

If you get all tangled up, just tango on - Engaging Managers of SINOPEC Group in Workplace English Training Programs

Engaging business managers in soft skill training programs such as communication skills training has always been difficult but is worth doing because it helps clarify for the organization and business leaders the business benefits of improving the communication efficiency of their employees. The paper outlines the practices of Sinopec Management Institute to engage and increase the participation of managers in several workplace English training programs. These practices lead to wider and bigger support from the management, broader consensus of the success of the training, and an on-going training-practice-research mechanism that benefits all the stakeholders. The paper also comes up with a model for better engaging external stakeholders in similar programs based on the practices.

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