

A transition to Language Coach

Interview with Gabriela Alvarez, English teacher, Italy

Can you describe your professional career before taking the language coaching certification (LCC)?

Before taking the language coaching certification I taught by using a directive style (had been doing that for the past 32 years!). Just like Rachel is an Attorney I have a business BA and MA as well as a Teaching Certification, and this has all come together in the past 6 years. I have taught since the age of 14 – first English in Mexico at www.relacionesculturales.edu.mx, then Spanish at www.berlitz.us, www.uky.edu, <http://businessprofiles.com> and others... After I graduated in 1989 I moved to Torino, Italy, and I started working for a Nestle Company called www.sanbernardo.it as Export Manager. In 1995 I moved on to www.intesasanpaoloformazione.it as a Corporate Language Trainer and was there until 1999, and to FIAT – today FCA (I still work for them) In 1999 I was Marketing Manager for www.ascomtorino.it and then moved on to www.patrimoniosos.it (consorzio teseo- arts) and chamber of commerce, where I taught marketing. I obtained my MA in 2006. In 2009 I went back to full time teaching for different Companies until 2010 when I was hired as an International Outplacement Consultant by Career Counseling until 2014. It was then that all my business and language skills came



together. In 2013 I opened my private practice as a Professional Language Trainer and Outplacement Consultant. Today I have migrated to English Language Coaching, Personal Branding and Recruitment and will begin with Public Speaking Groups this Fall. I will do this in an effort to encourage them to speak in English in public...

“It was an inspiring and important learning experience”

How did you find the course?

It was an inspiring and important learning experience.

“With the LCC course I learnt how to best figure out what an individual needs”

Which highlights or insights did you gain from the LCC?

I learned to be less “directive” and to rephrase...

"I found that the techniques I was learning were perfect solutions to the audience I'd always worked with"

What was the immediate impact on your way of teaching after taking the course?

I catch myself asking "why" or saying "let's" and correct myself and make sure students have understood by rephrasing and sending back the information...

"Today I am aware of this option, in the past I was not..."

Were there any impacts on your personal life during or after the course?

In certain situations I know I can be more "accommodating" and less "directive", and I choose which one of these to use; today I am aware of this option, in the past I was not...

"I have seen how effective it is so I will gradually shift from just plain teaching to language coaching."

How has your professional development after the course?

I will focus on coaching and will try to offer 3 or 6 session packages (more structured and geared towards coaching)... I will play it by ear because this is new. Nevertheless I have seen how effective it is so I will gradually shift from just plain teaching to language coaching...

"No "directive", funnel and no limbic!"

How has the course changed the way you deliver a language course?

I believe the key word to my new style is "funneling"...I can really see it happening when I do it...I also avoid getting my students into a "limbic" state...These two things are extremely important: so, no "directive", yes funnel and no limbic!

"My students can really see the change and love it"

How would you describe the impact you are now having as a language coach on your learners?

My students can really see the change and love it when I re-send the information they have just given me by saying: "so what you are telling me is...", or "what I see".....

Is there any additional information that you would like to add?

I will definitely take more courses when I have time.

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