

## THE NUMBERS SPEAK FOR THEMSELVES... IN FRENCH!

Québec has 8 million citizens.

**93%**  
OF THEM  
SPEAK FRENCH.

**90%**  
USE FRENCH  
AT WORK.



## DON'T WAIT ANY LONGER: GET ON BOARD!

1. Complete the interest form on the Board of Trade website at [www.ccm.ca/frenchatworkinterest](http://www.ccm.ca/frenchatworkinterest).
2. Talk to a program advisor about the best way for your company to take advantage of the training.
3. Complete the participation form at [www.ccm.ca/frenchatworkparticipation](http://www.ccm.ca/frenchatworkparticipation); it will be forwarded on your behalf to Emploi-Québec for an assessment of your file.
4. Receive a call from an evaluator to determine your needs, schedule and pacing.
5. Take the courses and reap all the benefits of working in French!



## FRENCH

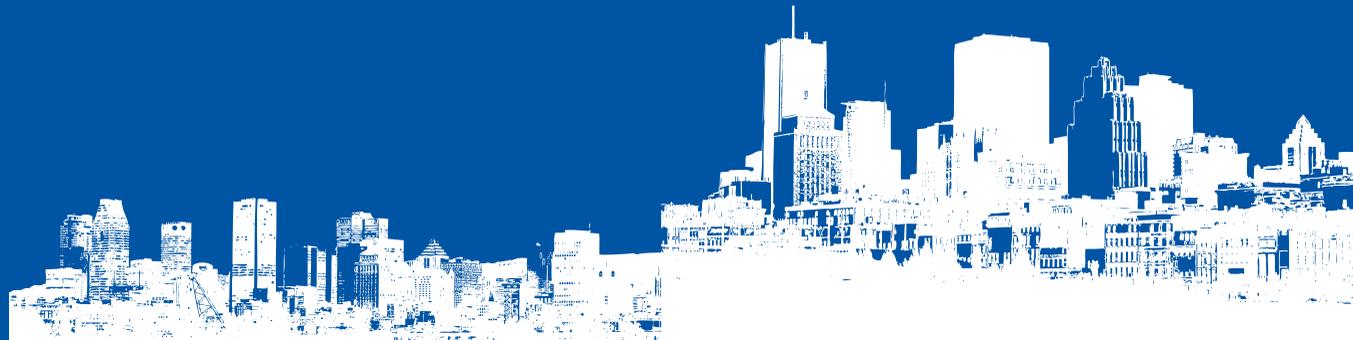


## ADDED VALUE FOR YOUR COMPANY

### IN QUÉBEC, 93% OF THE POPULATION SPEAKS FRENCH!

- Succeed in the business world
- Increase your company's productivity
- Offer better customer service

Offer your employees free French courses through the French in the Workplace program!



### INFORMATION:

514 871-4000, ext. 4069  
[www.btmm.qc.ca/infrench](http://www.btmm.qc.ca/infrench)

## 1 SUCCEED IN THE BUSINESS WORLD:

- by tapping into a larger labour pool;
- by facilitating communication with your customers, suppliers and partners;
- by creating the opportunity to do business with Québec's public service.

## 2 INCREASE YOUR COMPANY'S PRODUCTIVITY

- by retaining employees through professional development;
- by making it easier for your teams to communicate and work together;
- by more effectively integrating immigrant employees.

## 3 OFFER BETTER CUSTOMER SERVICE:

- by meeting your customers' needs;
- by treating customers with courtesy;
- by respecting their language rights.

## BE PART OF THE FRENCH IN THE WORKPLACE PROGRAM: IT'S WORTHWHILE, SIMPLE AND FREE\*

French in the Workplace is for any business with a payroll over \$250,000.

This program offers **French courses in the workplace** to improve your employees' French. Training reflects your business's needs, your sector of activity and its constraints.

Courses are available for any level of proficiency (beginner, intermediate, advanced), both for spoken and written French.

In addition to being **completely free**, the program reimburses participants' salaries.

### BENEFIT FROM PERSONALIZED GUIDANCE

French in the Workplace is a **flexible training program**, offered by teachers certified by a school board in your area. The teacher goes **to your workplace** and supplies all the learning materials your employees need. Training involves three to four hours of courses per week, and the duration depends on participant proficiency.

\* You do not need to be a member of the Board of Trade to take part.

## WORK IN FRENCH TO DO BUSINESS MORE EFFECTIVELY IN QUÉBEC, JUST LIKE SOME 200 PARTICIPATING COMPANIES AND 1,800 EMPLOYEES HAVE ALREADY DONE!

*While Bombardier Aerospace is a global company, respect for and the application of francization measures depend upon the commitment of all of our employees who work in Québec.*

— **Sophie Langley**, Manager, Labour Relations, Francization, Bombardier Aerospace

*The French in the Workplace program is an excellent initiative for a small business such as ours, in which approximately 25% of the 200 employees are new arrivals who, though skilled in information technology, have not always mastered the language that allows them to effectively interact with their colleagues. We would not have the financial means to train these employees without this project.*

— **Michel Thivierge**, Director, Human Resources, iWeb Inc.

*Since the French program was established, participants have developed a better understanding of discussions and exchanges that take place in French. There has been a marked improvement in their vocabulary. They also have an easier time engaging in conversation in French. Their colleagues are very appreciative. This can only serve to improve work relations.*

— **Nicole D'Amour**, Training Coordinator, Esterline/CMC Électronique