









# Some principles

- 1.! Don't undervalue yourself.
- 2.! Non-language teachers can be clueless about language.
- 3.! Keep involved in many areas of the university/workplace.



# Customer Profile

- **Setting:** corporate, small and mid-sized





































# DEMONSTRATE SUCCESS AND VALUE





# GOOD FOR BUSINESS



# GOOD FOR WORKERS

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# The ESP Context











# The Fit for English for Specific Purposes in an IEP

## Courses internal to the University

- Business Communication
- Special courses for graduate students, DAS classes
- Collaboration with Modern Languages and the TEFL Program -- Masters students from Afghanistan
- Aviation English -- Pilot training and Salina
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# Communicating Value









# Meeting the Needs

- Be open to possibilities-- expect only a few to come to fruition
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