

# BUSINESS ENGLISH WORKSHOP

## Nailing the nuance of English at work

The English language can be tricky. There are so many variations and irregular usages of words, phrasing, and grammar that, even if you're a fluent speaker, it can be pretty daunting. And that's especially true in a professional setting. Whether you're writing or speaking in English to a broad international audience or just to native speakers, you don't want to make a mistake in wording or etiquette that could cause any kind of miscommunication at work. The trick to avoiding such a snafu is fairly straightforward: you just have to know the common errors that can create such problems.

This workshop will cover everything from the subtle difference and implications of email greetings to the distinct usages of the present continuous tense (when verbs end in “-ing”). It'll show not only the mistakes to watch out for, but explain the underlying reasons for why they're made and the misunderstandings they can create.

## Pricing and details

- Approximately 90 minutes in length
- Can be held virtually or in-person
- Uses an interactive format, perfect for team-building activities
- Can be customized for an industry
- All attendees receive an e-copy of our *Swenglish Snafu Handbook*

Number of attendees	Price excl. VAT
1 - 10	17 500 kr
11 - 30	22 500 kr
31 - 50	27 500 kr
51 - 75	32 500 kr
76 - 100	40 000 kr
100+	50 000+ kr

Svengard & Co. specializes in Swedish-to-English translation/copywriting and original English content creation. We're a two-person team — a Swedish entrepreneur and an American writer — helping companies and organizations reach new audiences with storytelling that's professional, authentic, and SEO-friendly.

## Workshop outline

Introduction (5 min)

Why English is so weird: a brief history (5 min)

Swenglish Snafus | Words (10 min)

A look at the English words that are most commonly misused by Swedes in a business context and what to say or write instead.

Breakout Session 1 | Quiz (5 min)

Attendees are broken into groups and given a short quiz to discuss and answer together.

Grammar & Phrasing (10 min)

A primer on the typical English grammar mistakes that can cause confusing communication, as well as proper grammar rules & when to follow them (or not follow them) for clarity.

Breakout Session 2 | Lost in translation (5 min)

Attendees are again broken into groups and given the below question to discuss, then share one or two answers with the rest of the workshop.

- What are some words, phrases, or sayings in English, Swedish, or another language that cannot be directly translated (e.g. lagom)?

Etiquette (10 min)

A breakdown of differences in professional etiquette and the mistakes that can create barriers in English-speaking cultures.

Swenglish Strengths (5 min)

The presentation concludes by showcasing the aspects of English that Swedes are better at than most other groups.

Breakout Session 3 | Tools for success (5 min)

Attendees are again broken into groups and given the below question to discuss, then share one or two answers with the rest of the workshop.

- What are some tricks and techniques that you use to help prevent making any mistakes in English?

[Contact Maja to learn more](#)

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