



DIRECT ENGLISH

International Brochure 2022

ABOUT OUR COMPANY



A London-based leader in English Education

Direct English is a leading UK-based English training provider and have been training thousands of students worldwide since 1997, through a proven method and curriculum from the UK, designed by Louis Alexander, award-winning author and member of the Council of Europe, who created the Common European Framework, now used worldwide to assess abilities from A2 to C1.

Direct English has helped thousands of adults worldwide learn English and become confident English speakers. Either they want to step up in their career, work in multinational companies or work or study abroad, our students find in Direct English the right method giving them the confidence and the fluency to reach their objectives.

120+

Years of heritage in language training to students all over the world, from the mother company Linguaphone Group.

100.000+

Learners every year succeed in our physical Direct English schools.

75+

Direct English Schools worldwide in over 20 countries.

1000+

Online classes per year

CONTINUOUSLY INNOVATING



Direct English has been developed for people of all ages and abilities; from absolute beginners to Advance Learners, and Business English.

Our UK proven method can be accessed through our [English schools](#), across Europe, Asia, Africa and the Middle East, [and Online](#), through our Direct English Live program - which includes Live lessons with fully qualified native English teachers and our interactive learning platform.

We continue to invest in learning to keep the engagement from learners high. In 2020, we offered live lessons with Online native teachers alongside our Online platform. Since then, our partners worldwide continued scaling their business.



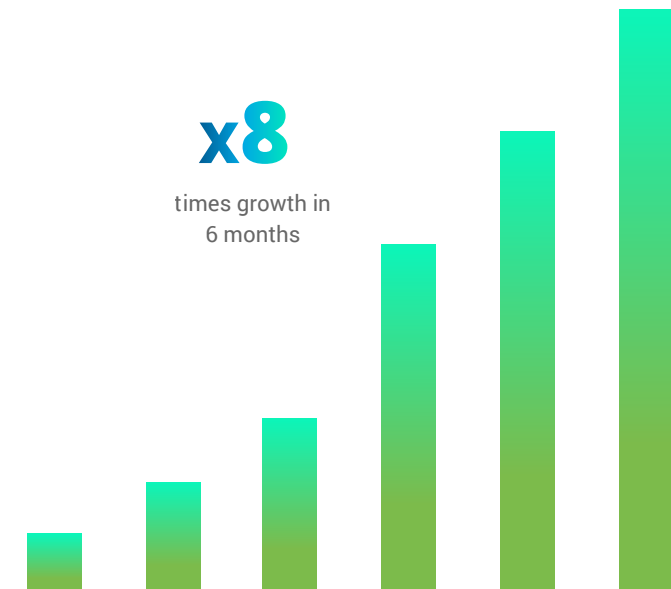
20+

Countries worldwide



74,600+

Students worldwide have enrolled in a Direct English Live course to successfully master their English fluency online.



Our Partners' growth with Direct English Live in 2021

BENEFITS TO YOUR BUSINESS



HIGH GROWTH INDUSTRY

Believed to be worth over \$50 billion and growing



UK CURRICULUM

You can count on an world-class UK curriculum, teaching US English, from a respected and recognised London-based company in the education market



STRONG GLOBAL BRAND

Already operating in 20+ countries worldwide



NO EDUCATION EXPERIENCE NECESSARY

Just investment, ambition and strong business acumen



WORLD-LEADING TEACHING RESOURCES

Including Student Packs and Teacher's Guide. We also offer FREE placement tests so our partners can take advantage of our enrollment guidance



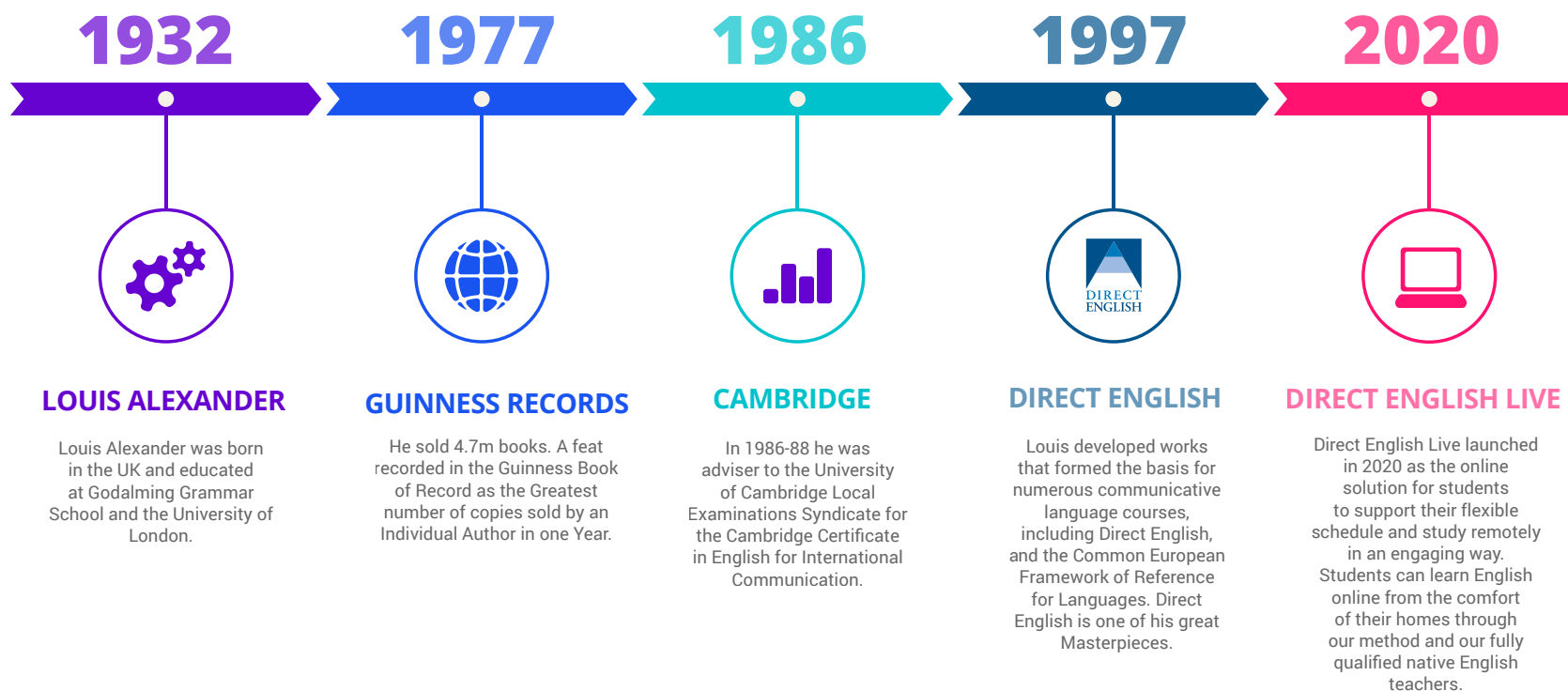
ONGOING SUPPORT

Training, marketing, operational and business development support from day one

LOUIS ALEXANDER



Direct English's method has been created and designed by Louis Alexander. Established in 1997, Direct English supports an international network of educational franchise partners from the company's UK headquarters. Direct English is part of The Linguaphone Group – the international English institute for language training since 1901.



OUR METHOD

Our unique learning method has helped thousands of students all over the globe become confident and fluent communicators of English. In the syllabus, we have brought together all our experience and knowledge in language learning that we have gained over the last 120 years as a provider of language learning programs. In all 8 levels we offer, we cover all four abilities: speaking, listening, reading and writing.

At the end of our course, you will receive a CEFR-aligned Direct English certificate. Our levels are aligned to the Common European Framework, an internationally recognised standard that goes from Beginner (A1) to Advanced (C1).

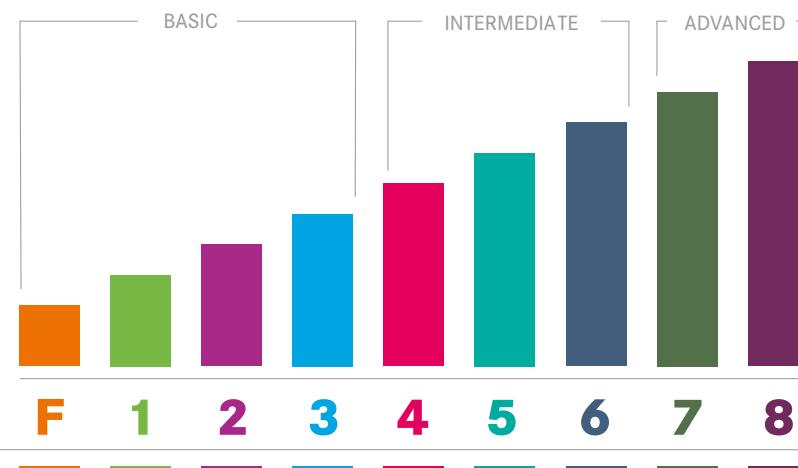
Every month we hold an online graduation ceremony with our students, where our Director of Studies from London and teachers will officially release the certificate to the live students. Students can invite their friends and family to the online graduation to celebrate.



Watch our latest
online graduation



DIRECT ENGLISH LEVELS



Common European Framework

	A1	A2	B1	B2	C1
Cambridge ESOL		KET	PET	FCE	CAE
Cambridge Linguaskill	100 - 119	120 - 139	140 - 159	160 - 179	180 +
IELTS™	1	2 - 3	4 - 5	5.5 - 6.5	7 - 8
TOEFL (IBT)®	< 8	8 - 18	18 - 56	56 - 101	101 - 120
TOEFL (PBT)®	< 300	310 - 340	340 - 480	480 - 600	600 - 680
TOEIC®	< 10 - 100	100 - 250	250 - 600	600 - 900	900 - 990

DIRECT ENGLISH LIVE BENEFITS



Through this innovative online learning product, partners are able to either integrate their in-school offer or simply offer an online solution only, depending on the license they choose.

Students can learn online through video-episodes, interactive exercises, grammar and pronunciation tools in our uniquely branded designed platform, and reinforce their learning in small groups lessons every week through our native English teachers.

[Watch the Direct English Live video](#)



ENGAGING REAL-LIFE VIDEO LESSONS AND INTERACTIVE EXERCISES

From Day 1, engaging real-life scenarios video classes are available for each unit to introduce new words and increase familiarity with International English in daily situations, even when commuting.



CYCLICAL SYLLABUS ACCESSIBLE FROM ALL DEVICES

Students will have 27 lessons and 27 units in each level, they will be assessed through quizzes in each unit, progress tests every 3 units, and comprehension tests in every level.



FULLY QUALIFIED NATIVE ENGLISH TEACHERS

All our teachers have a relevant University degree and professional qualification in TEFL, CELTA or Trinity. They have been specifically trained to help learners with distinct levels of proficiency.

INSPIRE. MOTIVATE. BUILD CONFIDENCE

Your journey starts here.

You cannot remarkably achieve more than **116 years** in global English education training without a passion for flexible, personalized learning and a lifelong love of technology.

By following **Louis Alexander's** unique and proven method, **Direct English** has changed the lives of students and professionals in every part of the world. Using industry-leading content and a highly respected curriculum, **Direct English** helps students build their confidence, reach their goals, and master International English in an increasingly competitive world.

Direct English Live is an online learning platform that showcases our industry-leading learning resources and interactive practices. The platform comes with a variety of online tools that have been designed to empower schools, teachers and student learning objectives when combined with Direct English.

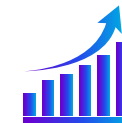
Direct English Live allows students to access learning content (including bilingual options) on any device: PC, tablet, laptop or smartphone.



Key features



VIDEO LESSONS



8 LEVELS OF ENGLISH LEARNING MATERIALS



INTERACTIVE ENGLISH PRACTICE AND REVIEW



CERTIFIED RESULTS



PROGRESS TEST



PRONUNCIATION AND INTONATION PRACTICE



COMPREHENSION QUIZZES



OFFLINE ACCESS



COMMUNITY AND FORUM APP

SCHOOLS' BENEFITS OF PARTNERING WITH DIRECT ENGLISH



LEARNING CLOUD AND MOBILE APP

Direct English provides an all-in-one solution. **Direct English Live!** provides clients with effective central administration, teaching support, and country-wide network management.

This means that students are able to complement their classroom learning with **access to interactive learning resources** and **teaching schedules**, no matter where they are.



CLASSROOM MANAGEMENT

Teachers consistently identify classroom management as a major concern. **Direct English Live!** empowers educators to **monitor class assignment completion** as well as individual student achievement.



TEST ENGLISH LEVEL

We provide a **Placement test** with a **15-minute** response-adaptive test of 625 randomized questions. Indicative starting level. A powerful marketing tool to use for lead generation purposes.



INTELLIGENT PROGRESS TRACKING AND REPORTING

Unlike most language courses, with **Direct English Live!** you'll be **tested online** throughout your studies in order to identify any areas where extra tuition might be beneficial.

Our online tests are designed specifically for your chosen course and benchmarked for easy comparison. It also enables staff to effectively **track and monitor** students' real time progress through the course and take any necessary corrective actions. Students can track their own progress to see just how far they've come and **interact** with their peers using our **social platform, Direct English Live!**



GRADEBOOK FOR TEACHERS

Students and their grades are shown in an **easy-to-read table**. Your team can **monitor due dates**, list grade results, and provide students with feedback all in one place.



ADMIN DASHBOARDS AND REPORTS

Get analytical insights through Admin Dashboards and keep track of content **efficiency** and **learner performance** on the platform.



LEARNER DASHBOARDS

Keep the learners **informed** about their individual activity on the platform, their **skill levels**, recommendations, etc.

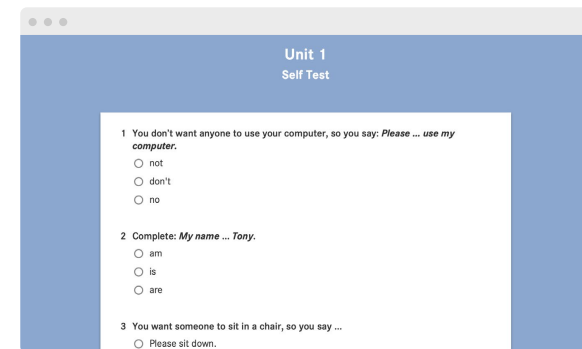
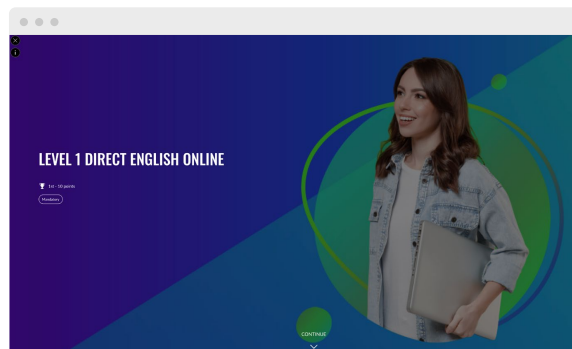
STUDENTS' BENEFITS



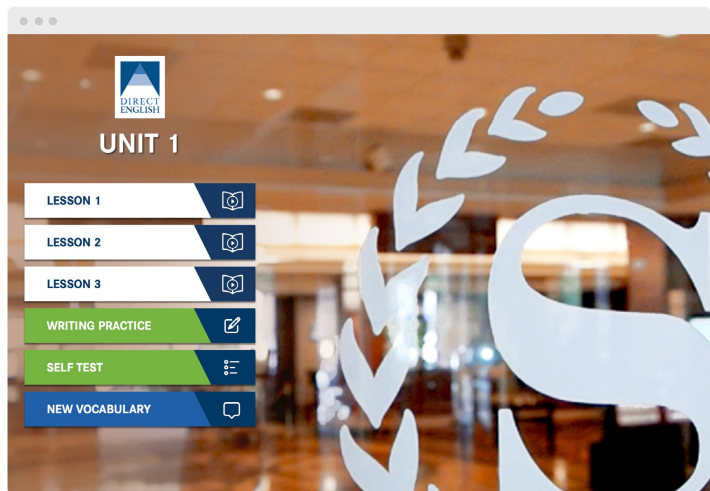
8 LEVELS OF ENGLISH LEARNING MATERIALS

By following the unique, proven teaching methodology of [Louis Alexander](#), students can master everyday communication online, anywhere and anytime by using [CEFR-aligned](#), industry-leading modules that can be complemented by in-center tutors.

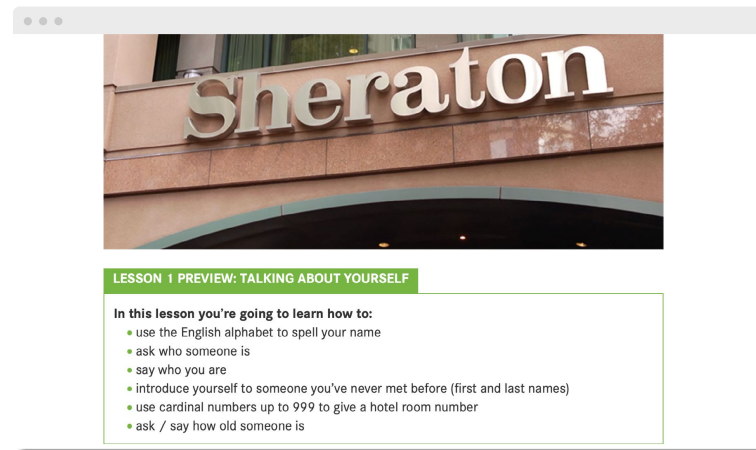
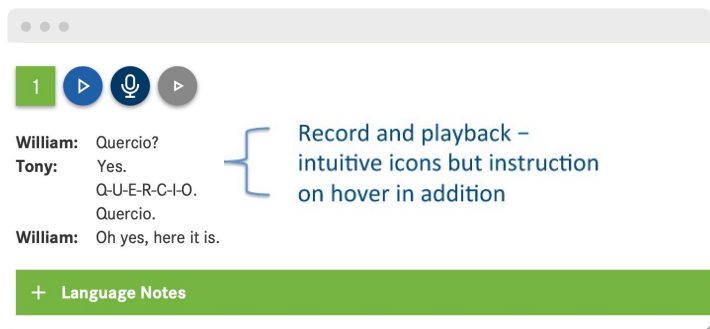
Sample 1 >



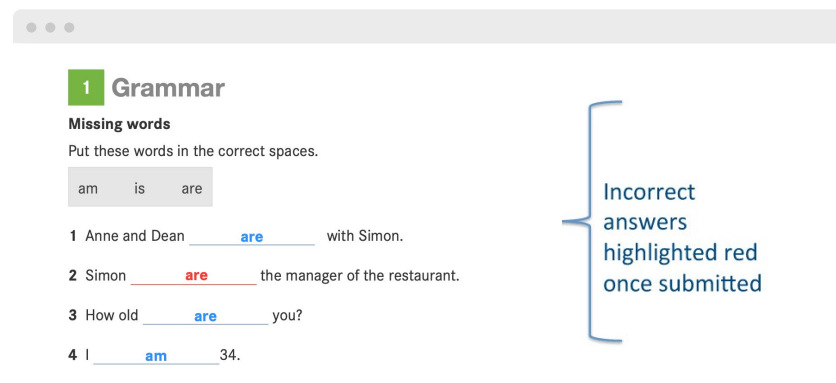
Sample 2 >



Sample 3 >



Sample 4 >





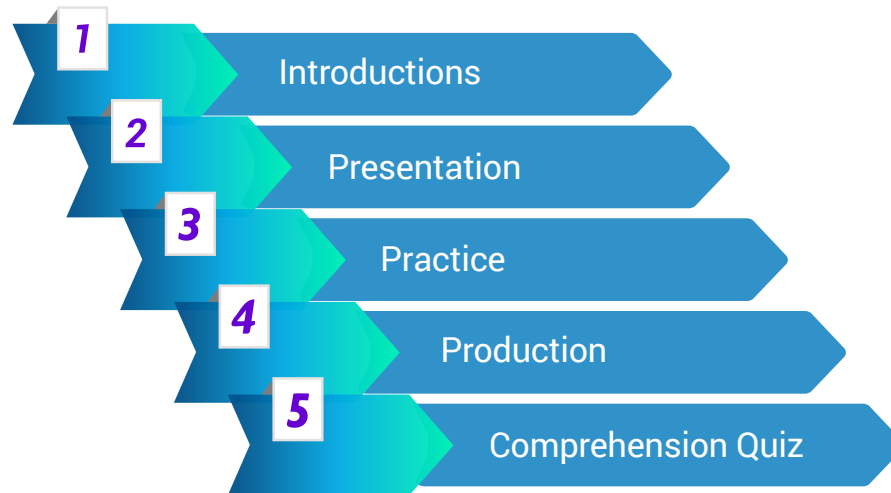
INTERACTIVE ENGLISH PRACTICE AND REVIEW

Students practice speaking, listening, and reading with interactive lessons and regular assessment even when they do not have access to the Internet (**offline mode support**).

A powerful practice tool is included in this feature, enabling learners to role play and then record and playback their activities. This provides them with a **confidence-building** 'safe practice zone' in which they can develop intonation and pronunciation skills.



Each lesson is comprised of 5 activities:



App and Web synchronized

Bookmarked activity

Personalized experience



PRONUNCIATION AND INTONATION PRACTICE

Direct English Live! helps students practice their English and assess their progress, building **fluency** and **confidence** in Conversational English. All levels of study are enriched with learning guides and exercise modules.



COMPREHENSION QUIZZES

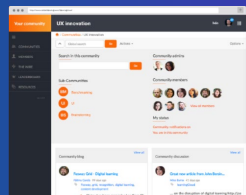
Students complete quizzes to review concepts, learn new vocabulary, and master their **reading** and **writing** in **English**. This helps them to check their preparation for the class whenever and wherever they have a moment.



COMMUNITY AND FORUM APP

Mobile is not an option anymore - it's a lifestyle. Students can now stay in regular contact with their fellow students and tutors and receive updates on any changes in timetables or dates on **Direct English's social media accounts**. Users will also be able to **create learning communities**, participate in discussions, **interact** with other users, write articles, and much more. The user is at the center of the learning process, making it easier than ever to share resources through appropriate channels, following a **70- 20-10** model (70% on-the-job, 20% informal, 10% formal).

KEY FEATURES COMMUNITIES



BLOG

A space to share articles of interest with the community and begin discussions using the comments system.

DISCUSSIONS

A forum system that allows members of the community to create discussions and exchange information, opinions, questions, etc.

BOOKMARKS

A compilation of links to resources that students consider interesting for their colleagues.

SUB-COMMUNITIES

Create spaces that are part of the main community, focusing on more specific areas.

NEWS

Discover all the news and updates related to your community.

FOLDERS

A system for organising and sharing any documentation within a community.

ACTIVITY

A summary of everything that has happened in your community lately. Interact with appreciations and comments.

VIDEOS

Add videos from external sources as YouTube or user generated content.

THE WIRE

A wall to publish and value interesting information shared by the group. Publish and share just as you would do it on Twitter.



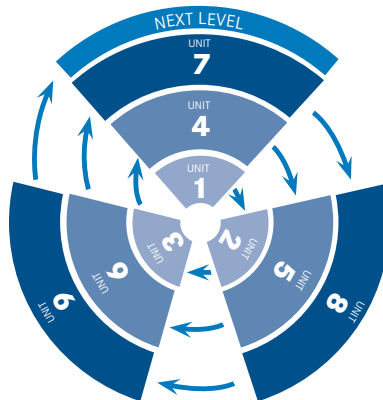
OFFLINE ACCESS

Offline mode with **downloadable content** - to learn without limits, whether or not students are online, with the 'learn as you go' **Direct English Live!** app.



PROGRESS TEST

Following the **cyclical nature of the syllabus**, **Direct English Live!** provides learners and tutors with real measures of their skill gain. It also enables staff to efficiently **track** and **monitor** students' real-time access and progress through the course.

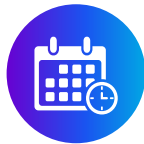


- 48 Multiple choice questions
- A real test of acquired language skills: Listening, Reading, Usage, Vocabulary, Grammar
- Can be weighted for conversational elements
- After every 3 units of Study
- True test of acquired language skills.



VIDEO LESSONS

From day one, engaging **video classes** are available for each unit to introduce new words and increase familiarity with **International English** in daily situations, even when commuting.



ASSIGNMENT CALENDAR

Following the **cyclical nature of the syllabus**, the assignment calendar provides learners and tutors with real **measures** of how their **skills** are improving. It also enables staff to efficiently track and monitor students' real-time access and progress through the course.



IN-CENTRE CERTIFIED RESULTS

Direct English **Certificates** are issued for each level completed. Students can demonstrate their **English fluency** to employers around the world.

Additional FEATURES:



SYNCHRONIZED STUDY PLAN



WRITING, READING, LISTENING AND SPEAKING EXERCISES



FOUNDATION COURSE INCLUDED



VOCABULARY LIST



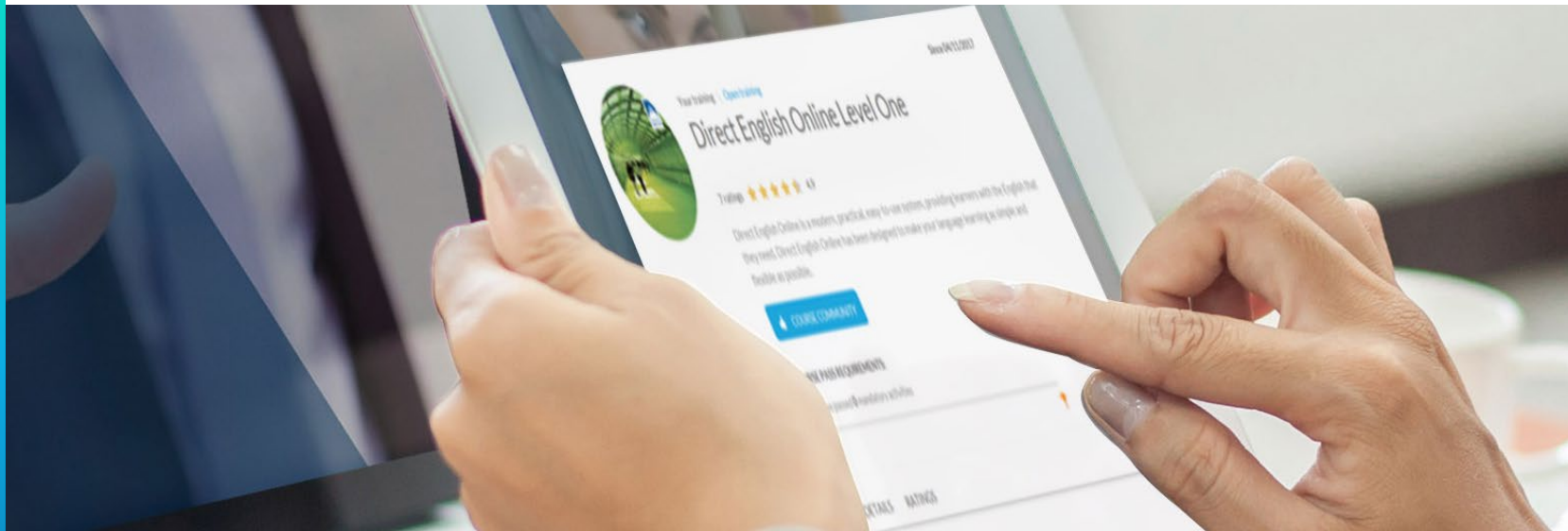
ROLE PLAY

Two Products available for your English Schools



FEATURES	8 LEVELS OF ONLINE LEARNING MATERIALS	INTERACTIVE ENGLISH PRACTICE
CERTIFIED RESULTS	✓	
FOUNDATION COURSE INCLUDED	✓	
BILINGUAL OPTIONS	✓	
PROGRESS TEST	✓	
WRITING, READING AND SPEAKING EXERCISES	✓	
LISTENING AND SPEAKING EXERCISES	✓	✓
PRONUNCIATION AND INTONATION PRACTICE		✓
ROLE PLAY		✓
COMPREHENSION QUIZ	✓	✓
VIDEO LESSONS	✓	✓
COMMUNITY AND FORUM APP	✓	✓
OFFLINE ACCESS	✓	✓
VOCABULARY LIST	✓	✓
ASSIGNMENT CALENDAR	✓	✓
SYNCHRONIZED STUDY PLAN	✓	✓

ADOPTION MODEL



- 8 Levels of Online and Offline English Material
- Interactive English practice and Offline English Material
- Various license durations from 1 to 12 months on both products.

Start earning up to **35%** net profit today!



BLENDDED LEARNING METHOD



IN-CLASS TUTORS AND GROUP CLASSES

Direct English always strives for the highest standards, and that is why our interactive multimedia learning resources are combined with IN-CLASS tutors and group classes to transform ordinary people into confident leaders through real-life English practice.

AUDIO-VISUAL MATERIALS

Using a range of audio-visual materials, students can then revise the stories and dialogues used in class online, whenever and wherever they want, using Direct English Live! videos that explore real-life and workplace situations.

RECORDING

Students can record themselves speaking English and play the recording back to assess their pronunciation. This means that even shy students can start acquiring more confidence online before practicing in class or during Direct English Social Programs.

SOCIAL PROGRAMS

As part of the unique Louis Alexander methodology, Social Programs are an excellent tool for students to acquire more confidence within their community in a fun and creative environment that keeps them motivated toward their goals and engaged with the Direct English brand for many years.

Social Programs are also a good chance for Master Licensees to explore further lead-generation opportunities by inviting their friends to events.

JOIN A WORLDWIDE NETWORK OF SUCCESSFUL PARTNERS



We have already successfully delivered English language training to millions of customers worldwide using our method. Our head office is based in London, UK, and you can also benefit from a global network of successful partners worldwide to exchange ideas, insights and success stories. We hold international physical and online conferences to make sure we share these stories and help our partners succeed further also through the insights from other Direct English partners.

BAHRAIN
BULGARIA
INDIA
ISRAEL
INDONESIA
IRAQ
LEBANON
MALAYSIA
MYANMAR



OMAN
PALESTINIAN TERRITORIES
PORTUGAL
SAUDI ARABIA
SINGAPORE
SUDAN
THAILAND
TURKEY
VIETNAM



Interested?

We'd love to tell you more.

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