



Language skills – an investment that always pays

ASR, the Swedish Association of Language Training Providers, was formed in 1983. Its primary goal is to ensure high quality standards in language training for companies and organisations.

ASR promotes the importance of language and communication skills in an increasingly globalised world.

Why choose an ASR member for your language training needs?

- **Experienced and highly competent trainers**
- **Efficient processes, administration and support**
- **Good employment conditions**
- **Full and accurate product information**
- **Sound environmental policies**
- **High standards of professional and business ethics**

All members of ASR have long and broad experience of language training. Membership is conditional upon regular independent quality audits in order to guarantee high standards for all clients.

Language is our most important tool for communication and integration.

In general, schools in Sweden provide good language skills. But language skills need to be maintained and kept up to date. As we go through life, we meet new situations which demand active competence in foreign languages, not least at work.

Very often, the language we use needs to be adapted to the situation in which we find ourselves. Do we need to express ourselves formally or informally? Are we in a social context or at work? Who are we talking or writing to – a customer, a supplier or a colleague? Is it just one person or a large group of readers or listeners?

We may need to display our skills in the noble art of small talk one moment and to negotiate, sell or inspire the next. Our contact with people from other countries is further improved if we also understand how different cultures communicate in different situations. Context is crucial, and most people need coaching or support in order to choose the right language and vocabulary.