



TERANGA GOLD

DIVERSIFICATION AND GROWTH
OF MULTINATIONAL EXECUTIVES

Pushing Business Forward in a Global Economy



Executive summary

Industry : Mining & Metals

Region : Toronto (HQ), West Africa (operations)

Susan D'Oliveira is the Senior Executive Assistant to the President and VP's of Teranga Gold a mining company headquartered in Toronto, Ontario with operations in West Africa. The bulk of the employees are in Africa with approximately 40 employees in the Toronto head office. West Africa is primarily French speaking and it is very important to Teranga that their employees in Toronto know French and to be able to effectively conduct business in West Africa. Ms. D'Oliveira was asked to undertake researching language instruction providers to teach some of their staff French. After spending six months searching for the best language training solution Language Advantage Inc was discovered by way of a Google search and an employee recommendation.

Susan D'Oliveira selected Language Advantage because of the professionalism of Catherine Jodar, founder of Language Advantage. She was also impressed with the caliber of the instructors and the willingness of Language Advantage to adapt their teachings to the specific needs of Teranga executives. Other language instruction providers that she had researched didn't have the capacity or the ability to adapt their methods to the needs of the Teranga executives. They have been receiving instruction for 8 months now and are very pleased with the results.

Choosing wisely

THE DECISION MAKING PROCESS FOCUSED ON FOUR IMPORTANT CRITERIA:

TIME, INSTRUCTOR EXPERIENCE, COST AND PROFESSIONALISM.

Time: Learning a new language can be time consuming and a daunting task if you are required to learn it very quickly. Language Advantage works with the client to ensure that the needs of the client are met within the specified time period and modifies their teachings to the unique needs of the client. With 20 years of experience, Language Advantage is easily able to adapt to any situation.

Instructor Experience: Delivering language instruction to multinational executives who work with international teams is a passion of the founder, Catherine Jodar and she has turned this passion into a thriving business attracting and retaining top-notch teachers with exceptional educational qualifications and business acumen with proven teaching ability and experience.

Cost: There are many programs and lanes of study available and Language Advantage will work with you to select the most appropriate course of study. The programs are highly customizable and quotations are competitive.

Professionalism: The professionalism and passion of Language Advantage Inc. Founder and Director Catherine Jodar is unparalleled. Under her keen leadership all of the instructors are highly professional and motivated.

It was also very important that the instructors were a good fit with the executive learners as this needed to be a good experience for all.

"I really enjoy working with Language Advantage Inc. They have the best language instructors."

Susan D'Oliveira, Teranga Gold



*67% of executives said that language miscommunications lead to inefficiencies and almost half agreed that it made collaboration more difficult, slowing down productivity**

**Forbes Insights*

Driving powerful change

After receiving French language instruction for 8 months, the executives are very pleased with the outcomes. All report increased confidence using French and have all expressed that they have progressed in their learning. They were very happy with the teachers, finding them very knowledgeable and pleasant to work with.

Teranga Gold executives feel better equipped to conduct business in the French language. The executives are very busy professionals who place high value on their time, Language Advantage is very cognizant of this and all lessons began and ended on time which was appreciated by the learners.