



# SPANISH SOCIETY

Language • Culture • Community

**Corporate Programs**





**Spanish Society** serves business professionals seeking cross-cultural communication skills to strengthen relationships in the Greater Houston area's growing Hispanic market.

Through premium Spanish language instruction and cultural immersion, it combines expert teaching, cultural insight, and a professional community to deliver an experience that goes far beyond traditional language schools.

We work with individuals and organizations that understand that Spanish is not just a language, it is a business advantage.





# WHAT WE DO

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Spanish Society is a high-level language and cultural partner for companies and professionals operating in multilingual environments.

**We help teams and leaders:**

- Communicate effectively in Spanish
- Navigate cultural contexts with confidence
- Build stronger relationships
- Operate with credibility in Hispanic markets

**Our work integrates:**

Language · Culture · Communication · Performance

# LEADERSHIP & EXPERTISE

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Spanish Society is led by its founder and CEO, Georgina Palencia, linguist, educator, and cultural director with experience working with professionals, executives, and organizations across the United States, Latin America, and Spain. She is a graduate of the Goldman Sachs 10,000 Small Businesses program.

Her approach integrates academic rigor, public speaking training, and performance-based communication, bringing depth and precision to how language is learned and used in real contexts.

She is also the Founder and Artistic Director of Teatro Loft, a nonprofit dedicated to contemporary Latin American theater in Spanish.







# WHERE MOST COMPANIES STRUGGLE

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Most organizations are not starting from zero, but from incomplete communication ability.

- Teams understand Spanish but do not speak it confidently.
- Communication depends on translation.
- Cultural nuance is missing.

The difference is not in how much Spanish you've been exposed to, but in how effectively you can use it.

# HOW WE WORK

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Every engagement begins with:

1. Needs assessment.
2. Level evaluation.
3. Communication goals definition.

From there, we determine the most effective path:

- Structured Spanish Program (A1–C2), or
- Business-focused curriculum, or
- Fully customized program.

We align the program with your real communication needs using a prestigious publishing house.





# PRIVATE EXECUTIVE COACHING

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## Spanish Coaching for Professionals and Executives

For individuals who need precision and immediate application

### Available:

- In your office.
- In our CASA.
- From your CASA (online).

### Focus:

- Rigorous foundation in the structure of the language.
- Meetings and negotiations.
- Professional communication.
- Industry-specific language.
- Cultural positioning.

### Investment:

- 100 hours → \$5,500 (\$55/hr).
- 60 hours → \$3,600 (\$60/hr).
- 30 hours → \$1,950 (\$65/hr).

# CORPORATE PROGRAMS

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All group programs are delivered in your company

## A. Business Spanish Express

50 hours.

Structured, accelerated entry into workplace Spanish.

## B. Small Group Corporate Training

Renewable. Up to 10 participants

Sustained development with strong speaking focus.  
We provide the service using programs from a prestigious publisher.

## C. Customized Corporate Programs

Designed around:

- Industry.
- Team roles.
- Communication realities.

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## Investment

Corporate programs start at:  
\$7,500 to 15,500 (3 to 10 people: 50 hours is a reference)

Final scope depends on duration, group size, and objectives.

# PUBLIC SPEAKING IN SPANISH

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Communication training for high-stakes professional contexts for native and non native hispanic speakers

## Participants learn to:

- Speak with confidence.
- Lead meetings.
- Deliver presentations.
- Structure ideas clearly.

## Available:

- In your company.
- In our CASA.
- From your CASA (online).

## Formats & Investment

### Coaching

- 30 / 60 / 100-hour packages  
(same as private coaching)

### Corporate Workshops

- Half-day (3 hours) → starting at \$1,200
- Full-day (6 hours) → starting at \$2,200

### Intensive Program

- 12–15 hours → starting at \$3,500

It is about communication performance, not about language correction.



# CASE STUDY

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## From Understanding to Real Communication

A Houston-based company with a bilingual workforce faced a common challenge:

Managers understood some Spanish, but avoided using it.

Communication depended on a few bilingual employees, slowing operations and limiting relationships.

After an initial diagnostic, Spanish Society implemented:

- Business Spanish Express for team training.
- Small group sessions for sustained practice.
- Executive coaching for leadership.



## **What changed**

### **Within the first 8-12 weeks:**

- ✓ Managers began initiating conversations in Spanish.
- ✓ Daily instructions were communicated directly.
- ✓ Dependence on internal translators decreased.
- ✓ Team interaction became more fluid and natural.

### **One of the most visible shifts:**

Supervisors who previously avoided speaking began greeting, instructing, and correcting in Spanish without hesitation.

### **Strategic result:**

- Improved coordination.
- Stronger internal relationships.
- Increased confidence across teams.

**It was the result of using Spanish in context, consistently. This was not the result of “learning Spanish.”**



# METHODOLOGY

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We combine:

- Structured academic frameworks.
- Real communication practice.
- Cultural integration.
- Performance-based learning.

Language is developed as a functional professional skill.

# FORMATS & DELIVERY

**Group Programs**

→ In your company.

**Individual Programs**

→ In your office · In our CASA · From your CASA.

**Modalities**

In-person.

Online.

Hybrid.



# HOW TO START

**We begin with a diagnostic process:**

Step 1 - Conversation.

Step 2 - Level and needs assessment.

Step 3 - Program design.





**SPANISH SOCIETY** WORKS WITH ORGANIZATIONS THAT UNDERSTAND THAT  
COMMUNICATION IS NOT A SOFT SKILL, IT IS A STRATEGIC ASSET.

**WE OFFER LANGUAGE CLASSES, BUT BUILDING THE ABILITY TO:**

- **COMMUNICATE**
- **CONNECT**
- **LEAD IN SPANISH**



Let's design your Spanish strategy.

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Welcome to this **CASA**

