

Interview with Xavier Ferrer-Bonsoms and Joana Keary,  
directors of Englishjet.

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## **“Our cultural philosophy is to give the client exactly what they need”**

*Englishjet is a Boutique Language Consultancy, which looks for maximum quality in language training, within a very select ambience targeting professionals and executives. They have been offering language courses in companies since 2000. We spoke to the Ejet team to discover the key to their success.*

### *What language training services do Englishjet offer?*

We specialise in training in the business world and we work almost always on the premises of the client. Our philosophy is to give the client whatever support they need and wherever they need it. Although our main forte is in English language training, we offer our services in many other languages too. Our blended courses are very popular. These are courses which combine both contact and online sessions. We also offer telephone courses for busy executives who although they have no time for regular language courses, need to communicate in a foreign language on a daily basis.

Besides this, we prepare special intensive courses for professionals who need to increase their language level (for example, in the case of international meetings). We can also provide special SP sessions to improve language skills for negotiations, presentations, etc.

### *Why is it that in Spain we still have complexes about our level of English?*

In Spain in the past few years the number of English speakers has increased considerably, although it is still has a long way to go. This

is partly due to the fact that in Spain, people began to study other languages quite a bit later than in other European countries. In the past, it wasn't considered so important to speak a foreign language, but nowadays, and above all due to globalisation in the market place, this is a very real advantage, if not a necessity. Spanish people still lack confidence when it comes to speaking another language, but this is definitely improving. Also we have noticed that our clients are a lot more demanding than 10 years ago. It's very important to see results.

*What kind of training is most in demand?*

We can see that our online courses are becoming more and more popular, and we believe that this is due to our clients really have to take full advantage of their time. Nevertheless, our regular contact courses are still very much in demand. Also, telephone sessions are a supplement to regular language training.

*Your company is one of many in the sector of language training. What makes you different?*

Our most distinguishing feature is that our team is meticulously selected from highly qualified, very experienced instructors who are native speakers of the language that they teach. They are all trained in language teaching, which makes it much easier to pinpoint the needs of our clients. This adds quality to our services. We believe that language is for communication, and this is where our main focus lies – in communication. So we concentrate on oral expression and skills, and we teach our clients to use their language skills in practical ways.

*What other languages do you instruct in besides English? Which languages are most popular?*

We provide language services in French, Spanish, German, Italian, Chinese and Portuguese. Here in Spain in the last few years, we have noticed a strong increase in foreign executives studying Spanish.

*Which methodology do you think is most efficient?*

As we have already said, our motto is that language is for communication, so we focus very strongly on the constant practice of the language. Our courses are very practical, with emphasis on oral and fluency skills. This is done by implementing functional methods that constantly oblige the learner to reuse their language.

*What are your new projects?*

Right now we are focusing more on our online offers in the business sector. Also we are concentrating on the blended learning, combining both online and contact training, and also including skype sessions and telephone sessions.

*From your experience, what do you recommend to people who are learning a new language?*

To be very sure that everyone has the capacity to learn a language, to practice at every available opportunity, and above all, don't give up hope! You'll get there!

*Where can we find you?*

In Madrid, Barcelona, Bilbao, Sevilla, Malaga and Marbella.

**MORE INFORMATION:**

www.englishjet.com  
info@englishjet.com  
Tel.: +34 91 590 39 17