

English for Service Disruption Briefings

A training course for fleet operations managers

Final artifact: 3-minute service disruption briefing to an industrial customer

Level: B1 Business Operational | Format: 8 sessions × 60 min, online | Group: 3–5 learners

Task family: Briefing / accountability — communicating a service failure and recovery plan

The task

A fleet operations manager delivers a 3-minute briefing to an industrial customer when a scheduled delivery is disrupted. The customer uses the briefing to adjust their own operations — approve the recovery plan, request changes, or escalate — without the manager needing to repeat themselves.

Audience: industrial customer contacts — site managers, operations directors, logistics coordinators, project engineers. Often non-Arabic-speaking (multinational JVs, international contractors, Aramco supply chain). Limited time. Their own operations depend on the recovery plan.

Success: the customer can plan around the disruption within the same call. Recovery is accepted. Manager is not asked to call back with the same disruption unresolved.

Language outcomes

Fleet operations managers who complete this course will be able to:

- Open a briefing by naming the situation and its impact on the customer's operation in the first two sentences, without preamble or apology
- Describe the cause in plain, factual language without blaming staff, weather, or systems
- State recovery actions with specific times, named people, and committed quantities — never with vague verbs or open-ended commitments
- Switch register from operational (truck IDs, axle weights, route codes) to executive (impact framing, accountability) within the same briefing
- Close with a specific named next-touchpoint that the customer can plan around

Structure

Beat	Purpose	Time
Situation	State the disruption and when, in one sentence	~25 sec
Impact	Name what this means for the customer's operation specifically	~30 sec
Cause	State the operational cause plainly, without blame	~30 sec
Recovery plan	Specific actions, with times, named people, committed quantities	~60 sec
Next touchpoint	Named time for the next update; any ask of the customer	~35 sec

8-session schedule

#	Session	Artifact
1	Orientation & Baseline	Unassisted 3-min recording + L1 score
2	Structure & core language	60-sec fragment: situation + one beat
3	Partial simulation	90-sec walkthrough of recovery plan beat
4	Full simulation — Round 1	Full 3-min recording + diagnostic notes
5	Repair & upgrade	Re-recorded segment on main breakdown
6	Pressure variation	3-min briefing with interrupting customer
7	Final simulation	Unassisted 3-min recording + L7 score
8	Evaluation & Capstone	L1/L7 reveal + capstone on real upcoming disruption + personal grade report

What each learner receives

- Personal portfolio of 8 recordings across the course
- Per-criterion scores at L1 and L7 (5 criteria, 0/1/2 each, /10 total)
- Individual grade band: Distinction / Pass with merit / Pass / Not yet passing
- Pass certificate on either performance ($L7 \geq 6/10$) or improvement ($L7 - L1 \geq 2$ points)

Portfolio

Save each recording to a shared folder. One folder per learner.

File naming: AJI_[Region]_[LearnerID]_DisruptionBriefing_L[#]_YYYY-MM-DD

Three rules for the trainer

- 1. Follow the lesson order.** The sessions build on each other. Don't skip, don't swap.
- 2. Score the artifact at L1 and L7 using the full scorecard.** Other lessons need only a brief observation note. The L1 and L7 scores produce each learner's grade.
- 3. No language help and no language bank during L1 or L7.** These are the before-and-after measures. Hide all references. Observe and record only.