



York Associates



core 24



International People Skills



Driving Better Global Collaboration









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Because people skills really matter.



58% of professionals today believe that communication is the #1 soft skill.

99% of leaders think that improving soft skills will impact bottom line positively.

67% of industry experts predict that all jobs will be soft skills intensive by 2030.

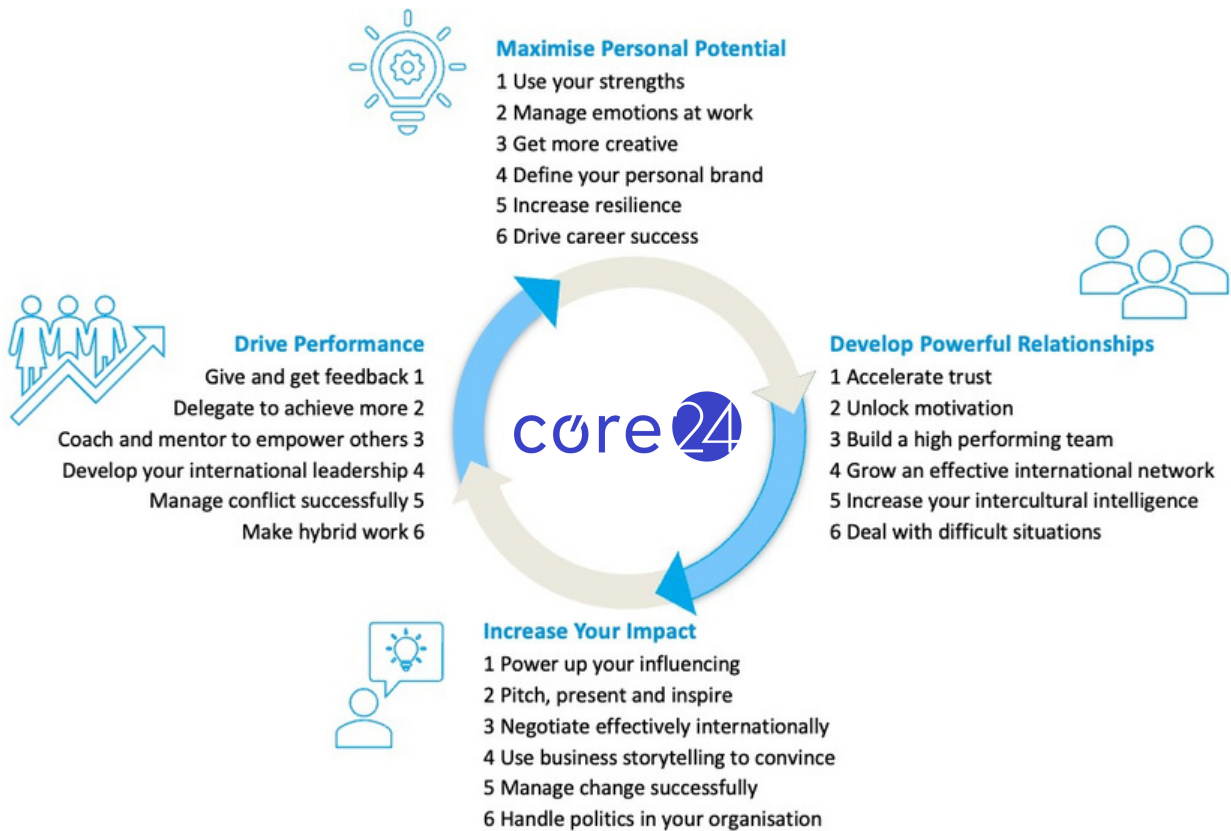
Source: LinkedIn Learning Report 2020; Deloitte



Core24 is at the heart of great international communication.

Core24 is a suite of international people skills training modules which develop the essential competences needed to deliver results across borders.

Structured in four parts, with six modules in each, Core24 develops the key skills necessary to collaborate successfully in today's international workplace.



Core24 is delivered in a range of flexible formats.

We deliver Core24 training to individuals, in-company groups located in the same country and to in-company networks of individuals across countries.

Effective International Communication (LanguagePlus)

For clients looking for a value-added professional language training for employees with a solid level of professional English (B2), we deliver Effective International Communication, a course which integrates international competence development with language feedback. We offer 1:1 training and group (6 persons) solutions.

Global Collaboration Skills (International Competence)

For this bespoke training concept, clients select relevant Core24 modules which we use to design international skills training in a range of formats targeting both native and non-native speakers. See some training formats designed for our clients:

Format 1: A long course built for a specific team using multiple Core24 modules
A client requested a fifteen-hour programme for its sales professionals based on 10 selected Core24 modules. These modules were delivered in 10 x 90-minute sessions online over 3 months in an interactive training. The group size was 18.



Format 2: A selection of Core24 modules delivered separately across multiple sessions
A client selected 6 Core24 modules to create a short Core24 curriculum called “Collaborating Internationally” offered to its employees worldwide. Each module was delivered online across 4 x 90-minute sessions for groups of up to 12.



Format 3: Bespoke leadership training / coaching inspired by Core24
A client asked for a 9-hour personal training / coaching customised to support specific international leadership challenges using a number of the modules to provide inspirations and tools.


Format 4: Supporting corporate “Learning Days” with Core24 content
A client selected a number of modules to be delivered in short sessions of 30 to 45 minutes as part of its Global Learning Summit. Each online session was designed as an engaging “learning impulse“ for between 50 and 100 participants based at company locations around the world.









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Price List 2024.

Core24 in-York

Join one of our courses at our training centre in York (UK).

All fees per person in £GBP

Effective International Communication

Individual (1:1) training (85/hr)
Combination 1:1 and group training (30 hours)

On demand
2025

Global Collaboration Skills

Individual (1:1) coaching (starts at 148/hr)
In-York Group Intensive (4 participants) (25 hours)

On demand
2625

Core24 online and onsite

We deliver our Core24 group and individual courses online and on-site for clients.

Effective International Communication

From 85/faciliator hr

Global Collaboration Skills

From 195/faciliator hr



York Associates International Ltd trading as York Associates.
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About York Associates.

With over 40 years of experience supporting professionals to communicate internationally, York Associates provides a range of innovative executive training and leadership coaching solutions which enable clients to achieve more in their international roles.

We offer training in-country onsite at our clients' organisations, and at our executive training centre in York, in the north of England.

We also deliver training and coaching online via Teams and Zoom as short intensive courses, or longer distance programmes over many months.

Core24 is our latest innovation in international communication training.

Why choose York Associates?

Here are SIX important reasons which make working with us a great decision.



Consultancy approach
We can integrate new content and focus existing modules to match your organisational needs.



Facilitator experience
Our team of facilitators are highly experienced international trainers and coaches who also work in the field of international leadership development.



Easy English
Our facilitators are trained to use a fluent international English which is easy to follow for users of English as a second language.



Free podcasts
We provide a free customised podcast after each training session to support learning and transfer into practice.



Personal catch ups
If any participants miss an online session because of a work commitment, we offer a free personal catch-up session to keep people up to speed.



Discounted pilot sessions
For interested clients, we offer a tailored pilot session at 50% of our standard pricing and / or an invitation to our free open group "taster" events.

Get in touch

Contact us for more information using the details below:



training@york-associates.co.uk

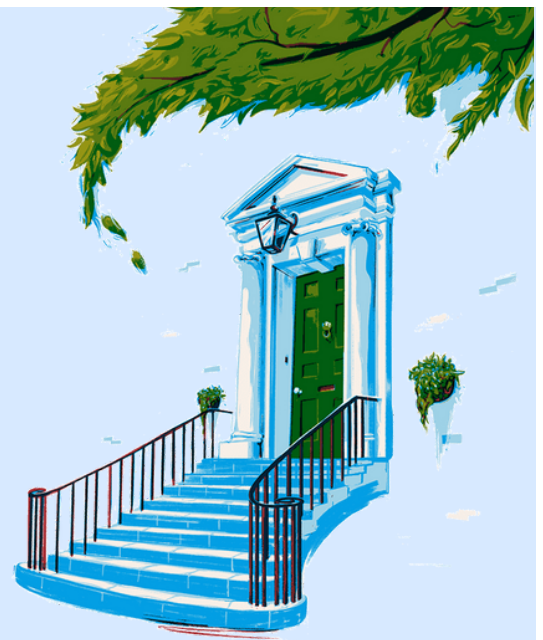


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