



ABOUT US O NAMA



MISSION STATEMENT

The world changes quickly, and new skills and knowledge are vital so we can respond to the challenges life throws at us. At Inicijativa, we provide quality and dynamic education that focuses on learning real, applicable knowledge so that you can move forward on your path of professional and personal fulfilment.

NAŠA MISIJA

U vremenima brze promjene i visokih životnih zahtjeva nova znanja i vještine neophodna su kako bi odgovorili na životne izazove. U Inicijativi pružamo iskustvo kvalitetnih i dinamičnih edukacija na kojima ćete usvojiti konkretna znanja kako bi samopouzdano zakoračili prema profesionalnom napretku i osobnom ostvarenju.

WHO ARE WE?

INICIJATIVA - Centre for Education was established in 2003. We initially started offering English language courses using the Callan Method.

With this approach, English is learned in one of the most natural ways possible, directly communicating with native speakers. The Callan Method actually teaches us to think in a foreign language. It is very functional and dynamic, and it helps people overcome their fear of speaking English in a public setting quickly.

In addition to our various English courses, we have developed many other innovative approaches to teaching adults through workshops, a literary club, a choir, and by producing weekly online content.

We often organize various concerts, festivals, and other events in English. We also provide various workshops in Business, Digital Marketing and the development of soft skills in English. We currently have projects financed by the EU and other funds, and we are focused on educating vulnerable groups.

Through participation within the Erasmus + program, we continuously invest in our own development. We also offer training within the Erasmus + program for other organizations, where we exchange experiences, knowledge and educate others for the methods we use and have developed.

TKO SMO MI?

Inicijativa - centar za edukaciju postoji već više od 15 godina. U početku smo krenuli s ponudom tečajeva engleskog jezika putem Callan metode. Callan metoda znači da se engleski uči na jedan od najprirodnijih načina učenja jezika, kroz jako direktnu komunikaciju uz izvorne govornike.

Ta nas metoda zapravo uči razmišljanju na stranom jeziku, metoda je funkcionalna, dinamična i ljudi se zaista brzo oslobođe straha i progovore jezik.

Uz same tečajeve po Callan metodi razvili smo kreativne i isustvene radionice i sadržaje kojima učenje postaje interaktivno, isustveno i doživljajno, te u tom smislu inovativno. Često organiziramo i razne evenete, koncerte, festivale i razna događanja na engleskom jeziku.

Od otvaranja škole do danas, naša organizacija je narasla u edukacijski centar koji je usmjeren na edukacije poslovnog engleskog jezika, razvoju mekih vještina, te edukaciju u digitalnom marketingu za start-upove i profesionalce.

Provodimo projekte financirane iz EU fondova putem kojih nam je cilj usmjeriti se na pružanje edukacije ranjivim skupinama. Kroz sudjelovanje unutar Erasmus+ programa kontinuirano ullažemo u vlastiti razvoj, te nudimo usavršavanje za stručnjake iz područja obrazovanja.

THE BEGINNINGS

Sean travelled the world and lived in various countries (Brazil, Israel, London...) before settling down in Croatia. He actually went to a party in Križevci, and then decided to stay here. He brought the Callan Method from London and opened up the first Callan school here.

Anja joined later, in 2004. Robby started out with us in the beginning as well, and is still with us today.

Ema has been running our Split branch for many years now, Domagoj is head teacher in charge of Callan quality, and each one of the teachers brings something new to the program.

The story actually developed from scratch and without any initial capital or a kick-start, but with a huge driving energy, and a lot of hard work, but also crazy fun and ideas at the beginning. Ema has been running a branch of the school in Split since 2007.

At the moment, 24 people are involved in our work process. Within the Initiative – Centre for Education, we have three working teams interconnected with our teachers - the English language school management team (Petrica, Monija), the digital marketing team and related education (Željka and Sean) and the project team working on developing new education and EU projects (Jelena and Branka).

We are also often thematically related to Ireland, often collaborating in cultural and educational activities with the Irish Embassy. We also work in a multi-cultural environment.

Check out our team, in case you don't know us all yet: <https://inicijativa.biz/o-nama/>



POČECI

Sean je proputovao svijet i živio u raznom državama (Brazil, Izrael, London...), prije nego je došao na tulum u Križevce i odlučio ostati ovdje zbog boljeg stila života. Doveo je Callan metodu iz Londona i otvorio prvu Callan školu u Zagrebu 2003.g.

Anja se priključila naknadno 2004.g. Od samog početka je sa nama bio i Robby, koji je još sa nama.

Ema, vodi podružnicu škole u Splitu već dugi niz godina, Domagoj je head teacher u Zagrebu, a svaki teacher je pregenijalan na svoj način.

Priča se razvijala zapravo od nule i bez ikakvog početnog kapitala i kick-starta, ali sa ogromnom pokretačkom energijom, puno, puno vrijednog rada, ali i ludih zabava i ideja na početku.

Ema vodi podružnicu škole u Splitu već od 2007.g.

Trenutno nas je u uski radni proces uključeno 24ero. Unutar Inicijative - centra za edukaciju imamo tri radna tima međusobno povezana našim teacherima- tim vođenja škole engleskog jezika (Petrica, Monija), tim digitalnog marketinga i sa time povezanih edukacija (Željka i Sean) i projektni tim koji radi na razvijanju novih edukacija i EU projekata (Jelena i Branka).

Često smo nekako tematski vezani uz Irsku, često surađujemo u kulturnim i edukativnim aktivnostima sa Irskom ambasadom, i radimo u multi-kulti okruženju.

Ako ne poznajete sva lica, pogledajte ovdje: <https://inicijativa.biz/o-nama/>



WHAT IS THE CALLAN METHOD AND WHY DOES IT WORK?

The principles of the Callan Method are: speaking without translation, correcting and repeating.

The Callan Method is an intensive method of learning through structured questions and answers that allows you to learn English in a fast and dynamic way. Learning takes place through a guided conversation in English in which thinking in English and spontaneous speech are encouraged without translating from Croatian to English.

There is no passive acquisition of knowledge in the course. Attendees are active participants in the class, and teachers explain concepts, grammatical structures, and new vocabulary, as well as correct your pronunciation mistakes.

Teaching is therefore fast, dynamic and interactive, and the knowledge you acquire is applicable in real-life situations where you have to speak English.

ŠTO JE CALLAN METODA I ZAŠTO DJELUJE?

Principi Callan metode su: Pričanje bez prevođenja, ispravljanje i ponavljanje.

Callan metoda je intenzivna metoda učenja putem strukturiranih pitanja i odgovora koja vam omogućava da naučite engleski na brz i dinamičan način. Učenje se odvija kroz vođenu konverzaciju na engleskom u kojoj se potiče razmišljanje na engleskom jeziku i spontani govor bez prevođenja s hrvatskog na engleski.

Na tečaju nema pasivnog usvajanja znanja. Polaznici su aktivni sudionici na nastavi, a profesori pojašnjavaju concepte, gramatičke strukture i novi vokabular, te ispravljaju vaše greške prilikom izgovora. Nastava je zbog toga brza, dinamična i interaktivna, a znanje koje stječete primjenjivo u stvarnim situacijama u kojima morate razgovarati na engleskom.

WHAT OTHER COURSES DO WE OFFER?

- Individual
- Semi-individual
- Mini group
- Group conversational tailor-made courses (business, legal, business skills in English) ...

TOPICS OF EDUCATION AND WORKSHOPS:

- Communication Challenge - Business "Small Talk"
- Marketing Boot Camp - 2in1 Language and Marketing - CVJ
- Skills and Phraseology of Negotiation, Argumentation and Debating in English
- Business Communication Rules - e-mail, calls and video conferencing
- Complaints Management in English
- Grammar Laboratory - Grammar Crash Course
- Business Opportunities and Communication of the Linkedin Network in English
- Development and Improvement of Sales Skills
- English for Tourism Workers

KOJE JOŠ EDUKACIJE PROVODIMO, OSIM TEČAJEVA PO CALLAN METODI?

- Individualni
- Poluindividualni
- Mini grupe
- Grupni konverzacijski tailor-made tečaj
(poslovni, pravni, poslovne vještine na engleskom jeziku)...

TEME EDUKACIJA I RADIONICA:

- Izazovi komunikacije - poslovni "small talk"
- Marketing Boot Camp - 2u1 jezik i marketing - CVJ
- Vještine i frazologija pregovaranja, argumentiranja i debatiranja na engleskom
- Pravila poslovna komunikacija - e-mail, pozivi i video konferencije
- Management pritužbi na engleskom
- Gramatički laboratorij - Gammar crash course
- Poslovne prilike i komunikacija Linkedin mreže na engleskom
- Razvoj i usavršavanje prodajnih vještina
- Engleski za djelatnike u turizmu

WORK ETHIC

- We believe in people before profit
- We believe in doing our best for our students
- We believe in motivating and helping each other
- We believe in giving value for money, fair play, and honesty
- We believe in teamwork and just being nice
- We believe we can make a difference in people's lives by educating them
- We believe in maintaining a fun, yet professional environment

RADNA ETIKA

- Vjerujemo da su ljudi uvijek važniji od zarade
- Vjerujemo da ćemo napraviti sve što je najbolje za naše polaznike
- Vjerujemo u međusobno pomaganje i motiviranje
- Vjerujemo da dajemo vrijednost za novac, iskreni smo i fer
- Vjerujemo u timski rad i ljubaznost
- Vjerujemo da možemo učiniti razliku u životima pružajući edukaciju
- Vjerujemo u poticajnu, zabavnu ali profesionalnu radnu sredinu

FREQUENTLY ASKED QUESTIONS

Please feel free to take a look at our webpage, so that you know how to answer some questions, in case they pop-up:)

<https://inicijativa.biz/cesta-pitanja/>



ČESTA PITANJA

Pogledajte našu stranicu, kako biste mogli znati odgovore na neka česta pitanja koja mogu iskrsnuti u radu sa polaznicima:)

<https://inicijativa.biz/cesta-pitanja/>



KEY CHARACTERISTICS OF OUR TEAM

- Creative (creating new content)
- Inovative (we use inovative methods of teaching)
- Up-to-date with the new trends (we are listening to new trends in education and continuosly improving).

HOW DO WE FUNCTION?

Listening to the customers' needs, creating new education content and following their progress.

KLJUČNE KARAKTIRISTIKE NAŠEG TIMA

- Kreativni (stvaramo nove sadržaje)
- Inovativni (koristimo se inovativnim metodama u radu)
- Prate trendove (pratimo novosti u edukaciji i kontinuirano se usavršavamo).

KAKO TO POSTIŽEMO:

Slušamo potrebe, kreiramo edukacijske sadržaje i pratimo napredak polaznika.

LASTLY – OUR ORGANIZATION'S MOTTO

Empowering lives through education.

ZASAMKRAJ - TEMA NAŠE ORGANIZACIJE

Edukacijom obogaćujemo živote.



Inicijativa centar za edukaciju

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<https://www.facebook.com/inicijativa/>



<https://www.youtube.com/channel/UCOF7R6XcRFo-XG9JYS1bdHA>



<https://www.instagram.com/inicijativazaedukaciju/>



<https://www.linkedin.com/company/2515513/admin/>