



Improve Communication

Is your team's English communication holding back your business?

The Cost of Poor English Communication:

- ✗ 90%+ of Vietnamese IT service companies lose international contracts
- ✗ 30-70% longer project completion time
- ✗ 40%+ more re-work revision cycles per deliverable due to miscommunication
- ✗ +5 hours per week spent translating or re-reading English content and interpreting client intent
- ✗ AI and automation are eliminating jobs that don't require complex communication skills

The Opportunity for Teams with Strong English

- ✓ 50%+ more international deals closed by companies with English-fluent teams
- ✓ 30-40% higher rates for professionals with advanced communication skills
- ✓ Teams that master Western-style communication cut approval times by up to 40 %.
- ✓ Projects with strong comms finish 71 % on time vs 37 % with weak comms.



Vietnam's position in the global market depends on English proficiency & communication mastery

How much revenue/profit are you missing while English stands in your way?

The Choice Is Yours

Continue Struggling

- X Lose up to 70% of opportunities
- X Burn 30 % margin on re-work & scope creep
- X Retain only employees who avoid client exposure
- X Watch ambitious talent (& clients) move elsewhere
- X Fall behind competitors

OR

Make Comms your Superpower

Step 1 — English Fluency (6 mo):

- ✓ 80-90 % pronunciation accuracy
- ✓ Understand 90 % of tech content
- ✓ Speak with natural intonation
- ✓ Cut revisions by 40 %

Step 2 — Western Client Communication (4 mo):

- ✓ Win 60 % more Western contracts
- ✓ Command premium rates as a trusted partner
- ✓ Retain top talent

Our 2 Programs for Effective Communication:

	English Listening & Speaking Xcelerator	Western Client Communication Xcelerator
Primary Goal and Focus	IT English Language Proficiency. Rapidly boost listening comprehension and spoken accuracy for everyday tech work. <i>Learn the rules of the game and HOW to say it in English.</i>	Cultural Intelligence & Business Acumen. Master Western-style business & cultural communication so clients see you as a strategic partner. <i>Learn how to win the game and WHAT to communicate.</i>
Core Skill Focus	• Pronunciation & intonation (IPA) • Real-time listening comprehension • Technical vocabulary & email clarity • Fluent, natural speaking cadence	• Cultural intelligence • Client-facing conversations (sales, status, problem solving) • Negotiation & presentation frameworks • Interview storytelling (STAR)
Assumed English Level	Basic to lower-intermediate English accepted (A2-B1). Basic courses available.	Functional business English required (B1-B2).
Audience	IT Engineers & support staff with basic English who need stronger baseline fluency and need to improve pronunciation, comprehension, and speaking for Western projects.	Technically skilled teams/individuals with existing English skills who are losing deals due to cultural misunderstandings or lack of effective communication structure and methods.
Outcome Metrics	• 80–90 % pronunciation accuracy • Understand 90 % of IT related language • 30 % clearer presentations	• 25–50 % cut in revision cycles • 60 % higher bid win-rate (partner storytelling) • Long-term contract upsell
Methodology	AI-powered platform (EnglishCentral), video-based learning, pronunciation practice, vocabulary building, grammar exercises, live tutor sessions.	Workshops, frameworks for specific business situations (e.g., handling delays, scope changes), strategic communication techniques.
Programme Length	6 months (24 weeks)	4 months (16 weeks)
Ideal Use Case	Firms building a pipeline of engineers who must reach comfortable IT related speaking/listening fluency first.	Companies already pitching or servicing Western clients but losing margin through mis-alignment.
Complementarity	Focuses on English language. Prepares staff before they enroll in the Western program.	Graduates of English Xcelerator feed directly into the Western Client Communication Program for higher-level client mastery.

Join our:

Effective Western Communication Xcelerator for IT Service & Sales Professionals

*Turn Your Technical Experts into Strategic Partners in 4 Months
to Win More Deals & Manage Projects Better*

[*Inquire or Book Now*](#)

Effective Western Communication Xcelerator

Elevate Your Technical Teams into Client Partners in 4 Months. Stop competing on price. Start winning on communication.

Program Overview & Benefits

Who is it for: Vietnamese IT teams with functional English, ready to turn technical expertise into strategic Western relationships and move beyond one-off projects.

What you'll get:

-  Trust-Building Frameworks: Exact phrases, templates, and stand-up routines
-  Cultural Deep-Dives: Live workshops on US/EU/AUS/SG meeting styles and winning interviews
-  Hands-On Practice: Role-plays, simulations, and Western mentor Q&As

Format & Timeline: 4-month virtual sessions (16×2h virtual labs + capstone simulation)

Equip your technical teams to dominate the £50 B+ Western outsourcing market. As an executive, you need your engineers doing more than writing code—you need them driving revenue through every interaction. In just **four months**, our program transforms them into confident, culturally savvy partners through interactive cultural deep-dives and hands-on practice. They'll break through the invisible cultural wall, speak Western clients' language with unshakable confidence, lead every meeting as equals (not vendors), and win more pitch and interview opportunities. *Your technical skills opened the door. Cultural intelligence closes the deal and accelerates your growth.*

Key Challenges

Your Results

- | | | |
|---|---|---|
| ✗ Respectful silence misread as disengagement or incompetence | ▶ | ✓ Build instant rapport, boost client retention |
| ✗ Endless revision loops erode profit margins | ▶ | ✓ End the cycle of endless revisions; protect your margins |
| ✗ Lose pitches or interviews from poor preparation and lack of confidence | ▶ | ✓ Ace client-facing interviews or pitches, position yourself as a strategic partner |
| ✗ Difficulty leading strategic or non-technical calls | ▶ | ✓ Turn calls into deal-accelerating conversations |
| ✗ Inconsistent project handovers | ▶ | ✓ Achieve predictable, on-time deliveries with clear next-step communication |

Effective Western Communication: Program Details



Master Western Client Communication → Build Cultural Trust → Secure More Projects and Strategic Partnerships

Month	Focus Theme	Key Activities	Assignment Examples & Outcomes
1	Successful Client Meetings & Non-Verbal Communication	• Week 1–2: 2× weekly sessions: structured standups (US/EU/AUS styles), simplifying technical concepts, context-appropriate vocabulary, check-in phrases. • Week 3–4: 2× weekly sessions: status report practice, region-specific email templates, phrases for delays & scope changes.	• Record a 2-min technical explanation video • Revise a recent work email using new templates Monthly Outcome: Clear, concise technical updates; 30 % faster email responses; standardized standup routines
2	Vietnamese and Western Cultural Frameworks	• Week 1–2: 2× weekly sessions: client-call prep, active listening, non-verbal presence. • Week 3–4: Cultural workshops: Hofstede & Lewis frameworks and US/EU/AUS/SG region-specific communication styles.	• Conduct & record a mock client call • Draft a cultural adaptation plan for one target region Monthly Outcome: +40 % call-confidence; ready-to-use playbooks for US, EU, SG & Australian clients
3	Problem Management & Team Alignment	• Week 1–2: 2× weekly sessions: delivering delays & challenges, objection-handling frameworks, professional “no” phrases. • Week 3–4: 2× weekly sessions: translating client requirements into Agile tasks, cross-TZ coordination, plus Western mentor Q&A.	• Role-play a challenging client scenario • Create an internal team communication plan Monthly Outcome: 50 % faster problem resolution; 20 % improvement in handoff clarity; stronger team alignment
4	Pre-sales & Interview Success	• Week 1–2: STAR Framework Mastery & Interview to Win: build Situation-Task-Action-Result stories, mock interviews with Western-style questions, plus crafting value propositions & negotiation plays. • Week 3–4: Multi-stage client simulation, live Western client panel, final assessment & certification.	• Submit two STAR-based interview responses • Deliver a mini client pitch to the cohort • Finalize your 90-day communication playbook & success metrics Monthly Outcome: +60 % win-rate in pitches/interviews; clear roadmap to sustain gains & drive long-term partnerships

Online Group Coaching: Agenda and Program Details



Master Western Client Communication → Build Cultural Trust → Secure More Projects and Strategic Partnerships

Prerequisites and Eligibility

Required English Proficiency

- Participants should have functional business English skills
- Ability to participate in basic professional conversations
- Understanding of common technical terminology in English
- Basic email and written communication capabilities

Recommended Participant Profile

- Currently in or preparing for client-facing IT roles
- At least 1 year of technical experience
- Interest in working with Western clients
- Commitment to attend at least 80% of live sessions

Practical Learning Approach

(80% Practice, 20% Theory)

Interactive Group Sessions (68 hours total)

- Role-play with immediate instructor feedback
- Video recording review and group critique
- Western client simulation exercises
- Level-appropriate practice activities (with options suitable for junior, mid-level, and senior roles)

Ready-to-Use Resources (for immediate work application)

- 75+ email and document templates with regional variations
- Meeting checklists and preparation guides
- Phrase guides for common situations
- Professional vocabulary lists by specialty
- Regional cultural reference guides
- Interview preparation materials with role-specific examples

Convenient Self-Study (4-5 hours weekly)

- Short video lessons (5-10 minutes each)
- Mobile-friendly practice exercises
- AI conversation partner for private practice
- Weekly assignments with instructor feedback

Engagement and Retention Features

Peer Learning Groups

- 3–4-person accountability teams for practice
- Weekly peer feedback sessions
- Collaborative problem-solving exercises
- Shared learning experiences and mutual support

Flexible Learning Options

- Catch-up sessions for missed workshops
- Recording access for review and reinforcement
- Extra practice opportunities for challenging areas

Post-Program Support - Ongoing Skill Development

- vitX Alumni Vendors Community for continuous best-practice sharing and more
- Quarterly practice sessions for graduates
- New resources and template updates

Your Instructor: Meet Csenge Csoka, Global Culture Strategist

From London finance floors to Vietnam tech—boosting retention by 75% and efficiency by 30%.

Meet the Instructor

Csenge Csoka is Founder & CEO of CC People Solutions, a London consultancy that transforms workplace culture across continents. She began her career in Budapest's banking sector before spending a decade architecting people strategies in London's financial district and later Vietnam's startup scene. At **Goldman Sachs**, she led HR and operations for 220+ employees across three global brands, gaining deep insight into how cultural intelligence drives performance. As **Head of HR and Operations** at Lodge, her initiatives lifted new-hire retention by 75%, and her cross-cultural frameworks in Vietnam boosted operational efficiency by 30%.

Today, Csenge helps organizations navigate multicultural team dynamics, combining targeted coaching with scalable people strategies. Her philosophy: culture isn't a one-time build but a living ecosystem curated daily to maintain competitive advantage in a borderless business world. With proven record of driving ROI and growth, ensures measurable impact on every project.



Csenge Csoka

London/Vietnam

- Founder & CEO of CC People Solutions
- Former HR Leader at Goldman Sachs
- Former Head of HR and Operations at Lodge
- Led HR and operations for 200+ employees across three global brands
- Spent a decade architecting people strategies in London's financial district

Effective Western Communication Xcelerator Pricing and Timing



Next Cohort Start Date: On-Request

[Express Interest Now](#)

Prices exclude 8% VAT

	1-4 seats per company (price per person)	5-9 seats per company (price per person) 15% DISCOUNT	10+ seats per company (price per person) 30% DISCOUNT	Additional Benefits
Standard	\$1,050	\$893	\$735	-
Includes a 1h pre-program consultation for your leadership team and additional 1h coaching every 5 seats.				

Referral Bonus: Any company that refers another company who purchases 5+ seats — both get maximum discount available for this program. To refer, send an email to your contact about our program and add tony@vitx.global in CC.

ITO Capability Development Program

Powered by world-leading international experts.

Transform from low-cost commodity supplier to market leader.

- ✓ *Build AI-native service offerings to improve client value proposition, achieve premium pricing*
- ✓ *Build AI-native models to optimize cost of operations and scale faster*
- ✓ *Master western client communication to improve sales conversion rates*
- ✓ *Become the preferred partner through enterprise-ready service offerings, (pre-)sales, development, delivery and upsell*
- ✓ *Build a sales engine to unlock \$2M+ in new revenue opportunities*
- ✓ *Get ready for investments and strategic partnerships to grow your business*

Join now, limited seats available!



Organizations that graduate the program will be invited to the vitX vendor pool for global sales.

[Inquire or Book Now](#)

Contact us and book a consultation call today:

Kelly Bui

vitX COO

✉ Kelly@vitx.global

☎ Zalo: +84 90 6272575

Jakub Wachocki

vitX CEO

✉ Jakub@vitx.global

☎ Zalo: +84 976 152 923

Visit www.vitx.global/xcelerators for more info.



Your Strategic **Growth** Partner

Elevating the Vietnam IT Industry onto a Global Stage by Empowering our Vendor Network with M&A Advisory, Capability Building, and Market Expansion.

vitX Overview

As a strategic partner for Vietnamese IT service vendors, vitX connects you with global growth opportunities and investment channels to maximize your business potential. Whether you're seeking to expand into new markets, attract investment, explore acquisition opportunities, or enhance your service capabilities, we provide the expertise and network to position your business for optimal valuation and sustainable growth in the competitive tech marketplace.

Our vision is to become the most trusted partner for IT service community looking to elevate their market position—unlocking new revenue streams, facilitating strategic investments, and empowering your business to achieve greater scale, faster growth, and higher valuations.

Scale Smarter, Grow Faster, Maximize Value

At vitX, we empower IT service vendors of all sizes to scale smarter by connecting you with buyers, investors, and capability-building resources. With our specialized M&A advisory services and rigorous market intelligence, we help you showcase your enterprise value, enhance your service offerings, and position your business for optimal growth and investment outcomes—all under the guidance of one trusted partner.

Vietnam's IT sector boasts world-class talent, competitive costs, and a rapidly maturing ecosystem. Backed by 100s of strategic partners, and a leadership team with decades of international experience, vitX is your one-stop platform for training, business development, M&A, and co-selling—so you can compete on the global stage and grow with confidence.



10,000+
IT Experts
pool across Vietnam

100+
Strategic Partners

4,000+
Vendors Network

20+ Years
of Experience

Your vitX Advantage

Empowering Vietnam's top IT vendors with global opportunities while maximizing their growth potential and investment value.

Your Growth Pathways with vitX

Whether you're looking to enhance your service capabilities, expand into new markets, or optimize your company for investment or acquisition, vitX delivers the strategic expertise and connections to transform your business potential.

Improve Your Capabilities

What you get:

Premium capability building programs with world-class experts on AI strategy, western sales strategies, IT English, and M&A readiness to position your company for high-value deals.

Executive workshops, live seminars, and customized in-house training to elevate your service offerings and command premium rates

Why it matters

- ✓ *Higher win-rates with western enterprise buyers.*
- ✓ *Accelerate project delivery and improve margins.*
- ✓ *Position your company as a specialized, high-value service provider.*

Grow Internationally

What you get:

Access to global and in-country referral network and turnkey business development teams with shared investment model and established local presence.

Strategic market entry support, qualified lead generation, and joint go-to-market initiatives with minimal upfront investment.

Why it matters

- ✓ *Expand your footprint with minimized upfront market-entry cost and risk.*
- ✓ *Access new revenue streams lower customer acquisition costs.*

Unlock Strategic Exits

What you get:

Comprehensive M&A support with flexible engagement models tailored to your timeline and objectives.

Expert guidance through investor sourcing, valuation optimization, due diligence preparation, and negotiation strategy.

Why it matters

- ✓ *Maximize your company's valuation through strategic positioning.*
- ✓ *Access our network of qualified investors and strategic buyers actively seeking Vietnam IT acquisitions.*