



LONDON STYLE

Zsuzsa Bácskai

London Style Language School

Sector	Private education, English language tuition
Region	Székesfehérvár, Hungary
Nomination as an Ambassador	<p>I wanted to be a writer, a singer, an actor, a fashion designer, a psychologist, a correspondent using my English and French but I never became any of these.</p> <p>I have realised over the past years that opportunities are scattered all around us and it is really up to us whether we notice them and take action or not.</p> <p>I got to London in a mysterious way where I had planned to stay for 6 months but ended up staying for 3 years!</p> <p>During the school years I wanted to be everything but a teacher, nevertheless by becoming a teacher I got everything I wanted to. I am an actor, a singer, I even draw during my lessons. I often have to act as a psychologist as I am dealing with very different people.</p> <p>One of my workmates lived in Toronto for 6 years and decided to set up a company here named Toronto Style. It seemed great fun to react: "Oh yeah, then I'll be London Style!"</p> <p>I never realised that moment that a tiny seed fell in fertile soil then it started to grow as continuously inspiring thoughts, stemmed up and in 1995 in was a full plant. That is when we established our business.</p> <p>Do I have time for myself, my family, education and fun? I do indeed. What's my secret? You have to do it with a great deal of passion. Your energy multiplies when you give. The more you give, the more you receive...</p>
About the company	<p>When we established the language school, our base capital was only HUF 23,000 (approx. EUR 85). We had to borrow chairs, flipcharts, and stereos and finally found a place on the third floor of a post-communist building without a lift.</p> <p>In spite of all the hurdles we never felt down, we went with the flow. Enthusiasm was our fuel. Opportunities showed up and we spotted them and took them. We doubled our business every year during the first years.</p>

	<p>We reinvested a good proportion of our profit. I kept on learning, participating in trainings, sent my colleagues to schools, trainings, conferences held by both Hungarian and foreign experts.</p> <p>Failure? Yes, I have had that. I have stood up. I have been modest towards failure and have always drawn the conclusions. I knew each time – this was a learning point again. I have to change. I have to change something.</p>
Year of business launch	1995
Number of staff	7
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