



cristina  
bertrand

Kęyĩ  
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.



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### 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 Spain, Shanghai, Hong Kong, 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.



### Ala Breytenbach

**Ala Breytenbach** is a teacher with a solid experience in professional development related to effective instruction for Beginner to Advanced Business English. She has taught in various Asian countries including

China where she immersed herself in a deep appreciation of the Chinese culture and traditions.

**Ala Breytenbach** began her teaching career in 1989 and has taught English and Fashion Design. Ala earned her Masters Degree in English from the North West University, a BA Management & Economy and BA Fashion Design from Tshwane University of Technology, Pretoria, South Africa. Ala has a wealth of business knowledge as owner and CEO of both a Real Estate company and Fashion Boutiques.

As an entrepreneur and business owner has many years of experience in all the phases of development of business, as well as advanced business communication. Her English, entrepreneurial and communication skills made her an expert educator with a unique flair and style.



# POLISHING YOUR ENGLISH SKILLS

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## PERSONAL AND SOCIAL

Country and city of origin. Geographical and sociological description

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Family, home, and city

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People and projects. Schedules

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Study and work

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Shopping

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## BUSINESS/COMPANY

Entrepreneurial or managerial ideas for business development.

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Location and reasons. Advantages and disadvantages

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Associations and partners. Motivation. Time management

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Knowledge needed. Organization. Financial and Budget

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Materials, products

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## PERSONAL AND SOCIAL

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Restaurants and food. Likes and dislikes.  
Hobbies

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Sports and Entertainment. Cultural activities

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Health

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Travels, Environment

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**FINAL CLASS: PRACTICE**

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## BUSINESS/COMPANY

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Social. Promotions

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Business activities related to culture acquisition

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Stress management. Health Plans

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Expansion to other countries. International  
commerce. Environmental measures

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**SUMMARY ABOUT COMPANY**

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## CLASS STRUCTURE

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

## **FINAL CLASS: PRACTICE YOUR ENGLISH SKILLS**

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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

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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

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1. Contact the teacher, **Ala Breytenbach** to ask about possible arrangements at **[keyi.english2@protonmail.com](mailto: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 **Ala Breytenbach** to start the classes.





#### CHINA

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