also a strategic asset. This program has been meticulously designed to help you master the nuances of business English, enabling you to lead with clarity, influence, and authority in local and international settings.

Course Overview

In an era where the global business arena is rapidly evolving, effective communication in English is essential for leaders who aim to manage cross-border teams, negotiate international deals, engage with international companies, and lead global initiatives. Our Business English course is built around the core idea that language and leadership are deeply interconnected. It provides you with the tools to write persuasive emails, lead impactful meetings, and negotiate with confidence: all in clear and professional business English.

PVE for Peace is a trusted consultancy firm with deep expertise in education and capacity building across Africa and the Middle East. Drawing on years of hands-on experience, we offer a Business English program that is far more than a language course: it is a leadership tool. We understand that your role as a manager demands a specific vocabulary, tone, and communication style that can drive business outcomes. Therefore, this course is designed to address those very challenges, with a strong focus on the use of Business English.

The program kicks off with a comprehensive online placement test and a personal interview to evaluate your current English proficiency and specific business communication needs. Based on this evaluation, a tailored learning plan is developed by your teacher to address both your language skill gaps and your professional communication scenarios. The curriculum is built around real-life business situations, whether you are preparing an executive report, leading a board meeting, or negotiating international contracts, and is enhanced with the latest methodologies in business language training.

Meet your Teacher

This course is led and taught by Mr. Hicham El Haddad, Managing Director of PVE for Peace and an esteemed expert in both business management and language Instruction. With over 12 years of international managerial experience and teaching across Morocco, Tunisia, Somalia, Syria, Iraq, Lebanon, Jordan, Germany, the Netherlands, and Tajikistan, Mr. El Haddad brings a unique mixture of real-world business insights and language expertise. His career has focused on various sectors, including consultancy, strategic communications, technology, and international development, making him exceptionally qualified to guide professionals in mastering Business English.



Mr. Hicham El Haddad

Mr. El Haddad's background as a certified English teacher, accredited by the Moroccan Ministry of Education, a former High School teacher with the Ministry of Education, a former English Teacher for adults at the American Language Center of Tangier, and his extensive teaching and training experience with diplomats, senior managers, mayors, ministers, and NGO professionals, ensure that each session is rich in practical knowledge and tailored feedback.

His comprehensive academic journey across prestigious institutions in Morocco, Austria (University of Graz), Germany (University of Gottingen), the Netherlands (University of Groningen), and the United States (Benedictine University) has equipped him with a global perspective that enriches the course's dynamic and culturally responsive design.

We invite you to watch [this video](#) showcasing Mr. El Haddad delivering training workshops for a wide variety of audiences, including teachers.

Business English Competencies

This course goes beyond generic language instruction by emphasizing the specific language skills required in business contexts. Participants will learn to:

Draft Precise Business Documents

Learn to write clear, concise, and persuasive emails, reports, and proposals that drive decision-making.

Master Presentations and Negotiations

Gain the language tools and confidence to deliver impactful presentations and negotiate effectively with international partners.

Build Industry-Specific Vocabulary

Acquire terminology relevant to your sector (finance, tech, development, and more) for immediate professional application.

Enhance Listening and Comprehension

Improve your ability to follow and respond to complex discussions, including client briefings and high-stakes meetings.

By integrating these critical components, the course is designed not only to improve your English proficiency but also to empower you with a strategic communication skill set that is indispensable in today's business environment.

Customized Learning

This training program is delivered on a one-to-one basis. This personalized format allows for maximum flexibility, in-depth coaching, and continuous progress tracking tailored specifically to your professional communication needs. Every session is adapted to your pace and learning style, ensuring that your linguistic and business goals are addressed with precision. You will benefit from a rich package of customized learning materials, including bespoke handouts, interactive activities, and business case studies directly relevant to your industry. This individualized approach ensures that learning extends beyond the virtual classroom and translates into practical skills you can apply immediately in your workplace.

Program Structure and Delivery

The program consists of at least 20 hours of live one-on-one instruction, delivered over a 10-week schedule via Zoom. The course is designed to strike a dynamic balance between conceptual understanding, real-world application, and interactive engagement:

Initial Assessment and Customized Planning

Your learning journey begins with an online placement test and a personal interview to assess your current English proficiency and specific business communication needs. Based on this evaluation, a personalized learning plan is developed to address your unique profile and professional objectives.

Ongoing Feedback and Monitoring

Each session includes targeted feedback on your performance, along with regular progress assessments. This ensures that the course remains closely aligned with your evolving business communication goals and offers measurable improvement throughout the program.

Learning Modules

The curriculum is organized around key thematic modules that target the essential components of Business English:

Professional Writing

Learn how to draft clear, structured, and persuasive emails, reports, and business proposals tailored to diverse business audiences.

Oral Communication and Presentations

Gain the skills needed to deliver confident, compelling presentations and lead effective meetings.

Negotiation and Persuasion

Master the language of negotiation and influence by employing strategic communication techniques.

Industry-Specific Language

Build vocabulary tailored to your sector (finance, technology, development, or another industry) to ensure contextual relevance.

Interactive Communication Skills

Engage in role-playing exercises and scenario-based simulations that mirror real-life business interactions, enhancing both fluency and strategic thinking.

More About Your Teacher



We are proud to introduce Mr. Hicham El Haddad, who is the course designer and instructor. With over 12 years of experience working as a manager with international companies and organizations across the MENA region and Europe, Mr. El Haddad brings a distinctive advantage to this course: a deep, firsthand understanding of the communication demands faced by professionals operating in multicultural and high-stakes environments.

His dual expertise as both a seasoned manager and a certified English language educator allows him to bridge the gap between language instruction and real-world leadership. Throughout his career, Mr. El Haddad has trained and coached thousands of senior professionals, helping them develop the communication skills required to lead teams, engage stakeholders, and drive results across borders.

He has designed and facilitated more than 300 customized training programs, reaching over 100,000 participants. His sessions have supported diplomats, government officials, NGO leaders, private sector managers, and educators, always with a strong focus on clarity, cultural intelligence, and professionalism in English communication.

Mr. El Haddad holds academic qualifications from respected institutions, including:

- **Teaching English as a Foreign Language Diploma (TESOL) from Arizona State University in the United States.**
- **State Diploma in Teaching English from the Ministry of Education, Morocco**
- **Master's Degree in Intercultural Studies from Göttingen University, Germany**
- **Diploma on Middle Eastern Studies from Groningen University, the Netherlands**
- **Master's Degree in Human Rights from Abdelmalek Essaadi University, Morocco**
- **Bachelor's Degree in Public Law from Abdelmalek Essaadi University, Morocco**
- **Bachelor's Degree in English Studies from Abdelmalek Essaadi University, Morocco**
- **American Studies at the University of Graz, Austria**
- **Leadership Diploma from Benedictine University, the United States**

In this Business English course, Mr. El Haddad draws on his managerial background to offer practical, industry-relevant coaching that goes far beyond grammar and vocabulary. Whether preparing a board presentation, drafting a strategic email, or negotiating with international partners, his personalized approach ensures that each session is rooted in your actual professional context and objectives.

Fluent in English, Arabic, and French, and proficient in German, Mr. El Haddad brings intercultural competence, strategic insight, and proven pedagogical experience to every session. His mission is to help you communicate with precision, influence, and confidence, which are skills that every leader needs in today's global business environment.

Our Clients



Information and Registration

To learn more about the course or to register, please contact us at:

- **Phone**



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- **Email**



contact@pveforpeace.com

- **Website**



www.pveforpeace.com

- **Address**



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Mr. El Haddad will be pleased to answer any questions you may have and guide you through the registration process.