



# LANGUAGE SHIFT

EDUCATION & TRAINING CONSULTANCY

## Establishment

Language Shift was established in May 2023 to cater to the needs of a growing global market. It is a registered company and recognized by Federal Board of Revenue (FBR).



Shehla Piracha Imran

Founder & CEO

Masters in English & TESOL from UK

Educationist/Academician/Certified Trainer/Content Strategist

Expertise-Leadership/Training/Writing/Research/Curriculum Design/

Counseling

## Our Concept

As the Founder & CEO, I came across this well-conceived concept of *Language Shift* wherein societies adopt a certain language for communication plus interaction over others to reap the benefits of power and prestige that are associated with it. This elevates the status of that language over a period of time and it is widely used throughout the world – in this case English. Hence, I immediately decided that Language Shift was the perfect name to keep as the concept defined our company's vision. The primary objective being to enhance the English skills for acceleration in personal and professional domains with unparalleled returns of investment.

## The Need

With rapidly changing socio-economic landscape, it is quite evident that the conventional methodologies have become outdated in counteracting to the evolving digital trends. This has also impacted the way language is being taught and applied in study, work or even social scenarios. There is a great need to fill the soft skill gap especially in the crucial language area. English skills have now become one of the top rated skillsets worldwide. Hence, we aim to cater to this by offering transformational English courses and customized trainings.





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## The Importance

In order to stay relevant and updated, it is crucial to adapt to the latest language developments and use it effectively to gain placement and recognition in the world today. As aforementioned, English is by far considered to be an international language and has made its own mark leaving all other languages way behind. English reigns supreme with English speaking countries experiencing phenomenal progress as compared to others. There are innumerable advantages of learning this popular language. Hence, from school to university, workplace and social settings, English proficiency has become a fundamental requirement to fulfil. With a deep view of this, we develop and help in actualizing the language goals for all our candidates and clients. Rather, we prepare them rigorously to ace these skills and become at par with the international standards.

Research by Cambridge proves that English is important for 95% of the employers.

## Why Learn English

- it is the dominant language in academia
- official language in several countries
- most common business language
- all popular forms of entertainment are in English
- most useful language for travel
- language of the online world

At, Language Shift, we provide a platform to individuals, students, professionals and all those seeking to gain fluency and proficiency in English for different purposes. In addition, we offer services in content curation for marketing of products/services.

## Our Key Goals

- prepare for English aptitude/entrance tests
- coach to attain the targeted scores
- improve communication & correspondence competencies
- build an attractive professional profile - CV & Cover letter
- polish interview & presentation skills
- design English courses & curriculum that meet future market needs
- raise English proficiency level according to CEFR to access a myriad of opportunities





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## Our Suite of Services



### IELTS Training

We offer both Academic & General Training versions for study, work & immigration purposes.

### Content Writing

We promote your product/service with powerful words that sell - build your brand image with us. Get best quality flyers, brochures, voice over scripts or social media content - rule the market!

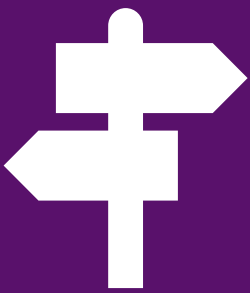


### English for Work

We polish your presentation skills for interviews, curate your professional profile - even train you to communicate effectively.

### Curriculum Design

We help you design a practical English curriculum for high school/college/university level that makes your learners succeed in the real world today.



### Writing Skills

We develop your writing skills so you convey your message, provide information or even narrate a story to attract the audience.

### Language Shift

Here, we are ready to give you the soft skill surge you seek to meet your goals - focus, aim & hit your English targets with us!



Reach out to us:

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