



ARAB COLLEGE OF  
APPLIED SCIENCES



# ERF: Literacy

**Topic No.1: Foundations of Literacy and Effective Communication**

Arab College of Applied Sciences

*Duration: 7 hours*



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the European Union**

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# Project Consortium

## Coordinator:



## Partners:



## Project Details

**Title:** “Joint Development, Piloting, and Validation of Entrepreneurial Mindset and Key Skills Curricula and Training Materials for Third Countries”

**Acronym:** EMSA (Entrepreneurial Mindset and Skills for All)

**Agreement Number:** 101092477 – EMSA – ERASMUS-EDU-2022-CB-VET

**Programme:** Erasmus+ Capacity Building in the Field of Vocational Education and Training (VET)

**Call for Proposals:** ERASMUS-EDU-2022-CB-VET

**Start Date:** 01.01.2023

**End Date:** 31.12.2025

# Literacy

## Training Aim

The primary aim of this workshop is to equip participants with essential knowledge, skills, and competencies in verbal communication, critical thinking, and socially responsible language use. Participants will develop a strong understanding of key verbal interactions—such as conversation, negotiation, presentation, and debate—while learning to differentiate between various language styles and registers. Additionally, they will enhance their critical thinking abilities, allowing them to generate and assess alternative solutions to challenges in both professional and personal contexts.

Through practical exercises and real-world application, participants will understand the impact of language on interpersonal dynamics and cultivate more positive, socially responsible communication practices. This hands-on experience will empower participants to improve their verbal communication, contribute to more inclusive professional environments, and navigate various communication scenarios with confidence.



# Literacy

# Learning

# Outcomes

## **In terms of knowledge:**

- ✓ Understand and describe the main types of verbal interaction and the features of different language styles and registers, including formal, informal, technical, and persuasive.
- ✓ Identify different and alternative solutions to challenges, applying critical thinking to evaluate their feasibility and effectiveness.
- ✓ Describe the impact of tone, body language, and intentions on the effectiveness of communication and interpersonal relationships.

# Literacy

# Learning Outcomes

In terms of **skills**:

- ✓ Apply various types of verbal interaction effectively in different contexts, such as conducting a negotiation or delivering a presentation.
- ✓ Employ critical thinking strategies to explore and generate solutions to real-world challenges, using a variety of information sources.
- ✓ Develop and apply strategies for using language responsibly and ethically in various contexts, with a focus on improving communication effectiveness and emotional intelligence.

# Literacy

# Learning

# Outcomes

In terms of **competences**:

- ✓ Evaluate and select appropriate language styles and registers to enhance the clarity and effectiveness of communication in different verbal interactions.
- ✓ Demonstrate the ability to critically assess and select the most appropriate solutions to challenges, considering their potential impact and practicality.
- ✓ Assess and refine personal communication practices to ensure they are positive, respectful, and socially responsible, especially in cross-cultural and conflict resolution situations.

## ERF: The European Reference Framework (Key Competences for Lifelong Learning)



**Literacy Competence** is defined as the ability to understand, interpret, and use written and spoken language in various contexts. This includes the capacity to:

- Read, write, listen, and speak with clarity and accuracy.
- Communicate effectively in social, academic, and professional environments.
- Analyze and evaluate content, adapting language use to fit different audiences and situations.
- Engage in critical thinking, which allows individuals to assess and understand the meaning of information.

What ERF  
competence  
is our training about?

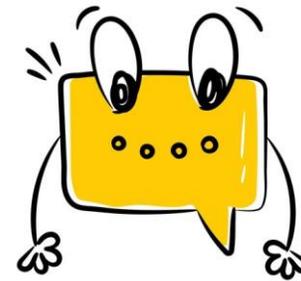
# Training Route Map

**Foundations of Literacy  
and Effective  
Communication**

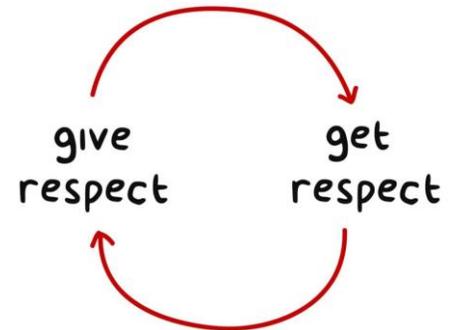
**Critical Thinking and  
Problem-Solving Skills**

**Language Dynamics and  
Cross-Cultural  
Communication**

# Training Rules



Chat



BREAK TIME

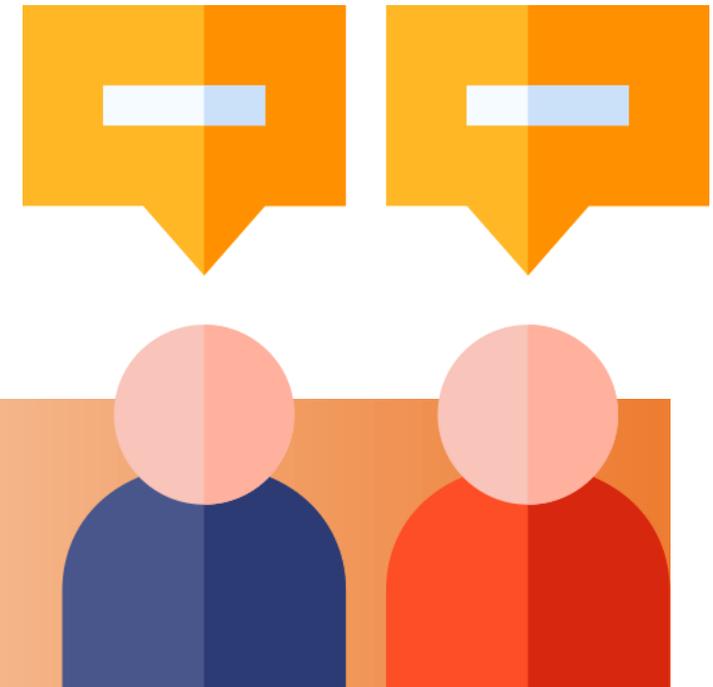


"Two Truths and a Dream"

# "Two Truths and a Dream"

- ❖ Each participant shares two truths and one dream they have (instead of a lie, they share a future goal or aspiration).
- ❖ The group then tries to guess which statements are the truths and which is the dream.
- ❖ After guesses are made, the participant reveals their dream





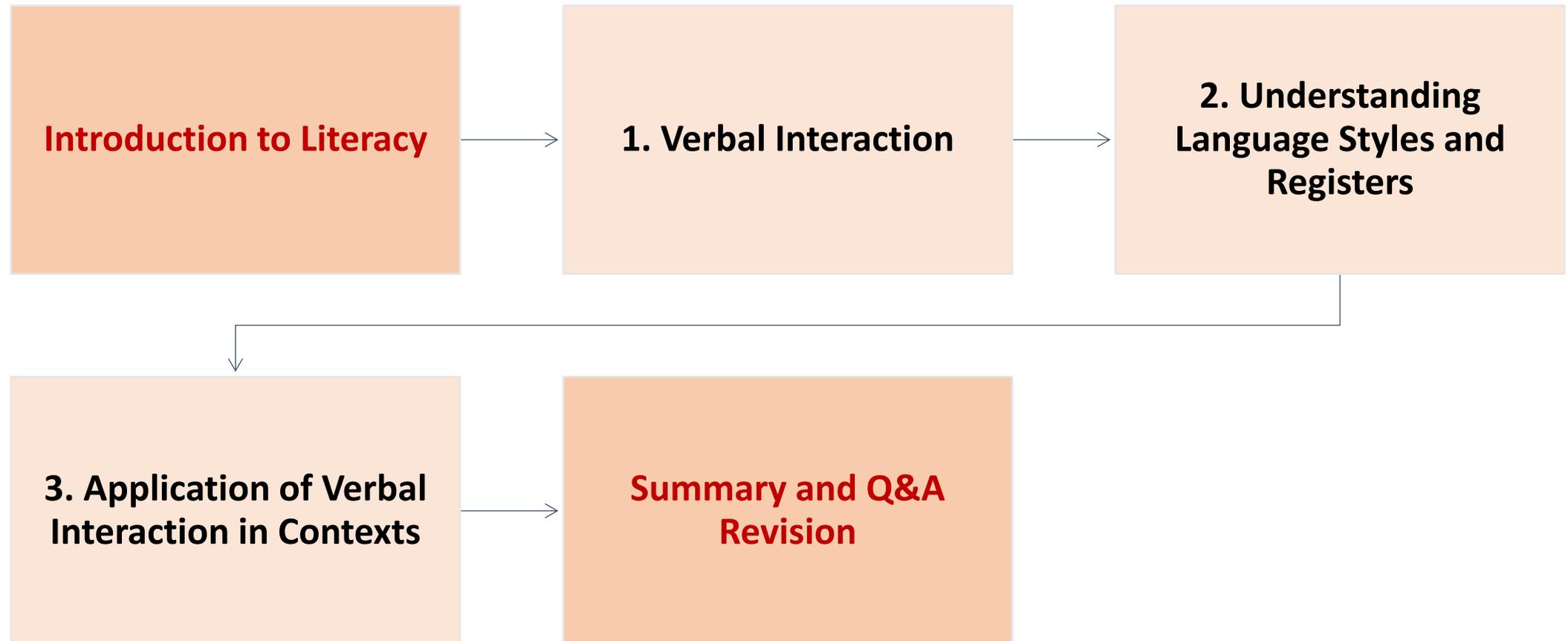
# Introductions

*Let's get to know each other!*

*"Literacy is a bridge from misery to hope."*

***Kofi Annan***

# Training Route Map



# Introduction to Literacy

# Literacy

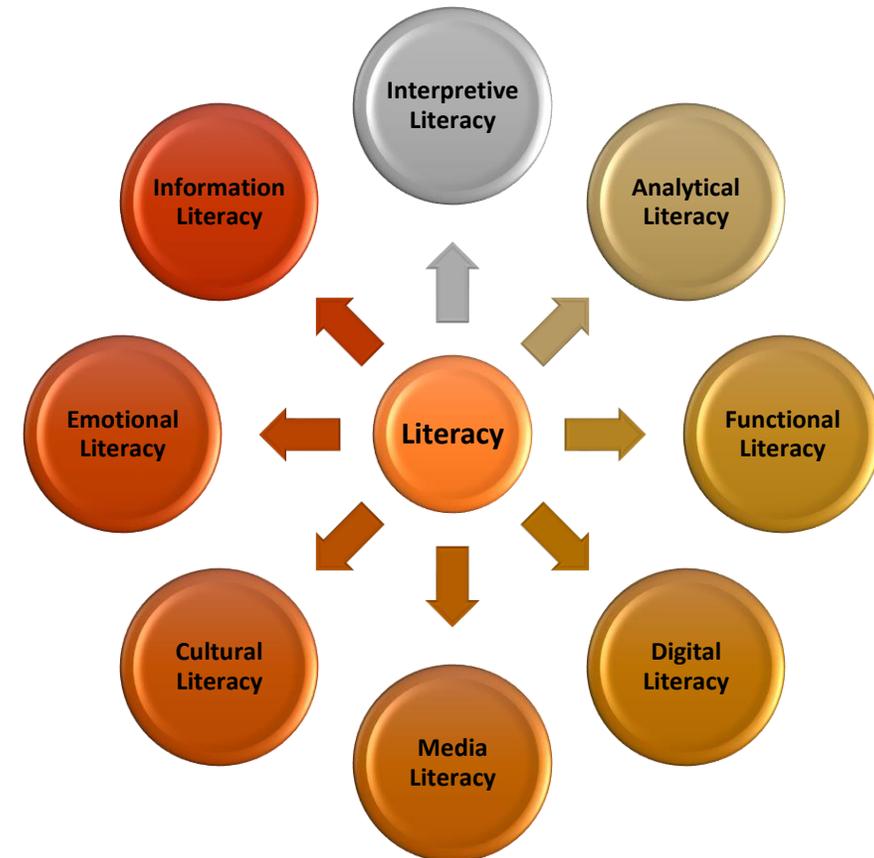
- **What is Literacy?**

Literacy is the ability to read, write, and communicate effectively. It involves understanding and using language to express ideas, access information, and engage with others. Literacy is a fundamental skill that empowers individuals to participate fully in society, whether in education, work, or everyday interactions. It also includes the ability to think critically, interpret information, and solve problems. In today's world, literacy goes beyond basic reading and writing, it includes digital literacy, which is the ability to use technology and access online information. Developing strong literacy skills is essential for personal growth, career success, and active participation in the global community.

# Literacy

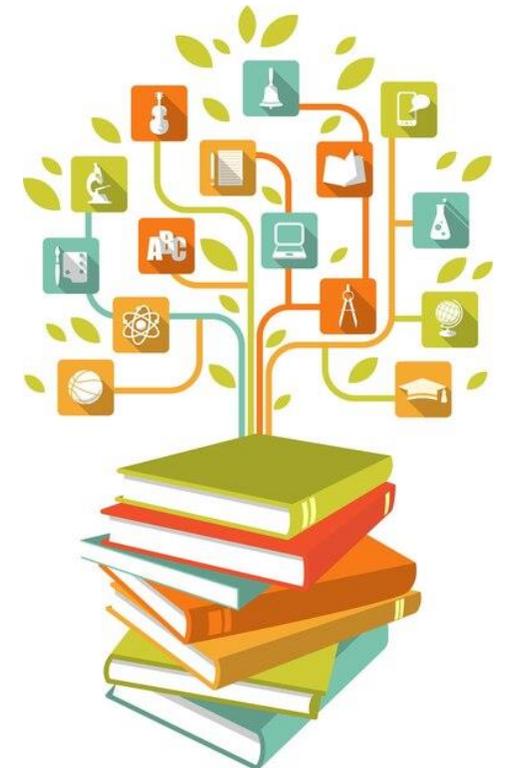
- **Types of Literacy?**

Literacy is a broad and evolving concept that goes beyond simply reading and writing; it encompasses various skills needed to effectively navigate and interpret the world. There are different types of literacy but in this training we will focus on some specific types that are crucial in today's society:



# Literacy

- **Interpretive Literacy:** The ability to interpret and understand the meaning of texts. It involves reading between the lines, understanding metaphors, context, tone, and implied messages.
- **Analytical Literacy:** Breaking down complex information to evaluate and understand it.
- **Functional Literacy:** Using reading and writing for practical, everyday tasks.
- **Cultural Literacy:** Understanding norms and values to communicate effectively in a culture.
- **Digital Literacy:** Navigating, evaluating, and creating information using digital tools.
- **Emotional Literacy:** Recognizing and expressing emotions in a constructive manner.
- **Media Literacy:** Understanding how media messages are created and their influence.
- **Information Literacy:** Finding, evaluating, and using information effectively.



# Literacy

- **Why is Literacy Important?**

- Empowers individuals to fully participate in society.
- Enhances career opportunities and personal development.
- Improves communication skills and critical thinking.
- Supports lifelong learning and adaptation in a fast-changing world.



# Literacy

- The importance of developing literacy skills beyond basic reading and writing?
  - This training is designed to enhance various forms of literacy beyond just reading and writing, preparing participants for the complexities of both professional and personal communication. The modules focus on developing **interpretive, analytical, functional, cultural, digital, emotional, media, and information literacy**. These literacies help participants become well-rounded communicators capable of understanding, evaluating, and effectively engaging with information and diverse audiences across multiple contexts.



# 1. Verbal Interaction

*1.1 Definition and Overview of Verbal Interaction*

*1.2 Factors Influencing Verbal Interaction*

*1.3 Types of Verbal Interaction (Conversation, Negotiation, Presentation, Debate)*

## Verbal Interaction

**Verbal interaction and language styles** are essential components of communication, shaping how individuals exchange information, express emotions, and build relationships.

**Verbal interaction** refers to the exchange of words, ideas, and thoughts between two or more people. It involves spoken communication and is influenced by several factors:



## Factors Influencing Verbal Interaction

- **Context:** The situation, environment, or occasion where the interaction takes place influences language use (formal vs. informal settings).
- **Purpose:** The goal of the conversation affects the tone and content (e.g., giving instructions, debating, or storytelling).
- **Participants:** The relationship between the people involved (e.g., friends, colleagues, or strangers) impacts how language is used.
- **Cultural Norms:** Different cultures have distinct ways of speaking, including politeness levels, directness, and body language accompanying speech.
- **Nonverbal Cues:** While verbal interaction focuses on words, tone of voice, pauses, and pitch also play a key role in how messages are conveyed.

## Verbal Interaction

### Types of Verbal Interactions:

The different forms of spoken communication that people engage in, depending on the context and purpose of the conversation. These interactions require varying language styles and approaches to effectively communicate ideas and achieve desired outcomes. Below are the key types:



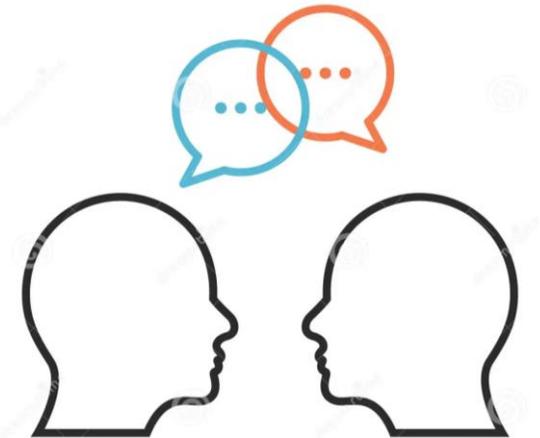
## Verbal Interaction

**Conversation:** An informal exchange of ideas or information between two or more people.

- Used in social settings, casual talks, or everyday discussions.
- Focuses on sharing thoughts, building rapport, and maintaining relationships.

**Negotiation:** A formal dialogue between two or more parties aiming to reach an agreement or compromise.

- Used in business, conflict resolution, or decision-making scenarios.
- Requires persuasive language, active listening, and strategic communication to find a mutually beneficial solution.



## Verbal Interaction

**Presentation:** A structured form of communication where one person speaks to an audience to inform, persuade, or inspire.

- Commonly used in professional settings, education, and public speaking events.
- Involves formal language and visual aids to convey ideas clearly and effectively.

**Debate:** A formal discussion where two or more people express opposing viewpoints on a specific topic.

- Used in academic, legal, or political settings.
- Involves logical arguments, critical thinking, and respectful communication to present one's position.



## How to Speak So That People Want to Listen



# Reflect

**What were the key insights that resonated with you?**

**How could you apply these techniques in your next conversation or presentation?**

**Are there any “speaking sins” that you are guilty of, and how could you change them?**

## 2. Understanding Language Styles and Registers

2.1 Formal, Informal, Consultative, Inti-mate and Frozen Language Styles

2.2 Factors Influencing Language Style Choices

2.3 Impact of Choosing the Right Language Style

2.4 Evaluating Real-Life Communication Scenarios

# Understanding Language Styles and Registers

**Language** is a powerful tool that can change meaning depending on how it is used. Different language styles and registers are applied depending on the context, audience, and purpose of communication.

**Language styles** refer to the distinctive ways individuals use language, shaped by their background, personality, and the context in which they communicate. Some common language styles include:

- **Formal Style:**

Used in professional or academic settings. Follows strict grammar rules and avoids slang or colloquial expressions.

**Example:** "We kindly request your attendance at the meeting."



# Language Styles and Registers

- **Consultative Style:**

Often used in professional or semi-formal contexts where there is an exchange of information but less rigid than formal style.

Example: "Can you clarify that point for me, please?"



- **Intimate Style:**

Used in close personal relationships. May involve private language, inside jokes, or emotionally charged words.

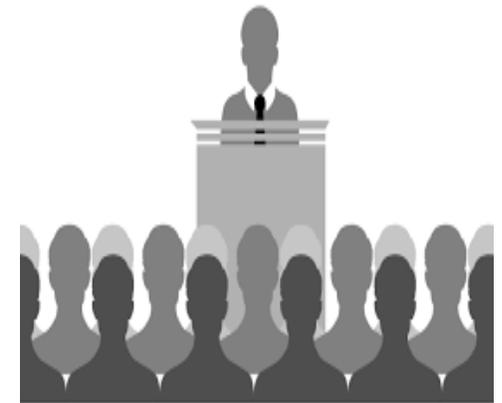
Example: "I miss you so much."

# Language Styles and Registers

- **Frozen Style:**

Highly formalized language that doesn't change, often used in ceremonies or legal contexts.

Example: "I hereby declare this meeting adjourned."



- **Informal Style:**

Common in casual conversations with friends or family. More relaxed, using contractions, slang, and idiomatic expressions.

Example: "Hey, are you coming to the party?"

# Factors Influencing Language Style Choices

## ❑ Audience:

The choice of language style depends on the listener's age, role, and familiarity.

## ❑ Situation:

People adapt their language to fit the context, shifting between formal and informal styles as needed.

## ❑ Cultural Background:

Language styles are influenced by the speaker's cultural norms and values.



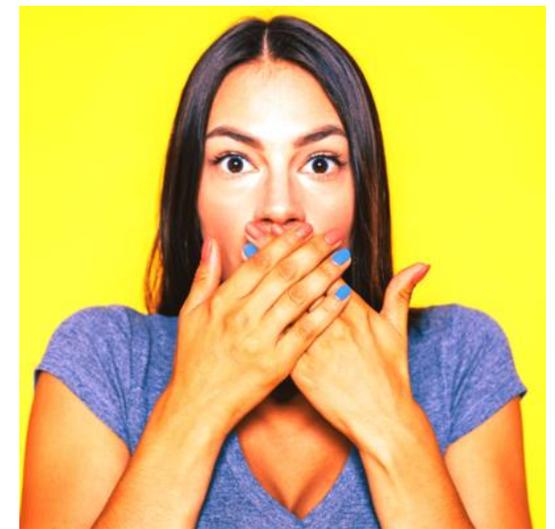
# Impact of Choosing the Right Language Style

Choosing the right language style and register is crucial to achieving your communication goals. Using the wrong tone or formality can lead to misunderstandings, disrespect, or failure to connect with your audience.

1

## Inappropriate Register:

**Example:** Speaking too informally during a job interview or using overly formal language with close friends can make the communication feel unnatural and uncomfortable.

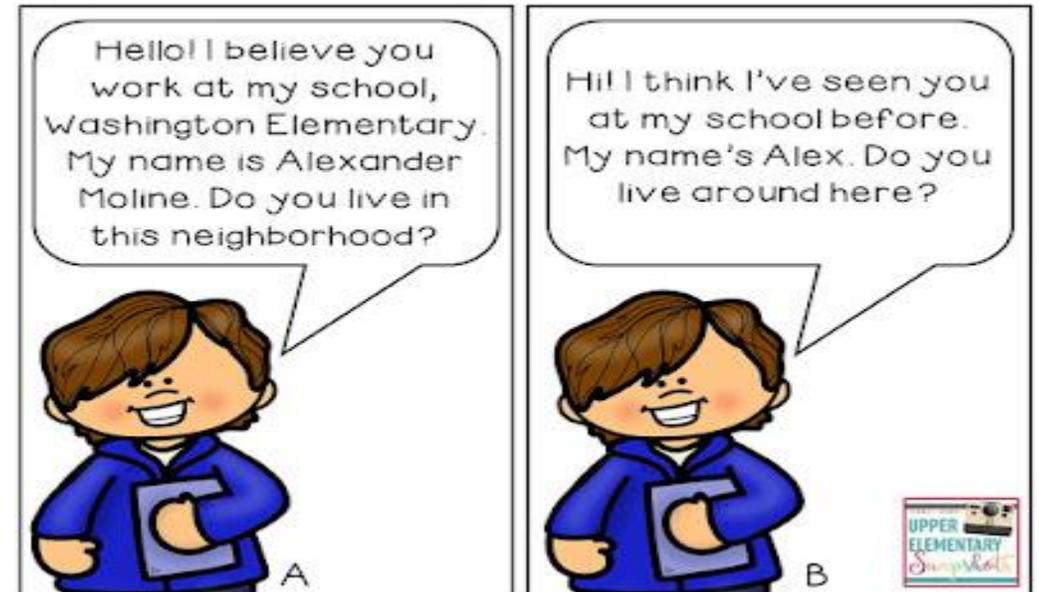


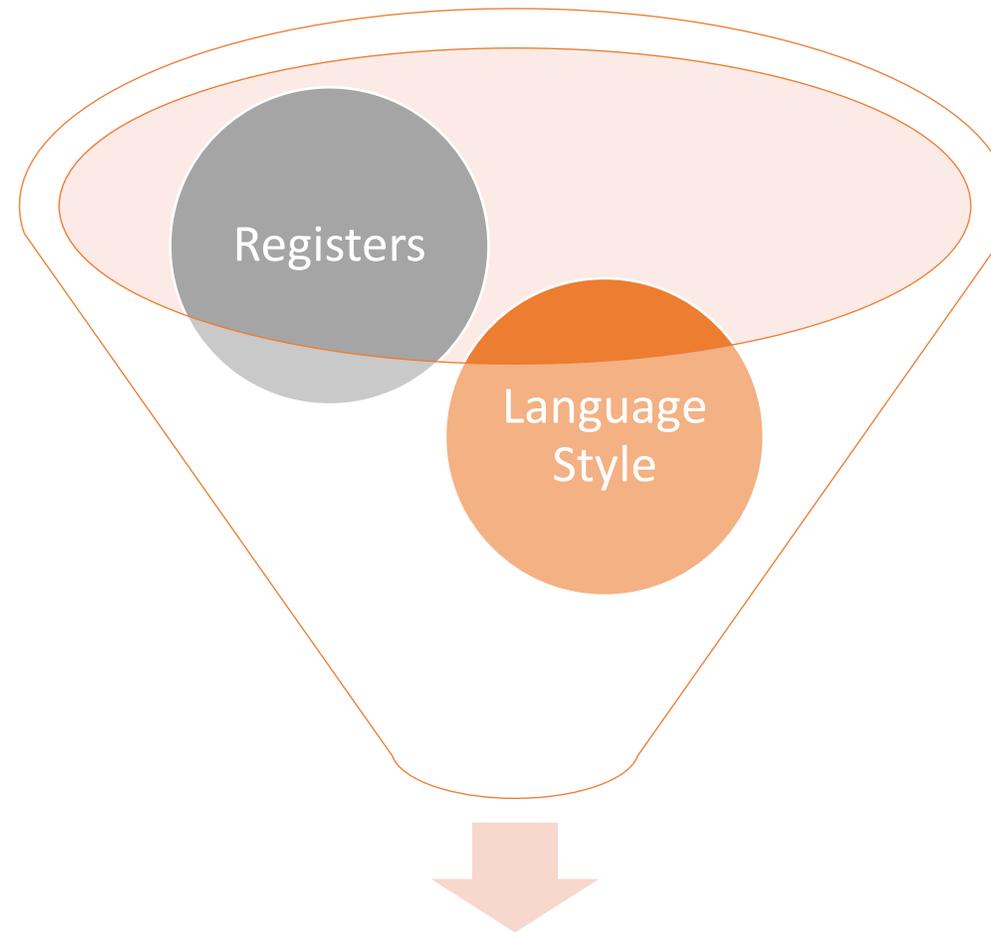
# Impact of Choosing the Right Language Style

Appropriate Register:

2

**Example:** Using formal language in a presentation shows professionalism, while casual language in friendly conversations fosters warmth and closeness.





**Mastering different language styles and registers allows you to communicate effectively in any context, ensuring that your message is understood and well-received.**

# Evaluating Real-Life Communication Scenarios



# Evaluating Real-Life Communication Scenarios



- **Manager:** "John, thank you for all the effort you've put into the project. I noticed that you were really proactive in solving some of the challenges we faced. However, there were a few areas where deadlines were missed, and some documents were left incomplete. Can we discuss what happened?"
- **John:** "Yes, I struggled with managing my time when unexpected tasks came up. I focused on the more urgent requests and didn't get to some of the documentation on time."
- **Manager:** "I understand. It's great that you handled the urgent tasks, but we also need to ensure deadlines are met and documentation is completed for smooth project handovers. Let's work together on a time management plan that will help you balance both in the future."

- **Sarah (Buyer):** "Ahmed, your products are of high quality, and we'd love to continue purchasing from you. However, we're working with a limited budget this quarter, and I'm wondering if there's any flexibility in your pricing?"
- **Ahmed (Seller):** "I understand your concerns, Sarah, but our prices are already competitive given the market and the cost of materials. Lowering them further could affect the quality."
- **Sarah:** "I appreciate that, and quality is very important to us. What if we commit to a longer-term contract with more frequent orders? Would that help in offering a discount?"
- **Ahmed:** "That's something we can definitely explore. A longer-term commitment would help us plan better and reduce costs. I could offer a 5% discount if you agree to a one-year contract with monthly orders."

- **Julia:** "Good morning, everyone. Thank you for being here. I'm pleased to update you on the progress of the website redesign project. We've completed the initial wireframes and design, which I'd like to show you today. However, we have faced some delays in the backend development due to unexpected technical challenges."
- **Client Stakeholder:** "Can you give us a clearer idea of the delay and how it will impact the overall timeline?"
- **Julia:** "Absolutely. We're currently about two weeks behind schedule. However, we've brought in additional resources to ensure the project stays on track. We're confident we can make up for lost time and still meet the overall deadline."

☆ Rate



+ Add comment

- **Lisa:** "I think the company's new remote work policy makes sense. It encourages more face-to-face collaboration, and I've noticed that team productivity is higher when we're all in the office together."
- **David:** "I disagree. I think the policy is too restrictive. Not everyone is more productive in the office. I work better from home without the distractions of commuting or constant interruptions."
- **Lisa:** "But being in the office helps build stronger relationships and teamwork, which are crucial for our success. Don't you think that outweighs the benefits of working from home?"
- **David:** "Building relationships is important, but so is giving people the flexibility to work where they're most effective. I think the company should offer a hybrid model where people can choose."

# Reflect

**What type of verbal interaction is used in this scenario (conversation, negotiation, presentation, or debate)?**

**What language style (formal, informal, persuasive) is most appropriate for this scenario? Why?**

**How effective is the communication in this scenario? What could improve it?**

**How does body language or tone of voice impact the communication?**

## 3. Application of Verbal Interaction in Contexts

3.1 Practicing Conversations, Negotiations, and Presentations

3.2 Assessing the Use of Language Styles in Interactions

3.3 Analyzing Negotiations and Presentations in Professional Settings

3.4 Adapting Language Styles to Different Contexts

# Application of Verbal Interaction in Contexts

In this section, we focus on three essential types of verbal interactions: Conversations, Negotiations, and Presentations. Each of these requires distinct skills, and mastering them is crucial for effective communication in both personal and professional environments. Let's explore each type, followed by practical exercises to apply what you learn.



# Practicing Conversations

- **Conversations** are the most common form of verbal interaction. Whether in casual settings or professional environments, the ability to communicate clearly and listen actively is key to building relationships and ensuring understanding.





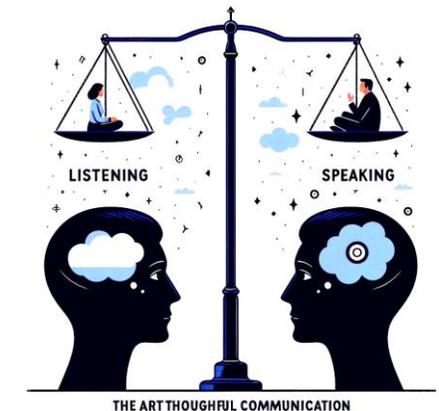
# Key Skills to Practice

**Active Listening:** Show that you are fully engaged in the conversation by maintaining eye contact, nodding, and asking clarifying questions.

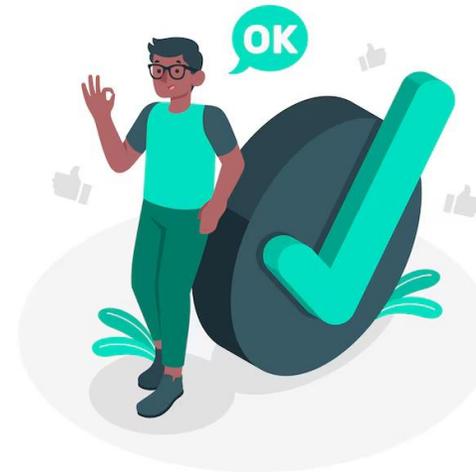


**Open-Ended Questions:** Encourage deeper discussions by asking questions that require more than "yes" or "no" answers. For example, "How do you feel about this project?" instead of "Is the project going well?"

**Balancing Speaking and Listening:** Avoid dominating the conversation and give the other person time to express their thoughts.



# Active Listening and Communication Skills Assessment



# Practicing Negotiations

## Techniques for Successful Negotiations

Negotiations are formal discussions aimed at reaching an agreement between two or more parties. Whether negotiating a contract, a salary, or project details, the ability to negotiate effectively is critical.



# Key Skills to Practice

**Preparation:** Before entering a negotiation, know your objectives, the other party's likely objectives, and what you are willing to compromise on.

**Effective Communication:** Be clear and assertive about your needs while also listening to and considering the other party's perspective.

**Finding Common Ground:** Look for areas of agreement and build on them to create a win-win solution.



*“In business you don’t get what you deserve, you get what you negotiate.”*

**Dr Chester L. Karras**

# The 5 phases of a successful negotiation

Here we will discuss the 5 phases of a successful negotiation as a starting place for small business owners to think about how they negotiate.

## 1. **Planning, Everything is negotiable.**

Abraham Lincoln said:-

*“If I had nine hours to cut down a tree, I would spend 6 hours sharpening my Axe”*

You need to develop clear ideas as to the perfect outcome, but be prepared to be flexible. Visualize the perfect outcome, make notes and plan this outcome on paper. Define the following:



# The 5 phases of a successful negotiation

## 2. Creating a Friendly Environment

Meet in comfortable surroundings, with good lighting, clean air and access to satisfactory refreshments. Try and create a relaxed, rather than a hurried pace. Try and position yourselves around round tables and try to avoid adversarial positions. If you sit opposite somebody there is a tendency to engage in battle. Its difficult to argue with the person sitting next to you. Finally, arrange the meeting on your home ground or on neutral ground. Try not to attend negotiations at the other parties home ground.



# The 5 phases of a successful negotiation

## 3. Opening positioning statements:

**Both parties state what they're looking for.**

- ✓ **Start with a firm and friendly handshake.**
- ✓ **Establish friendship and a cordial climate.**
- ✓ **Aim to be cooperative and business-like.**
- ✓ **Move gradually; don't rush.**
- ✓ **Address key questions: Why are we here? What do we do?  
How long do we have?**

Shaking Hands Helps in Negotiations



# The 5 phases of a successful negotiation

## 3. Opening positioning statements:

**Both parties state what they're looking for.**

- ✓ Once a cordial and cooperative atmosphere is set, one party outlines their position.
- ✓ Plan for a defensible bid with positive expectations.
- ✓ Know how to bid and respond to the other party's bid.
- ✓ Be ready to clarify your position and ask for clarifications.
- ✓ Prepare responses in advance to move towards common ground.



***“When a man tells me he’s going to put all his cards on the table, I always look up his sleeve”***

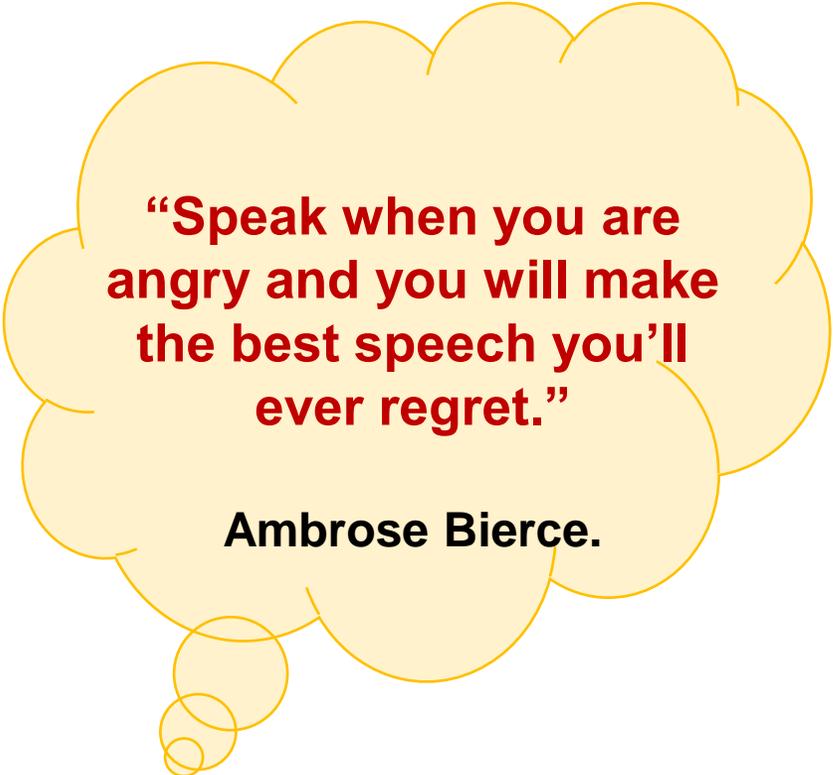
***Lord Leslie Hore Belisha***



# The 5 phases of a successful negotiation

## 4. **Bargaining. Trading concessions with a view to reconciliation.**

After gathering information, start bargaining by exchanging concessions and testing assumptions. Focus on both parties' critical issues and ideal outcomes. Be patient, avoid rushing, and steer clear of rigid positions. Help the other side save face, offering concessions in exchange for important gains. If stuck, move on to agreeable points and be ready to make counteroffers.

A yellow thought bubble with a thin orange outline, containing a quote and attribution. The bubble has several smaller circles leading to it from the bottom left.

**“Speak when you are angry and you will make the best speech you’ll ever regret.”**

**Ambrose Bierce.**

# The 5 phases of a successful negotiation

## 5. Agreement:

**Both parties agree to a settlement and perhaps further co-operation.**

Finalize the deal quickly once an agreement is reached, restating the terms. Some suggest conceding one final point to let the other side feel they've secured a great deal. Congratulate them on the successful negotiation. If the deal fails, be ready to reopen talks with new information. Be cautious of last-minute concession attempts, though it's often best to avoid this tactic to maintain a positive future relationship.



# Practicing Presentations

## Delivering Impactful Presentations

Presentations are a structured form of communication where one person delivers information or proposals to an audience. The goal of a presentation can be to inform, persuade, or inspire, making it essential to communicate clearly and engage the audience.



# Key Skills to Practice

**Structure and Clarity:** Ensure your presentation has a clear introduction, body, and conclusion. Avoid overloading slides with text; focus on delivering key points.

**Engagement:** Use eye contact, gestures, and visual aids to keep the audience's attention. Ask rhetorical questions or include stories to make your presentation more relatable.

**Confidence and Delivery:** Practice speaking confidently and clearly, paying attention to your tone, pace, and body language.



# Assessing Language Style in Different Interactions

- When assessing language styles in conversations, consider these factors:

- **Where is the conversation taking place? Is it a formal meeting, casual chat, or debate?**

**Context**



- **Who are you speaking to? Are they colleagues, friends, clients, or stakeholders?**

**Audience**



- **What is the goal of the interaction? Are you informing, persuading, or just having a casual conversation?**

**Purpose**



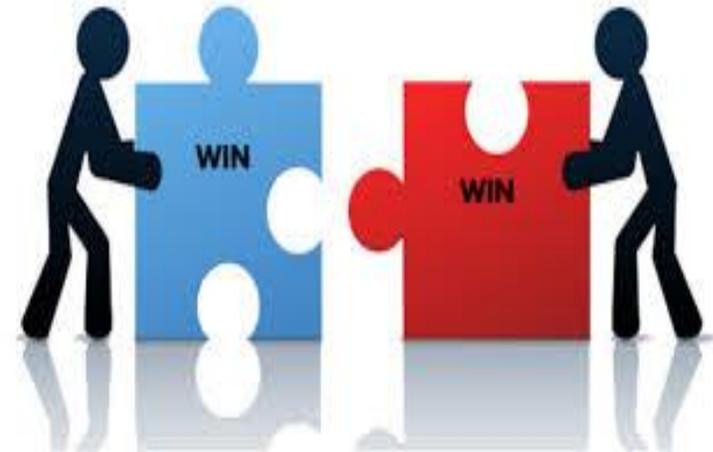
# Contextual Language Challenge



# Analyzing Negotiations and Presentations in Professional Settings

Both **negotiations** and **presentations** are essential communication skills in professional settings.

Negotiations focus on reaching mutually beneficial agreements, while presentations are about delivering information or proposals to an audience.



# Analyzing Negotiations and Presentations in Professional Settings



## Why They Matter?

Effective **negotiation** ensures that both sides leave satisfied, fostering long-term business relationships.

Clear and compelling **presentations** drive decision-making, influence stakeholders, and communicate key messages effectively.

# Handling Customer Complaints

**Scenario:**

You, a customer service representative for a home appliance company, need to handle different customer complaints regarding a faulty product. The objective is to adapt the language style depending on the medium and the customer's tone.



# Handling Customer Complaints

**A customer is calling in a frustrated tone because their recently purchased washing machine stopped working after one week of use. The response should be empathetic, reassuring, and informative, with a clear plan for resolving the issue.**



"I'm truly sorry to hear about the trouble you've experienced with your new washing machine. I understand how frustrating this must be, especially after just a week of use. Let me assure you that we will make this right as quickly as possible. I can help you schedule a repair appointment at your earliest convenience, and we'll ensure everything is taken care of."

## Examples: Handling Customer Complaints

You need to write a follow-up email after arranging a repair appointment. The email should be formal, polite, and show appreciation for the customer's patience.

Dear [Customer's Name],  
I hope this message finds you well. I wanted to follow up regarding the recent issue with your washing machine. We have scheduled a technician to visit on [date] to resolve the problem. I appreciate your patience throughout this process, and I am confident that we will have this resolved promptly. If you have any additional questions or concerns, please do not hesitate to reach out.

Sincerely,



# Revision-Summary and Q&A

✓ Types of Verbal Interaction:

- Conversation
- Negotiation
- Presentation
- Debate

✓ Language Styles and Registers:

- Formal
- Informal
- Persuasive:
- Technical

✓ Importance of Adaptation:

- Adapting language style based on the context, audience, and purpose enhances communication effectiveness.
- Adjusting register allows for better engagement with diverse audiences, from informal peer discussions to formal presentations.

Q1: What are the key differences between a conversation and a debate in verbal interactions?

Q2: How does the use of formal language differ from informal language?

Q3: Why is it important to adapt your language style based on the context and audience?

Q4: What is the role of persuasive language in professional settings?

Q5: How can you ensure effective communication during a presentation?

Q6: What are the most important strategies for successful negotiations?

Q7: How does non-verbal communication impact negotiations and presentations?

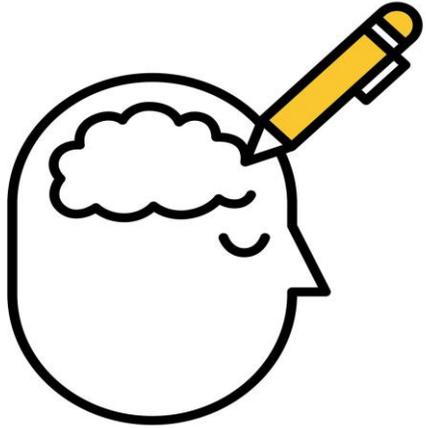
Q8: What are some key factors to consider when preparing for a formal presentation?

Q9: How can you build rapport and trust in a negotiation?

Q10: How does active listening improve communication in both informal conversations and formal interactions?



Do you have any questions?



What will you keep from  
today's training?

# Training Evaluation



# List of References

## **Books:**

- Gee, J. P. (2022). *An Introduction to Discourse Analysis: Theory and Method* (5th Edition). Routledge.
- Heath, S. B. (2021). *Words at Work and Play: Three Decades in Family and Community Life*. Cambridge University Press.

## **Reports and Journals:**

- UNESCO (2021). *International Literacy Day Report*. UNESCO Publishing.
- International Literacy Association (2020). *What's Hot in Literacy Report*.
- National Literacy Trust (2024). *UK Literacy Report*.

# List of Suggested Resources for Self-Directed Learning

## **Websites and Platforms:**

- Coursera – Offers a wide range of courses on communication, negotiation, and presentation skills.
- LinkedIn Learning – Provides professional development courses, including adapting language styles and improving verbal communication.
- MindTools – Practical resources for enhancing communication, leadership, and negotiation skills.

## **Podcasts:**

- **"The Communication Guys"** – A podcast focused on improving communication skills in professional and personal settings.
- **"Negotiate Anything"** – Offers tips on negotiation strategies for business professionals.
- **"The Art of Charm"** – Provides insights on mastering verbal and non-verbal communication.

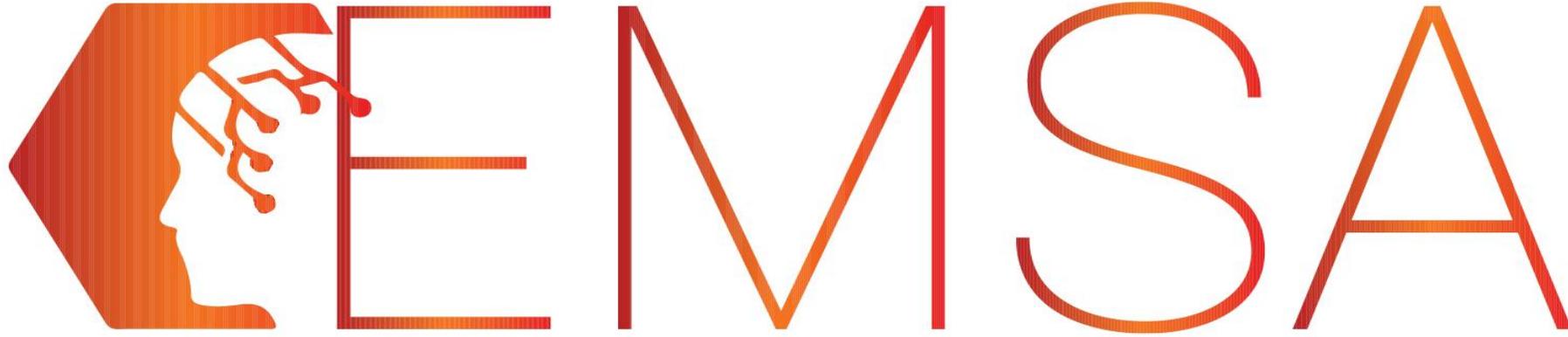
# List of Suggested Resources for Self-Directed Learning

## **Creativity Tools:**

- Miro – An online collaborative whiteboard platform, perfect for brainstorming and visualizing ideas in meetings.
- Trello – A task management tool that helps structure presentations and negotiation preparation.
- Canva – A graphic design tool that allows users to create professional presentations easily.

## **Online Courses:**

- "Effective Business Communication" by Coursera – Focuses on improving professional communication skills.  
[www.coursera.org](http://www.coursera.org)
- "Negotiation Skills: Strategies for Increased Influence" by Udemy – A course designed to help professionals improve their negotiation techniques. [www.udemy.com](http://www.udemy.com)
- "Presentation Skills: Speechwriting, Slides, and Delivery" by LinkedIn Learning – Offers practical tips for delivering impactful presentations. [www.linkedin.com/learning](http://www.linkedin.com/learning)



Entrepreneurial Mindset and Key Skills for All

**Thank you!**



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