



RICHARD LEWIS
COMMUNICATIONS

Riversdown House

a superior learning experience



Accredited by the



Language | Communication | Culture



“What makes Riversdown House unique is the way it mixes language and communication with cross-cultural training in just the right proportions that you need, its beautiful surroundings, and, of course, the dedicated and knowledgeable staff. I have spent several weeks there on different occasions during my long career path through a number of international jobs in the global airline industry and can safely say it is a really special place – somewhere you never forget...”

Maunu von Lüders, former CEO of JetLite in India and FlyNordic in Sweden



The Riversdown Story



Living the language – the original residential training centre

It all began in 1971, when Riversdown House became the world's first language training centre to use the Residential Concept. There have been many imitations, but this is where it all started.

Richard D. Lewis' bold and simple idea was to put busy professional people in a place where they could live, breathe and dream in English around the clock. They would be taught one-to-one or in small groups by trainers who understood what they needed to do with the language.

They would form bonds with fellow participants and learn something of other cultures. They would work hard, but also experience and enjoy stunning surroundings and meet people who would make sure they never forgot their course. They would come back.

We have trained over 15,000 people at Riversdown House – you can experience and add to the Riversdown Story today.



Where do you start?

A structured but flexible approach

You may already know us from your home country, or have come to us from our website. Whatever the case, we will

- 1) Talk to you about your needs
- 2) Check your language level and overall ability to communicate effectively
- 3) Design a personalised programme to match your level and business objectives

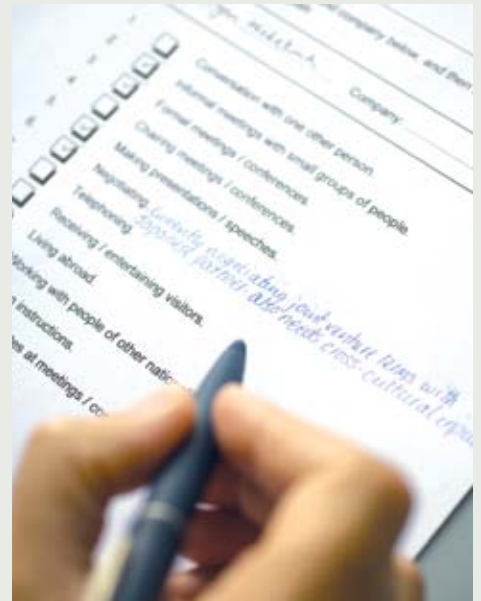
If you and your organisation need to improve your international performance, Riversdown House is for you. Our aim is to help you get your message across and influence people confidently in a global context. Getting the right balance between language, communication skills and cross-cultural support is the starting point.

The more we understand what you need to do, the better. For instance, you may have to get the board to agree to a new business plan. Perhaps you are chairing a meeting at the European Commission. You may need to train clients in using your software.

No matter how well you communicate already, we help you go further.

We enter your worlds of sales and marketing, IT, finance, human resources, administration, planning, production, EU-legislation or research and development and put your learning in the right context.

In the end, effective communication is all about getting people to do the things you need them to do.



A dedicated team of trainers

“You hit the nail on the head when you chose my trainers – I can only give them the highest score.”

Marketing Manager, Belgian pharmaceutical company



Experienced, knowledgeable and curious

You will have a small team dedicated to you, headed by one of our Programming Trainers. Some of them have been at Riversdown House for 15 years or more and you will benefit from their experience.

They have a wide knowledge of business, government and current affairs and take a deep interest in what you do.

Whether you are in IT, pharmaceuticals, telecommunications, banking, a government ministry, engineering, consultancy, manufacturing, construction, property, academia, a law-firm, the oil industry, the armed forces, or another area, we are almost certain to have trainers who already know something of your field.

“The administration was perfect, beginning with the pick up at the airport until the end.”

General Manager,
German technology company

“You create a very warm and welcoming atmosphere.”

Ministry Official, Sweden

What is a typical day like?



| | |
|---------------|---|
| 08:15 - 08:45 | Breakfast with fellow course participants and read the British newspapers |
| 08:45 - 09:00 | Some self-study at our widescreen computers |
| 09:00 - 09:40 | Training session 1 |
| 09:45 - 10:25 | Training session 2 |
| 10:25 - 10:35 | Session review |
| 10:35 - 10:50 | Tea / coffee break – a chance to practise social English |
| 10:50 - 11:30 | Training session 3 |
| 11:35 - 12:15 | Training session 4 |
| 12:20 - 13:00 | Training session 5 |
| 13:05 - 14:30 | Lunch – another opportunity to network with fellow participants |
| 14:30 - 15:10 | Training session 6 |
| 15:15 - 15:55 | Training session 7 |
| 15:55 - 16:05 | Session review |
| 16:05 - 16:20 | Tea / coffee break – develop your small talk |
| 16:20 - 17:00 | Training session 8 |
| 17:00 - 19:00 | Consolidate the day's learning / Leisure time |
| 19:00 - 20:15 | Dinner with participants and staff |
| 20:30 - 21:45 | Unwind during our evening activity programme |

“The level of tuition was beyond my expectations.” Ministry Official, Lithuania

The learning experience - close-up and personal

You will get the most out of Riversdown House if you come for a minimum of 2 weeks.

Your learning is based on individual, face-to-face sessions, with trainers chosen to suit your level and aims. You may select the precise intensity of your training, depending on your exact needs and requirements.

You may also do some work in small groups where we think that will help your learning.

Your programme will be supported by technology where appropriate, either with close guidance from a trainer, or outside the nine to five formal training time.

The minimum age for participants is 18.

Some examples of what your programme may include:

- A review of your language **structure** and typical errors
- Improvement of your **fluency** and confidence
- Focus on **grammar** to support your key needs, such as describing processes or speculating about the future
- Improvement in your ability to **interact with audiences**
- Techniques for improving your **presentation skills**
- How to **get your own way** yet stay polite

- **Social language** to create the right climate for business
- **Meeting** and **negotiation** skills
- Vocabulary extension in **your professional field**
- **Pronunciation** and **intonation** practice with difficult words and phrases you cannot avoid
- Building **trust** with different cultures for better results
- Practice in **adapting your message** so other cultures will act on it
- Writing **emails** that have the effect you want
- Results-orientated **remote communication** in speech and writing

Cross-Culture

Gaining a competitive edge through culture

Richard D. Lewis is one of the world's leading cross-cultural thinkers, and so we are ideally placed to give a powerful and practical cross-cultural input to your training where needed.

Communication is not just about language, but about the values behind our words and our behaviour. Most of our training includes some cross-cultural elements, based on our own unique model of culture and a vast bank of material that no other training centre has access to.

During your needs analysis we can plan more specific help in this area if needed. You can choose from around 100 national cultures to learn about, or take a more general or functional approach.

For example, you may wish to improve the productivity and success of a virtual team you are leading, or adapt your presentation for the USA.

You can even take a day or two out of your language / communication training to have a pure focus on cross-culture, for an additional fee.

All course participants can choose to take a Personal Cultural Profile at our award-winning CultureActive website and go through the results with a trainer.

International business education and research

The Lewis Model of culture is at the heart of the InterCulturalEdge (ICE) project at Duke Fuqua Business School, North Carolina.

ICE is a collaborative venture between Duke, Richard Lewis Communications and CultureActive, aimed at developing a global centre of excellence for

intercultural education and research in a business context.

Duke's Corporate Education unit has, in recent years, consistently been judged the number 1 of its kind in the world by both the Financial Times and Newsweek.

“Richard D. Lewis has developed a rich and powerful tool that serves to disseminate cultural complexities, which allows for leveraging opportunities and minimizing threats. Such issues would be paramount in any international business situation... A global mindset is imperative for us all.”

Marta Szabo White, Ph.D.
Assistant Professor,
J. Mack Robinson School of Business,
Georgia State University



What happens outside the formal training?

Learning at Riversdown is not just about what happens in the training room. It is also about experiencing, using and learning the language in a structured and dynamic social setting. We aim to put you quickly into meaningful contact with real people, both local and other course participants.

We do our best to give course participants a memorable experience, as a way of ensuring that the learning really sticks in their minds.

There is a world of difference between the Riversdown Experience and going straight back to your hotel after a day spent in a sterile classroom.

The social programme can include:

- A visit to the theatre
- The chance to 'Meet the Village' in nearby West Meon
- Saturday trips to London, Oxford, Salisbury or Stonehenge
- A visit to Winchester, England's first capital
- A lively talk about English Cheese
- An introduction to Scottish Dancing
- An evening of Magic

Course participants elect a Social President for the week (at least three have gone on to be Prime Minister of their country). A team spirit soon develops and many people keep in touch across countries and continents for years after they first met at Riversdown.



“I enjoyed the social programme and cultural excursions; they were stimulating and gave me new information about history, people and English culture.”

Sales Director, Japanese car company

Accommodation and dining

You have a private bedroom in one of the two houses on the Riversdown House estate, which is set in grounds of about 20 hectares, deep in the Hampshire countryside.

The main house is a protected building dating back to the 14th century. The foundations of the original mediaeval Hall were laid in 1328. The novelist Jane Austen is said to have spent weekends here.

Breakfast, lunch and dinner are served every day, and we cater for all dietary requirements. Our chefs provide international cuisine, incorporating ingredients from our award-winning butcher in West Meon, fresh Hampshire trout, watercress from nearby Warnford, and other local produce.



“Wonderful. I loved my bedroom ‘Valhalla’.”

Executive Secretary, Finnish airline



“Excellent.
Congratulations
to the kitchen.”

Personnel Director, Spanish
manufacturing organisation

Keeping fit



John Harris

If you are interested in learning or improving your golf, just ask John Harris, our resident PGA Golf Professional.

He is at Riversdown typically from April to October and can give you golf instruction during your stay, leading up to an official handicap card valid on any golf course in the world.

In some countries, golf has become a powerful influencing factor in business relations, though it is not as difficult to learn as you might think.

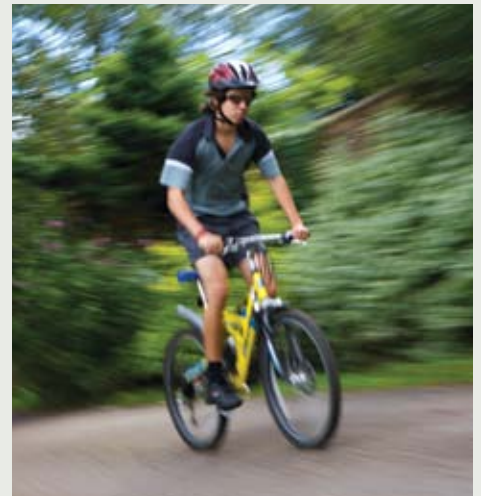


“A healthy mind in a healthy body”

We subscribe to the Latin phrase, *mens sana in corpore sano* – a healthy mind in a healthy body. We therefore provide a comprehensive set of on-site leisure facilities, all free of charge, to aid the intensive learning process:

- 9-hole golf course
- Gym
- Tennis courts (two astro-turf, one grass)
- Authentic Finnish sauna
- Outdoor swimming pool (summer months)
- Bicycles
- Table-tennis

Riversdown is surrounded by glorious countryside, ideal for walking and jogging. Horse-riding can also be arranged locally, as can trips to the world-famous fly fishing rivers, the Test and the Itchen. In addition, yoga and pilates sessions can be organised.



What do you get for your money?

- Personalised learning from 09:00 to 17:00, Monday to Friday, comprising a combination of face-to-face and guided self-study sessions, depending on the exact course option you select
- All training materials
- Visits to local companies to meet people from your professional area, if appropriate
- Access to computer-aided learning systems
- Wireless internet in all training rooms and bedrooms
- Online cultural resources at CultureActive
- Copy of "When Cultures Collide" by Richard D. Lewis
- Morning and afternoon tea and coffee
- Excellent dining (breakfast, lunch and dinner)
- Private, on-site accommodation, including personal laundry
- Evening social activities (all included in course fee except optional visit to theatre)
- Free access to all sporting and leisure facilities
- Full-day excursion on Saturday for clients staying 2 weeks or more
- Free transfers to and from Southampton, Bournemouth, Heathrow or Gatwick airports
- Full end of course report with detailed recommendations for future study



Riversdown House – venue for your internal meetings



Juha Hetemäki, President & CEO of Skanska Oy, uses Riversdown as a venue for senior management meetings.

Regular clients often choose Riversdown House as a place for holding internal meetings and for developing team dynamics. Why not come to us for your next:

- Sales kick-off meeting
- Director-level discussions
- Team-building event
- Language / cross-cultural training and internal meetings (combined event)



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Where is Riversdown House?

It is in Hampshire, 60 miles south-west of London.
The nearest airport is Southampton (35 minutes drive),
followed by Bournemouth (50 minutes), Heathrow
(one hour) and Gatwick (one hour 20 minutes).

