



# SpeakENG for Business

*A Case Study of 61 Executive Level Automobile Industry Professionals*

Copyright Eleutian Technology, LLC. All rights reserved.

# SpeakENG for Business

## *A Case Study of 61 Executive Level Automobile Industry Professionals*

In April 2008, Eleutian Technology, LLC. began a 3 month implementation of the **SpeakENG for Business™** language course for top-level executives of a large automobile manufacturing company in Korea. The participants were selected by the client and individual levels of English proficiency varied.

**SpeakENG for Business™** is an English course developed exclusively for business people. The lessons cover key business related interactions and important vocabulary.

The success of the **SpeakENG for Business™** program is based on the experience and instructional abilities of highly trained, state-certified, US school teachers, along with Eleutian's exclusive research-based content.

As native speakers of American English, the teaching staff provides expert language instruction as well as valuable opportunities for students to converse as if they were conducting an actual business transaction in English.

## SpeakENG for Business™ Course Description

---

The **SpeakENG for Business™** product is well suited for employees of all levels of English proficiency and varying job descriptions. Prior to beginning the program, participants meet, one-on-one, with an Eleutian® teacher via video conference. The purpose is an oral proficiency assessment which focuses on language skills commonly used in business settings. The assessment is scored according to the **SpeakENG for Business™** rubric in 4 areas:

- Pronunciation
- Fluency
- Listening
- Vocabulary

Based on individual scores, participants are assigned to one of four textbooks. Lessons are easy to follow and designed for group or self study.

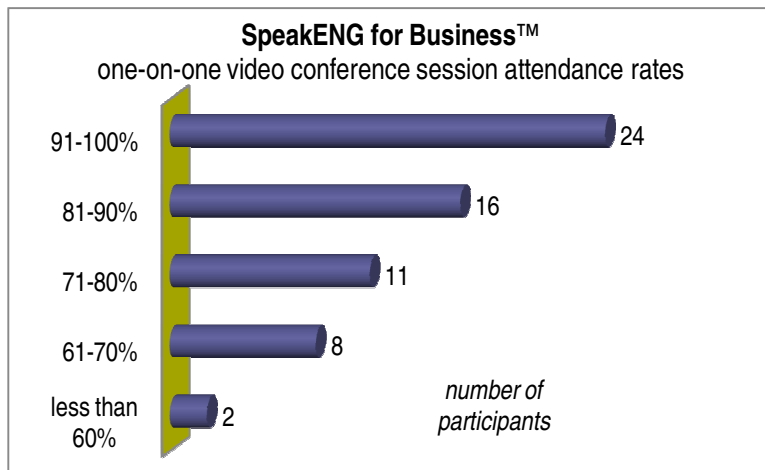
Language fluency is most effectively achieved through real life listening and speaking skills practice. **SpeakENG for Business™** participants are scheduled for 36, twenty minute, personal conversation sessions. Throughout this three-month case study, participants were scheduled for 3, one-on-one sessions per week.

## Participant Engagement

---

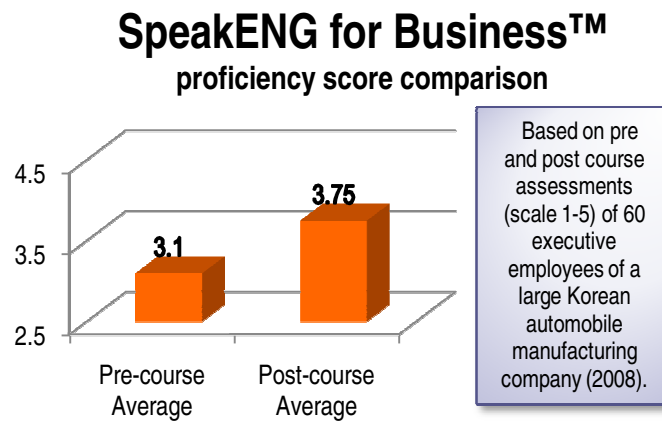
The **SpeakENG for Business™** course was well attended by participants as measured by completed individual video-conferences with Eleutian® teachers. A full 39% of course participants attended over 91% of their pre-scheduled, one-on-one lessons. This is indicative of the engaging, interactive and

convenient nature of Eleutian’s approach to learning. The following chart provides further detail on course participation.



## Pre and Post Course Assessment Comparison

Progress of the executives who participated in the **SpeakENG for Business™** course was measured by pre and post course assessment. Questions used in the before and after assessments were similar. The evaluations were conducted and scored by independent Eleutian® teachers who are trained in appropriate assessment methodology. Average composite scores for the group<sup>i</sup> are represented in the chart below.



*Executives who participated in this **SpeakENG for Business™** course improved their proficiency by an impressive **20%** after only a 3-month program, indicating a highly successful result for the customer.*

---

<sup>1</sup> Test results represent 60 of the original 61 executives originally enrolled in the course. One student was unable to take the post test so his results were omitted from the averages.