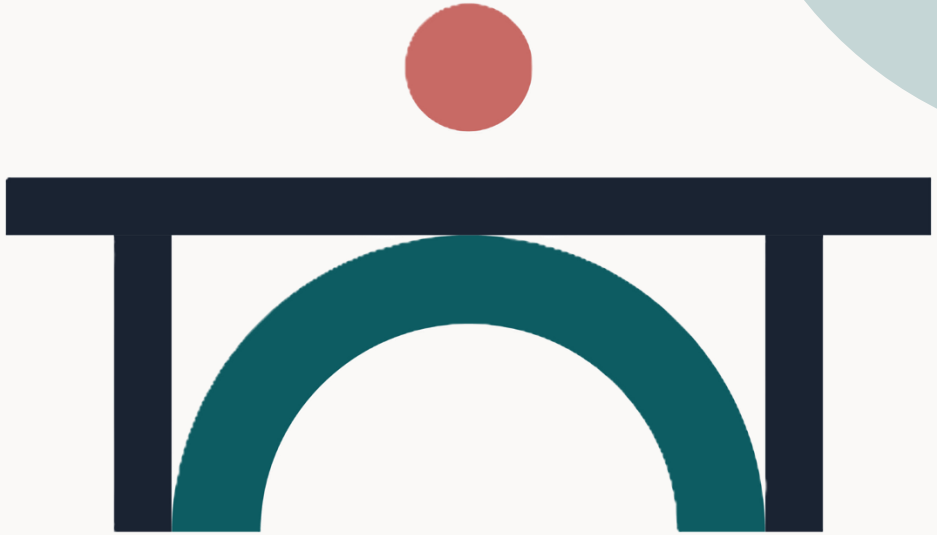
PASSERELLE

Professional Communication & Performance Consulting

A proposal to close the
English ↔ French performance gap
For individuals and teams in multilingual contexts



Prepared for diffusion

Francine N. Garcia – Founder & Lead Consultant – 2026

WELCOME TO

PASSERELLE



Have you ever thought:
“If only I could communicate in English the way I do in French.”
Or: “I know exactly what I want to say in French, but I can’t express it with the same confidence in English.”

If that sounds familiar, it is costing your organization more than it appears. It shows up in board packs that need three rounds of rewriting, in high-potential staff passed over for other roles, in client-facing teams who hesitate in the moments that matter most.

At Passerelle, we know that gap because we have crossed it ourselves. We help organizations close it for their teams, so that expertise, not language, defines how their people are perceived.

Francine G

Founder & Lead Consultant

INTRODUCTION | FOUNDER & LEAD CONSULTANT

Who I am, what I do, and what I offer

WHO I AM

- Strategy & international development professional, ~10 years across the United Nations system (Geneva, Switzerland), Dalberg Advisors, and WIC Capital (investment governance) in Dakar, Senegal
- Career across four continents; based in the United States, delivering globally with flexible hours across time zones
- Fully bilingual: French and English, executive register in both

WHAT I DO

- Help organizations and individual professionals close the English ↔ French performance gap in real work output, not theory
- Work at the intersection of language, business communication, and cross-cultural fluency between francophone and anglophone environments
- Deliver as a partner – tailored coaching, cohorts, and embedded support – unlike traditional language schools

WHAT I OFFER

- Tailored 1:1 English coaching, built from a diagnostic of each professional's role, level, and goals
- Executive & team training cohorts built around your real meetings, reports, and deadlines
- Board & investor communication coaching, and executive-level office-suite training
- Business writing & document rewriting for companies (reports, board packs)

WHY THIS MATTERS NOW

Your teams work between different contexts…

… and operate with the same structural reality: regional teams report, present, and defend decisions to on a continuous basis, often in a second language and under time pressure

Group & HQ reporting

Board packs, regulatory submissions, and group reporting must read as executive-level, native-standard English, not word-for-word French translations.

Talent mobility

High-potential staff are considered for regional or international roles based partly on how confidently they operate in a second language.

Regulatory & compliance pressure

Companies and Groups face rising bilingual documentation demands from regulators, auditors, and international partners.

Client & partner credibility

Client-facing and partner-facing teams are judged on precision and tone, not just fluency – the gap shows up in high-stakes moments.

THE COST OF THE GAP

What the language gap actually costs an organization

1	**Slower reporting cycles**	Reports pass through multiple rounds of rewriting before they are presentation-ready
2	**Diluted credibility in the room**	Strong technical thinking reads as hesitant or unclear when delivered under language strain
3	**Unusable translation output**	Translation agencies usually deliver literal, word-for-word translations that still require a rewrite before they can be used
4	**Training that doesn't transfer**	Generic or academic English classes build vocabulary but not the specific outputs your teams are judged on
5	**Capped professional growth and development**	Staff are passed over for regional roles, promotions, and assignments not for lack of skill, but because they can't yet operate with full confidence in English

WHO WE SERVE

Two ways to work with Passerelle

A clear offer for organizations – and a distinct, tailored track for the professionals within them.

FOR ORGANIZATIONS

Contracted directly with the company

- Team cohorts and rolling coaching programs
- Rewriting & communication during peak reporting periods
- Board, HQ & investor communication coaching
- Embedded, on-demand support ahead of high-stakes deadlines

FOR INDIVIDUAL PROFESSIONALS

Company-sponsored or self-funded

- Tailored 1:1 English coaching, built around your role, level, and goals
- Personal diagnostic and clear progression roadmap
- Coaching hours that fit your schedule – flexible across time zones
- Discreet, senior-level support for high-stakes moments

OUR APPROACH

A four-step method, built around your real work

1

Diagnose

Assess each individual's or team's communication: writing samples, meeting recordings, reporting pain points, priority gaps

2

Design

Build a bespoke program around your real (non-confidential) documents, meetings, and deadlines – not a generic curriculum

3

Deliver

Run tailored 1:1 coaching, cohorts, and rewriting engagements on a schedule aligned to your calendar and time zone

4

Sustain

Templates built and revised together, playbooks, and checkpoints so gains outlast the engagement

WHY PASSERELLE

Not a language school. Not a translation agency. A performance partner!

Traditional Language Schools

- Academic curriculum
- Generic vocabulary and grammar focus
- No connection to your actual work output

Translation Agencies

- Literal, word-for-word output
- Volume-focused, not usability-focused
- Still requires an internal/external rewrite

Passerelle

- **Built from your actual work.** Your current level of English, your reports, your meetings, your deadlines. Not a curriculum someone wrote for a classroom in another country.
- **Founder-level experience inside** multinationals, multilateral institutions, strategy consulting, and investment governance. We have sat in the rooms your teams are preparing for, on both sides of the table, in both languages.
- **Board-ready output**, not classroom-ready. The standard is whether it works in front of your leadership, not whether it passes an exercise.
- **Built by people who made this crossing**. French-speaking, trained in French, now operating at executive level in English. The gap your teams are facing is one we personally closed.
- **Global and flexible**. Based in the United States, open to traveling on demand, delivering across time zones, with session hours that fit your calendar

THE FLAGSHIP OFFER

The Executive Bilingual Cohort

An 8-week program built around each participant's level and current needs – with tailored 1:1 coaching folded in.

Individuals or Cohorts of 5 and more	Individuals or a cross-functional group, so the program builds shared working habits
2 or 3 sessions / week	90-minute working sessions plus asynchronous feedback on real documents depending on the level of intensity picked
1:1 coaching included	Private coaching sessions per participant, targeted at each person's individual gaps
Built on your material	Every session uses actual work and no generic textbook content
Measurable outcome	Example: A before/after writing sample and a live presentation delivered in week 8

OUTCOME

Individuals and teams that can write, present, and defend their work in English – without a translator or a rewrite cycle in the way.

ENGAGEMENT OPTIONS

Ways to start

START HERE

Pilot Cohort

One 8-week Executive Bilingual Cohort – a low-risk way to build the internal case study.

- ✓ 5+ participants
- ✓ 8 weeks, 2x/week
- ✓ Before/after writing sample

RECOMMENDED

Team Program

Rolling cohorts across multiple teams, paired with a rewriting retainer for peak reporting periods.

- ✓ Multiple cohorts / year
- ✓ Priority rewriting
- ✓ Quarterly progress review

FULL PARTNERSHIP

Annual Retainer

Embedded support: on-demand rewriting, board/HQ coaching, and cohort training on a standing basis.

- ✓ Unlimited rapid-turnaround support
- ✓ Executive & board coaching
- ✓ Dedicated annual roadmap

Pricing is scoped to your team size, cadence, and intensity – never a flat rate, because no two engagements look the same. We'll walk through the numbers on a scoping call.

FOR INDIVIDUAL PROFESSIONALS: Private 1:1 coaching packages–of 8, 12, or 20 sessions – company-sponsored or self-funded, scheduled flexibly across time zones.

BEYOND COMMUNICATION

Passerelle is also a global consulting practice

The same experience behind our communication work – a decade across the UN system, strategy consulting, and investment governance – is available to clients as a standalone advisory offer, delivered globally in English and French.

Strategy & Program Consulting

- Program design, management, and evaluation for complex multi-country initiatives
- Growth and market-entry strategy across African, European, and US markets
- Data-driven analysis and evidence-based reporting

Sustainability & Responsible Value Chains

- Sustainable supply chain program design, built on EU-funded, multi-country United Nations delivery
- Sustainability, human rights and environmental due diligence readiness
- Sustainability reporting and stakeholder communication

Impact & Investment Advisory

- Gender-lens and impact investment strategy, from co-founding WIC Capital
- Investment governance and fund operations
- Capital mobilization for underserved markets

TRACK RECORD

Built on a decade of delivery inside international institutions

€1.4M+

Multi-country supply chains programme managed on behalf of the International Labour Organization

$4M+

Programs designed for countries around the world within the United Nations System

$2M+

Mobilized for women-led enterprises, co-founding WIC Senegal

10+ yrs

Across the United Nations and the broader international development world

SELECTED CREDENTIALS

- Postgraduate certificate in Data Science & Analytics with Distinction – London School of Economics and Political Science
- Master of Science in Finance and Economics with Distinction, University of Glasgow – United Kingdom Chevening Scholar
- Diplôme d'Etudes Supérieures en Commerce, Administration et Finance (DESCAF) – Ecole Polytechnique Supérieure de Dakar
- Named among Tropics Magazine's 500 Most Influential Africans in the world
- Secretary-General, USAID Mandela Washington Fellowship Regional Advisory Board (300+ fellows, 21 countries)
- United States YALI Mandela Washington Fellow

Let's start the conversation

A single 8-week pilot cohort – or a personal coaching diagnostic – is enough to prove the model.

1. Identify the individuals or teams – and a reporting deadline – to build around
2. 30-minute scoping call to confirm format, size, and schedule
3. Program launches within 3–4 weeks, on hours that fit your time zone

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