

cristina
bertrand



**POLISHING
YOUR SKILLS**

FOR PERSONAL AND BUSINESS
COMMUNICATIONS

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POLISHING YOUR SKILLS

In today's global economy interacting with people and businesses from other countries is of the utmost importance. Speaking 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 PERSONAL AND BUSINESS LIFE** 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 personal 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 BUSINESS

Country and city of origin. Geographical and sociological description

Family, home, and city

People and projects. Schedules

Study and work

Shopping

Restaurants and food. Likes and dislikes. Hobbies

Sports and Entertainment. Cultural activities

Health

Travels, Environment

FINAL CLASS: PRACTICE

CLASS STRUCTURE

1.	Conversation about personal and business	→ 45 minutes
2.	Student summary of key business points	→ 15 minutes
3.	PRACTICE: Business presentation	→ 30 minutes

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 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.

COURSE OF 10 CLASSES/15 HOURS

The classes will have a duration of 90 minutes 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: 675 € (45 €/hour)

Online: 1 student.

HOW TO REGISTER AND PAY

1. Contact **Cristina Bertrand** to ask about possible arrangements at **cristina.bertrand@yandex.com**
2. Once this is agreed upon, you will receive instruction on how to make the payment. Once the confirmation is made, Cristina Bertrand will contact you to initiate the classes.

☎ Whatsapp: +34634388857

<https://cristinabertrand.com>



CRISTINA BERTRAND

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Cristina Bertrand - Kěyǐ School

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