

Client Spotlight Series

Presented by the *TOEIC*® Program

BUILDING A MORE GLOBALLY COMPETITIVE WORKFORCE



CORPORATE



CONSTRUCTION



TOEIC® SPEAKING TEST, *TOEIC*® L&R TEST



DEVELOPMENT

SUMMARY

Global construction organizations, such as the Taisei Corporation, recognize the importance of nurturing overseas business. With an eye on 2020 and onward, and a focus on increasing competitiveness abroad, Taisei Corporation is developing a more English-proficient workforce, supported by the *TOEIC*® Speaking test, to enable sustainable overseas expansion efforts. With domestic construction activity on the rise, limiting employee time and opportunity for English-language training, Taisei needed to develop an environment where motivated employees can continue learning English and enhance their ability to communicate in English.

SNAPSHOT

Organization: Taisei Corporation

Location: Japan

Company Size: 5,001–10,000 employees

About: Founded in 1873, Taisei Corporation is a leading company in the construction industry. Engineering and building “work that remains on the map” around the world, Taisei Corporation engages in a wide range of businesses from design and construction of office buildings, leisure facilities and airports, to engineering, urban development, ecology and real estate.

“TOEIC® test scores inspire enthusiasm necessary to continue learning.”

Tetsuya Shioiri, General Manager of HR Training & Vibrant Workplace Promotion Section,
Taisei Corporation



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CHALLENGE

Overseas business can be a major source of revenue for organizations within the construction industry. For Taisei Corporation, “sustainable growth of overseas business” is one of its most important objectives and, with operations that extend internationally, it has targeted expansion into other Asian countries. While the official languages of these countries are not necessarily English, English is used for communication. “It would be a problem if our employee says ‘I can read English, but cannot speak [it]’ while working on-site. We feel the necessity to enhance the ability to speak English,” a company official stressed. In order to create a more globally competent workforce that stands ready to support its international business efforts, Taisei Corporation sought to create an environment that supports and encourages continued English proficiency.

SOLUTION

At Taisei Corporation, various support measures were needed to aid and encourage independent learning of English-communication skills.

In 2014, Taisei started using the TOEIC Speaking test on a trial basis in order to identify existing employees that needed to strengthen important English-speaking skills. By administering the TOEIC Speaking test, along with subsidizing a monthly opportunity to take the *TOEIC*® Listening & Reading test to check their English-proficiency level, Taisei provided employees the ability to assess their communication skills. “They need some form of feedback to continue learning English. Learning how to study and improving scores is one such way,” a Taisei official says, explaining the concept of support measures. Utilizing its Global Human Resource Development Training, Taisei designed a

three-stage English training program based on position and tenure with Taisei and provided the motivation to continue learning English independently. For select employees, recognized for their learning achievements and motivated to improve their language skills, Taisei further subsidized the costs for training courses and materials used to progress their English proficiency.

RESULTS

Following the success of its 2014 trial, Taisei Corporation decided to continue use of the TOEIC Speaking assessment and extend testing to all new employees in administrative posts. By focusing efforts to enhance its Global Human Resource Development Training and better establish an environment that supports continued English proficiency, Taisei advances toward its goal to increase its competitiveness through more globally competent employees.

To learn more about the *TOEIC*® program visit **TOEICglobal.com** or contact your local ETS Preferred Network office.



For almost 40 years as an industry leader, the *TOEIC*® program has set the global standard for assessing English-language communication skills needed in the workplace. With about 7 million tests administered every year, the TOEIC tests are the most widely used around the world with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.