



cristina
bertrand

Kěyĩ
school

**POLISHING YOUR
ENGLISH SKILLS**

FOR SOCIAL AND BUSINESS
COMMUNICATIONS



POLISHING YOUR ENGLISH SKILLS

FOR SOCIAL AND BUSINESS COMMUNICATIONS



POLISHING YOUR ENGLISH SKILLS

In today's global economy interacting with people and businesses from other countries is of the utmost importance. Speaking English is necessary and, in the case of companies, essential for conducting business properly and confidently expressing ideas assertively, tactfully, directly, and respectfully.

Using the methodology of **PAIRING LIFE AND BUSINESS** from the **Kěyǐ System** is an easy and enjoyable means of accomplishing that goal, enabling individuals to acquire the confidence and ability to speak with fluency in social and business situations.

GROUND-BREAKING TEACHING METHODOLOGY

The innovative system of learning languages - Kěyǐ - was developed by Dr. Cristina Bertrand in Shanghai, China. Dr. Bertrand developed her ground-breaking methodology after a lengthy and comprehensive study of didactic materials and the language teaching methods used in universities, academies and learning centers.

The **Kěyǐ System** is based on principles tested in the practice among hundreds of students in China, the United States and Spain. Its method, based on repetition, concentration and interconnection achieves extraordinary efficacy.

Dr. Cristina Bertrand

Dr. Cristina Bertrand has a Ph.D. in Philosophy and Letters from the Complutense University of Madrid, Spain. Her Doctoral Dissertation was about Chinese Culture and the Yi Jing.

Dr. Bertrand has extensive experience in learning and teaching methodology and curricula development, which she implemented at several schools in the United States, China, and Spain with thousands of students. She is the developer of the **Kěyǐ System**.

Dr. Bertrand has given many conferences, seminars and lectures about **Yi Jing** and Chinese culture (history, geography, and philosophy) as well as the application of **Yi Jing** wisdom to business.

She resides in Dubai, Spain and Miami, where she teaches about Yi Jing, is the director of the **Kěyǐ School**, and writes books about Yi Jing, philosophy, education, and fiction.



PERSONAL AND SOCIAL

Country and city of origin. Geographical and sociological description

Family, home, and city

People and projects. Schedules

Study and work

Shopping

BUSINESS/COMPANY

Entrepreneurial or managerial ideas for business development.

Location and reasons. Advantages and disadvantages

Associations and partners. Motivation. Time management

Knowledge needed. Organization. Financial and Budget

Materials, products

PERSONAL AND SOCIAL

Restaurants and food. Likes and dislikes.
Hobbies

Sports and Entertainment. Cultural activities

Health

Travels, Environment

FINAL CLASS: PRACTICE

BUSINESS/COMPANY

Social. Promotions

Business activities related to culture acquisition

Stress management. Health Plans

Expansion to other countries. International
commerce. Environmental measures

SUMMARY ABOUT COMPANY

CLASS STRUCTURE

1.	Conversation about personal and social	→ 30 minutes
2.	Conversation about Business/Company	→ 30 minutes
3.	Free composition	→ 20 minutes
4.	Grammar and Composition Review	→ 20 minutes
5.	FINAL REVIEW & QUESTIONS AND ANSWERS	→ 20 minutes

FINAL CLASS: PRACTICE YOUR ENGLISH SKILLS

In a Conference Room setting the business person will explain to the audience:

- 1. His/her company**
- 2. Vision, Mission and Core Values**
- 3. Corporate Responsibility**
- 4. Business plans for the present and future**

The presentation will be followed by questions from the audience.

The business person will receive a Diploma of Attendance to the course “Polishing Your English Skills”

PRIVATE AND CUSTOMIZED CLASSES

The private and customized classes online of the **Keyi System** are offered at convenient dates and times for the student, provided the availability of the teacher, taking into consideration the time zones in different countries. This allows great flexibility to change a class if the student has an unexpected work schedule or travel. Furthermore, in case of traveling, the classes online can be arranged to be taught while the student stays in another country.

The course “**Polishing your English Skills for personal and business**” is a flexible, easy and efficient way to enhance the confidence and communication of the students.

The course can be repeated as many times as the participant considers necessary for his/her fluency in English.

COURSE OF 20 HOURS/10 CLASSES

The classes will have a duration of 2 hours and can be arranged at a convenience of student and teacher.

It is recommended to have them at least 2 times a week to maintain the fluidity of learning.

Registration fee: 1800 USD

HOW TO REGISTER AND PAY

1. Contact the teacher, **Cristina Bertrand** to ask about possible arrangements at **keyi.english2@protonmail.com**
2. Once this is agreed upon, go to the website: **<https://cristinabertrand.com/keyischool/courses>**
3. Choose the course **Polishing your English Skills** and pay with **credit** or **debit card** or with **Alipay**.
4. Once you received confirmation of the payment again contact **Cristina Bertrand** to start the classes.



CHINA

keyischool.info@protonmail.com

T. +138 8223 7533

DUBAI

keyischool.info@protonmail.com

UAE: +971 522 674 490 (English, Español)

SPAIN

keyischool.info@protonmail.com

T. +34 644 001 633

keyischool.es-vt@protonmail.com

T. +34 622 242 447

UNITED STATES

keyischool.info@protonmail.com

T. +1 310 704 5475

SINGAPORE

keyischool.info@protonmail.com

T. +65 8569 5691

QUALITY CONTROL

keyischool.qc@protonmail.com

