

Executive Business Communication Accelerator

An effective program enhances managers' business English through work-relevant content and interactive group classes, focusing on everyday professional communication to improve their language skills and support career advancement.

CASE STUDY

Global leader in electronic components manufacturing with a workforce exceeding 100,000 and operations spanning more than 30 countries.

BACKGROUND & CHALLENGES

Urgently, as one of the first overseas branches outside the headquarters' country, the managers require immediate assistance in refining their business English communication skills. They need to rapidly improve their language proficiency for various work-related situations they face daily, including critical meetings, important phone calls, and crucial interactions with internal and external clients. This essential improvement must happen within a tight timeframe to ensure the branch's success and maintain competitive edge in the market.

OBJECTIVES

The managers' initial English proficiency levels vary widely, from CEFR A1 to B2. Our objective is to elevate their language skills to an operational level, enabling them to handle identified business situations effectively and communicate confidently in English.

PROGRAM DESIGN

Participants were stratified based on their proficiency levels, as determined by a standardized placement test. Over a three-month period, they engaged in 20 hours of live virtual instruction, delivered in one-hour sessions by Ardor's certified language instructors. The curriculum was tailored to address specific job-related language requirements identified by the participants.

OUTCOMES

The program achieved an exceptionally high attendance rate, approaching 100%. Upon completion of the three-month course, participants reported significantly increased confidence in managing business conversations. Furthermore, the training department received positive feedback from management, indicating a marked improvement in participants' ability to handle critical business situations effectively.

Customized Training Program

Interactive Small Group Class

Intensive 3-month Study

> 95% Attendance Rate

> 97% Reported Improved Confidence Level