



Capability Statement: Ian R. Kirkwood

G7 Communications (Korea)

Ian Kirkwood and Jon Scott are the founders of G7 Communications. After spending several years analyzing Korean business methods, they developed a new model of teaching Business English that is unique to Korea and Korean business. This concept is called Total Business Communications (TBC). TBC is the best and most practical model of Business English and Business in English to help Koreans win business from foreigners - either in Korea or in foreign markets. More details are available from (www.g7english.com).

Ian Kirkwood - Fast Facts

- Wife- Dorothy.
- Two sons- Malcolm and Jonathan.
- Education- Engineering, Marketing, Business Administration, Education.
- Worked for two Fortune 500 Corps.
- Enjoys travel and meeting people
- Is motivated by helping others

Current status

Ian Kirkwood is a vocational trainer and lecturer specializing in marketing and business communications. He works with registered training organizations to raise the standard of business and communication skills in a range of students. He also lectures in marketing and Effective writing skills in local Australian universities. Kirkwood is the author of many workbooks and curriculums for Business English programs in Korea that specialize in higher level intercultural skills required for modern global business.

Background includes

Engineering and Project Management, Industrial Marketing (B2B), Network Marketing (B2C), Operations Mgmt, General Mgmt, Training, Teaching, Coaching and Consulting.

Market sectors worked in

Construction, Water, Hydraulics, Energy, Gas, Oil, Mining, Manufacturing, Marine, Agriculture, Transport, Education.

Competencies

Teaching, Training, Coaching, Strategic planning, Sales and marketing, Critical thinking, Curriculum development, Needs analysis, ROI analysis, Writing client specific workbooks.

Professional Background

Ian Kirkwood worked for two MNCs in a range of management and executive roles. He has had overall sales and marketing responsibilities for several different product groups, geographic territories, and widely diverse industries. He has been involved in both market and product expansions, plus product launches. He pioneered and grew his own training and development business to over 500 sales personnel. He spent over three years in Korea teaching Business English and conducting research into new models of business education. His career in leadership, marketing, and training spans 30 years.



Significant achievements

- 1: Parker Hannifin: instrumental in developing several high performance sales teams in Australia and UK. Role – Vice President – Sales and Marketing.
- 2: Pioneered KDI Communications – a training, development and marketing business - with over 500 marketing agents. Role – Founder, Trainer.
- 3: Textron: influential member of executive team to restructure a business unit, increase sales volumes and return company to profitability. Role – Sales & Marketing Manager, Company Director.
- 4: Doosan Heavy Industries, Korea: trained over 200 managers in high performance business-communication skills, with specific focus on negotiations, sales, and cross-cultural communications.
- 5: Co-developed the concept of Total Business Communications (TBC) in conjunction with Jon Scott Parenteau.

Education:

Kirkwood is nearing completion of his PhD in business-education through Calamus Int'l University. He holds an MBA from the University of Western Sydney. He has majors in mechanical engineering and marketing. His informal studies include Cross cultural communication, Salesmanship, 6-Sigma, Leadership, Psychology, and ROI-Business case analysis.

Language

Native English speaker. Basic German and French

Country Experience

Australia, China, Korea, Germany, New Zealand, Singapore, Thailand, UK, USA. Traveled to or visited over 40 countries.

Articles, Papers, and Books written.

- Business English for the 21st Century
- Strategic planning – the gap model.
- Integrated Business Communications
- Total Business Communications (TBC)
- SVC (strategy, value, conformance)
- Many Business English workbooks
- (book) Go beyond learning a language

Personal

Ian lives and works in Brisbane, Australia. His primary goal is to help businesses and students take advantage of global markets through advanced skills in both communications & business performance. He enjoys traveling and meeting new people in a wide variety of circumstances. His most recent offshore experience was three and a half years in Korea.

Contact Details

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