



# WHO WE ARE

# 2020



OUR BRAND STORY

executive english

# OUR ROLE IN A DIFFERENT WORLD

We are a boutique agency aligning our English-first services to bridge the space between two worlds. Feeling the change in your business? Well, these times deserve a fresh approach: You don't have time to learn a language you want to absorb it like a sponge. Which takes trainers that know your business and speak your lingo. And have all the bells and whistles of our modern era to make it so. And you need a translation of that document that you can rely on? With touch-of-a-button convenience but a familiar face on the end of the phone? Fast and affordable should still be human - this is what we do! And that translation—you should be able to track it, from translator to linguist and from linguist to editor.

You want to be able to express yourself on the stage, in that webcast or blog? We do that too. And that brand you represent - we'll nurture it as well. Creating living content that grows with you. Afterall, this is where Beth's passion for English first found it's expression. Bringing us full circle. Which fits to our belief system—because we believe no matter where this new world is taking us, we're getting there together in ripples not in lines.

**We unite  
technology, people  
and ideas  
in English.**



PURPOSE

# POSITIONING

## WHY?

We believe in the power of digitalisation to create personalised and authentic experiences. But we also believe in the power of physical collaboration to get the best from both. We want to bring technology, people and ideas, together to bridge the space between now and.... and rethink the world in English as we go.

## HOW?

We are teachers, trainers, interpreters, philosophers, linguists, marketeers, coaches, writers, copywriters, translators, transcreators, liberal thinkers, and comedians. We love technology and we see it as enabling us to enhance everything that's great about ourselves already for the benefit of the client.

## WHAT?

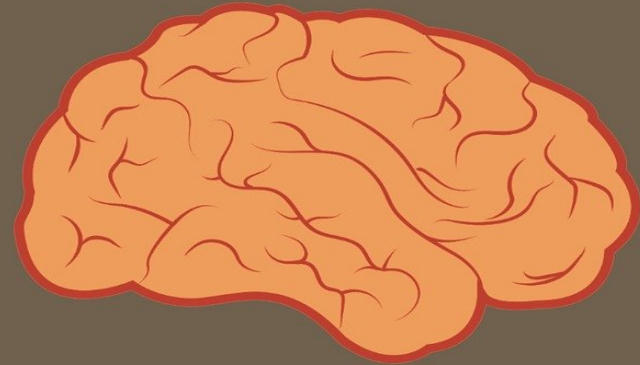
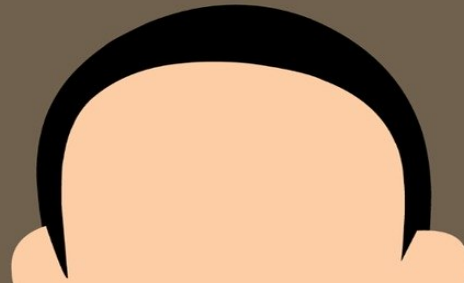
The English language has traditionally comprised of the trivium – grammar, rhetoric and logic. We present our clients with three ways to help them master these:

**eLearn** (Learn)  
**eWord** (Understand)  
**eStory** (Communicate)

Everyday we help  
someone,  
somewhere rethink  
the world in English



With heart and brain we  
bring you the gift of  
English



**MISSION**

## BRAND VALUE 1

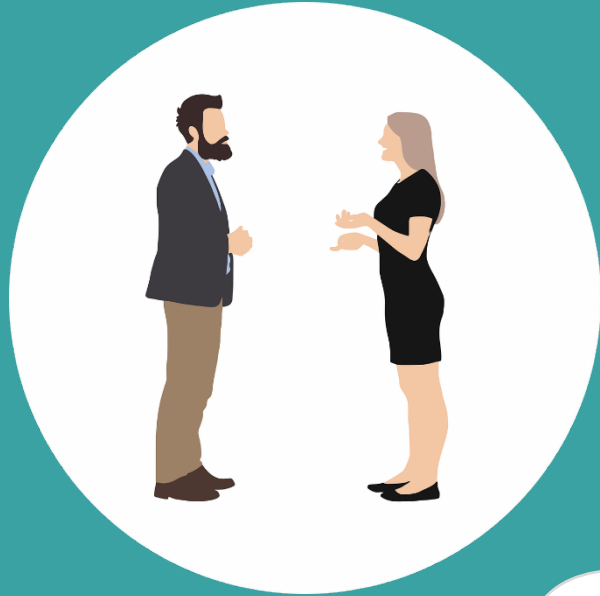


Having **class** involves good manners, politeness, pride without showboating, empathy, humility, and an abundance of self-control. We are class-act professionals. We deliver on our promise, use our extensive knowledge proactively to our client's advantage and exceed expectations time and time again. This manifests itself in client's seeking us out to do business with.

# CLASS



## BRAND VALUE 2



We are super brains. We love to pick up information like machines and use it to our client's advantage. We believe in life-long learning. And we actively seek out situations where we can grow and share our knowledge. We don't push our knowledge on people. Instead, we are **smart** enough to use it as an impulse for others to build their own.

# SMART

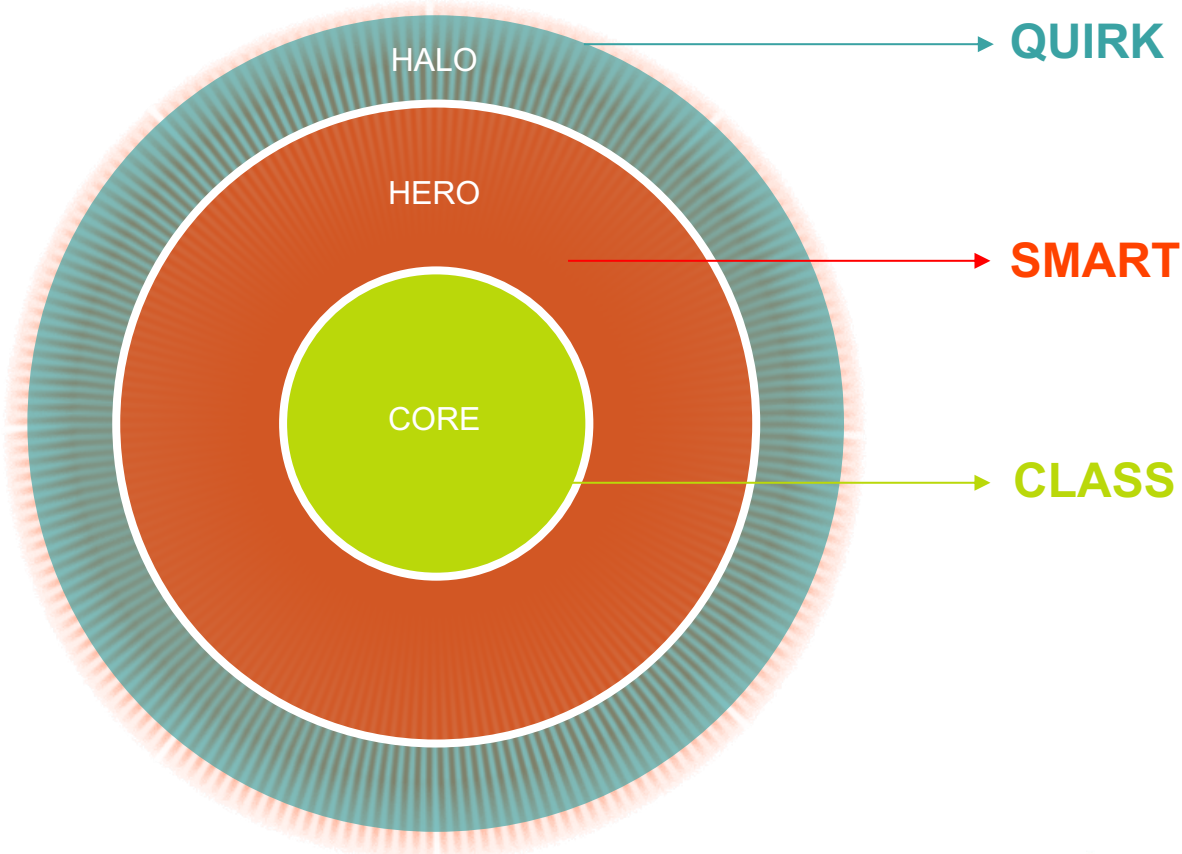
## BRAND VALUE 3



We believe the world's colourful. And we're proud to have colourful personalities to match it. This, for us, is **quirk**. Our team are citizens of the world. They have travelled, built opinions, have honed a strong point of view and learnt to love themselves. This manifests itself in a healthy sense of self and its humble in form so that our clients can use it as a beacon without it distracting from their light.

# QUIRK

# BRAND PERCEPTION



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