

Case Study 2

Company	Electronics Manufacturer
Trainee	Human Resources Director
Profile	Andrea was Human Resources Director at this Italian subsidiary of a Japanese electronics manufacturer. He had been promoted to a much more international role in which a strong command of spoken English would be crucial. He was aware of making repeated grammatical mistakes and of limitations in his vocabulary. He had difficulty understanding fast speech and lacked confidence participating in complex discussions.
Programme	Skills- and task- based programme to achieve confidence in speaking fluently and accurately; to strengthen accuracy and appropriacy in writing; and setting specific task objectives to enhance communicative performance in his new role. Skills mix was 80% speaking and listening comprehension skills for face-to-face interactions and telephoning, 20% writing skills for reports, proposals and email.
Schedule	64 hours: 32 x 1.5-hour sessions per week x 2 weeks
Outcomes	<p>Task Based Outcomes</p> <p>Andrea could perform key tasks much more accurately and fluently including:</p> <ul style="list-style-type: none"> • Conducting executive recruitment interviews • Conferring on recruitment decisions • Writing and delivering staff performance reviews • Holding trade union discussions and negotiations • Presenting processes and procedures concisely and clearly • Social business English for networking and informal interactions • Being culturally responsive to social norms, facial and body language <p>Skills Outcomes</p> <ul style="list-style-type: none"> • Fluency: significant gain in confidence in speaking, overcoming his previous hesitancy caused by lack of vocabulary and weak listening skills • Accuracy: eliminated “fossilised errors” through a comprehensive grammar review and intensive controlled practice in error correction • Structural range: able to distinguish between and produce accurately complex structures such as advanced ‘perfect’ tenses and passive forms • Lexical range: able to use and understand advanced topic-specific vocabulary and a much wider set of current business English language including commonly-used set phrases and collocations (word partners) • Listening comprehension: much better able to understand features of connected speech that cause problems for non-native speakers, such as linking and contracting words, weak and strong forms, irregular spelling-pronunciation issues, accents, etc
Testimonial	<i>“I have had highly professional teachers who helped me a lot to correct my speaking and increase vocabulary. They took care of my interest to improve the common way of speaking in a business environment, customizing every lesson to my needs. I can highly recommend One to One English to everyone who would like to improve quickly their knowledge of business English.”</i>