

## Trainer profile

# Katrien Wayenberg

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*»Kann man es noch ein Sprachtraining nennen? In Vorbereitung auf ein strategisch wichtiges Meeting mit einem potentiellen englischsprachigen Großkunden ist Katrien Wayenberg, Head Trainer of NLS, mir auf drei unterschiedlichen Niveaus begegnet. Zuerst auf der sprachlichen Ebene mit Korrekturen, Wort- und Satz-Empfehlungen und Reflektionen über Ton, Stil und Modalität. Dann auf der inhaltlichen Ebene mit 360-Grad-Fragen und Anmerkungen, aus denen klar wurde, dass sie die Position meines Kunden nicht nur verstand, sondern auch empathisch eingenommen hatte. So wurde sie zu einem hervorragenden Sparring Partner! Und auch noch auf der Empowerment-Ebene, auf der mein Status im Kundengespräch, meine Verhandlungsstrategien und meine Haltung Thema waren.*

*Die am Ende durchgeführte Simulation war fast deckungsgleich mit dem eigentlichen Meeting; woher konnte sie eigentlich wissen, welche Fragen meine Kontaktperson stellen würde? Mein Gespräch war ein voller Erfolg und ich konnte meine Botschaft passend platzieren. Thanks, Katrien, for being my sparring partner, trainer and coach!«*

*Jan S, Public Affairs Expert and Entrepreneur, Berlin*

My collective 75,000 hours of listening to people – and structuring and connecting their story lines in unusual ways – means I can **partner** with ALL brands, businesses and people to work purposefully.

I am a language and communication **trainer**, coach, twofold entrepreneur, idea-giver and a passionate networker who helps enterprises, organisations, teams and high-performers worldwide to release their potential, both communicatively and interculturallly.

My **tools** are my own proficiency in 4 languages and my personal experiences in mastering them, my Master in Language and Culture and 2 additional university degrees, my 18 years of professional experience in adult education, my keenness for structure and storytelling, empathic listening, metaphoric creativity, a deep interest in organic systems and a discrete curiosity in the expert world of the client in front of me.

As the Chief Empowerment Officer of Natural **language solutions** GmbH I lead a team of 45 experienced trainers, over 200 precise translators and 20 stage-loving interpreters and a Key Account Office Team of 5. We offer customized language support in the technical and business field to executives, experts and professionals who perform internationally. Our long-term customers appreciate our commitment and dedication to their cause, our transparent and reliable processes and delivery, and our fun, unconventional and motivating approach to learning languages. (For more information on Natural language solutions GmbH: please go to [www.natural-language.de](http://www.natural-language.de) and have a look at the company fact sheet attached.)

As a **coach**, I strive to release the potential in individuals, teams, departments, boards and entire businesses. As the Head of Natural **business solutions** I have developed a series of creative workshops that use the immense power of personal and corporate metaphors to further develop already existing systems or help create new, successful constellations. With carefully selected partners I have achieved astounding and enduring results with business customers in terms of organisational restructuring, process optimisation, team-building, conflict management and change management. (For more information on Natural business solutions: please go to [www.natural-business.de](http://www.natural-business.de) and have a look at the company fact sheet attached.)

## Competencies

Language Training | Communication Coaching | Entrepreneurship | Change Management | Business Strategy | Team Building | Leadership

## Language Proficiency

Dutch | English | German | French

## Formal Qualifications

- Master in Language and Culture (English and Dutch Linguistics and Literature at the Catholic University of Leuven, Belgium)
- Certified Language Teacher (English and Dutch, Catholic University of Leuven, Belgium)
- Certified Systemic Coach (INeKO-Institute, University of Cologne)
- Recipient of Fulbright Scholarship
- Recipient of 3 Grants of Friendship from Soroptimist International

## Professional Experience

- 16 years of full-time experience in adult language education
- Implementation of **out-of-the-box** and **out-of-the-office** training measures with immediate and practical outcome
- Languages: English for executive and expert high performers (94%), Dutch for managers, exchange professors and political refugees (4%); French for university students (2%)
- Content: industry- and skill-specific vocabulary, relevant grammatical building blocks, enhancement of business skills, conversational techniques, personalised feedback
- Proven track record of highly satisfied clients who reached their career and business goals through personalised, targetted business skills training (<http://www.natural-language.de/team-view/1-katrien-wayenberg/>)
- Twofold entrepreneur with realised 815% business growth in 4 years and 6-digit yearly revenue
- Solid business experience as a Partner Account Manager at international computer and printer corporation
- Head of Foreign Language Department at 2 universities
- Guest lecturer at 2 universities
- Studied and worked in Belgium, Germany, USA, UK, Ireland, Tasmania and China

## Expertise

- Native and near-native proficiency in English, German and Dutch; intermediate user of French; elementary learner of Mandarin
- Strong focus on practical development of the 2 active and 2 passive language skills with a preference for oral communication
- Have induced numerous break-through **„Aha-effects“** for learners at all levels with visual and business-related approach to grammar
- Use of appealing methods for vocabulary work („Learn one, get one for free!“, story-telling)
- High awareness for appropriate registers in business and academic context
- Design of innovative language programmes for international high performers:
  - Develop your inner Avatar®
  - Become a Communication Driver®
  - BusinessBooster®

## Common European Framework of Reference for Languages (CEFR)

- Selection and execution of online and personal placement tests, **aligned** with CEFR-criteria and job requirements
- Creation of meaningful needs analyses
- Mapping out customized learning programmes
- Introduction of evaluation criteria and progress checks according to CEFR

## Conceptualisation of learning and training measures

- Conceptualisation and implementation of language training programmes, **tailor-made** for business performers and academics with sustainable results
- Selection and integration of print, digital and real-life learning materials (real-life: client's e-mails, brochures, manuals, ...)
- Implementation of e-learning modules at universities
- Definition of long-term learning targets and realisation of short-term milestones
- Introduction of „flipping the classroom“ concept into university methodology

## Methodology

- Design of effective and visual methodology to assist learning process
- Careful selection of methods for each learner type

## Language tests and certificates

- Development of time-saving assessment tools and progress checks
- Transparent administration of progress results for lean communication with client, HR and Management
- Logical break-down of extensive training measures in **SMART** goals
- Encompassing preparation for TOEFL, LCCI and Cambridge certificates
- Implementation of ‚flipping the test‘-scenarios

## Development of learning material

- Design of logical and structured teaching materials, targeted at customized learning goal
- **Integration** of client’s own real-life materials in language course
- Easy-access support for grammar and vocabulary (graphs, glossaries, golden rules, ...)
- Recommendations of relevant supporting materials (TED-talks, carefully selected articles, ...)

## Trainer profile

- Proven record of dynamic course implementation
- Known for captivating introductions and relevant small talk
- Effective repetition and cool-down phases
- Motivating endings and practical follow-up with glossaries and recommendations
- **Style** ranges from impromptu improvisation (for executive C1-learners) to ultra-structured lessons for basic and pre-intermediate learners
- Extended toolbox of creative, story-based and visual methods
- Keen eye on group dynamics and full integration of every participant present
- Alignment of material and media to learner(s), target and level
- Highly confidential and comfortable learning atmosphere
- Intense focus on all stakeholders and appropriate intercultural setting for high-end results
- Entrepreneurial experience in sales, negotiations, small talk, company presentation and presentations
- Careful feedback giver
- Streamlined communication between all client stakeholders: trainer, participant, HR and Management
- Good eye on intercultural risks and chances

## Customer-orientedness

- 100% loyalty to direct client
- 360-degree **perspective** on business situation with attention to linguistic implications (wording, register)
- Empathic change of roles and enhanced understanding of all actors in business interaction
- Adaption and integration of corporate values in learning process

## Evaluation – examiner competency

- At Natural language solutions GmbH: responsible for design, implementation and administration of encompassing progress checks of all business clients and elaborate reporting to HR and Management
- As Head of Foreign Language Department at 2 universities: design and execution of oral and written tests, first-tier contact person for accreditation commissions concerning evaluation measures
- As language trainer: strong believer in individual and empowering feedback
- Division of long-term training measures into tangible and motivating sub-modules with well-defined milestones
- Focused on sustainable effects with surprising, time-saving and modern techniques

## Social competency

- **Professional**, prepared and punctual
- Business attitude and appearance as sparring partner of executives and experts
- Open for two-way constructive and tactful feedback
- Highly interested in expert world of client
- Revealing, yet diplomatic questioning technique as USP
- Focused on balanced and healthy group dynamics
- Proactive approach towards challenges
- Always introduces the pink elephant!
- Wins participants over with open-minded personality
- Highly developed intercultural competency, gained in the USA, Europe and China
- Facilitator and **Empowerer**