

A new life for an old bank

Living in a bank, working in a bank – but not a banker. "If you'd told me when I moved here, that I would buy a bank, I think I would have laughed. Now our former bank is a home, a school and a marketing practice," explains Phil Allen.

Phil and Ingrid Allen had a concept to live and work in the same property, but keep private and business lives separate. Ingrid picks up the story: "A friend of mine in the church choir (who works at the bank) knew we were looking and told me of the bank's plan to move and sell their former building."

MarketAbility

MarketAbility is a global marketing excellence practice which devises and implements methods and processes to manage businesses through better market planning and to exploit new market opportunities. MarketAbility was founded by Phil Allen, a qual-



Phil Allen, founder of MarketAbility

ified marketing professional, whose 20 years of successful marketing and sales includes spells with Bayer AG, Hilti, English China Clays and Dow Chemical. Phil's unique blend of creativity with exemplary analytical and planning skills are put to good effect as he tailors to specific client needs an offering of marketing process designs, strategy development and implementation, market segmentation and market planning. Add to this marketing audits, training,

branding, positioning, pricing strategy and key account management and you have MarketAbility, an action-oriented marketing excellence practice with the motto: "We DO..... while others only talk". Work is conducted in English and German. Clients include global corporations and medium-sized multi-nationals based in Europe and USA.

The latest business concept to emerge from MarketAbility is the Lakeland business and meeting centre. Suitable for business meetings, seminars, groups and clubs, the rooms are light and spacious and afford generous accommodation for up to 20. The convenience of this facility is self-evident, only two minutes' walk from Wädenswil railway station with regular trains from Zurich, Zurich Airport, Basle, Chur and Zug. The self contained, private and well serviced facilities are let by the hour at competitive rates.

Richtiges Lernen

Richtiges Lernen is a private school run by Ingrid Allen. Offering individual tuition and special courses to prepare for high school entrance exams (Gymnasium and Sekundarschule), Ingrid and her team of professional teachers have well-equipped, modern classrooms providing an atmosphere conducive to "richtiges Lernen". "My pupils must want to come to the school," explains the school director, Ingrid Allen. "I want them to enjoy their learning experiences. The right balance of a learning environment and a pleasant atmosphere builds the pupils' self confidence and helps them to overcome learning barriers and difficulties. We offer lessons in most subjects, but find most demand for Mathematics, German, English and French." With four well-equipped classrooms, Richtiges Lernen offers the best private teaching facilities on the left bank of Lake Zurich. The location, two



Ingrid Allen in the classroom

minutes' walk from Wädenswil station and in the heart of the town, makes it easy to reach for her pupils. Demand is high and perpetuated by the commendations of satisfied pupils and parents, reinforced by the high success rates of pupils who have learned at Richtiges Lernen.

Ingrid Allen is now launching a new language school – Wädi Lingua. "We have received numerous enquiries from individuals and business people. We will employ mother-tongue speakers and will focus on the popular European languages, English, German, French and Italian."

Wädi Lingua will provide learning to suit different needs, but always in a quality environment and in small groups (maximum 10). For a strong base in a language with proper structured training in grammar and vocabulary or just to develop conversational skills, Wädi Lingua has the course to meet individual needs. German for foreigners will also feature in the programme.

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