

EDGESHARP *Corporate Academy*

***Motivating Students: How I learned to
stop worrying and love the TOEIC***

We use TOEIC to help us manage and motivate in our professional development programmes

Who is Edgesharp Academy?

A Case Study in Germany

TOEIC as a management tool

Motivating participants

Successful implementation

- A printable copy of this presentation is available for download at www.edgesharp.com/berlin

At Edgesharp Academy we specialise
in management and soft skills
development for technical managers
and Auszubildende

We design, deliver, assess and certify

Convert young talents to high potentials

UK, **Germany**, Switzerland, Canada

We don't teach English, we teach *in English*

Add value to your training investment by focusing
on core competencies

Case Study of the Certificate of International Competence

German Engineering/Manufacturing company
operating in more than 20 countries

The challenge

The solution

The results

Our starting point was agreeing the learning purpose

Expectations of the business

Ability to demonstrate value-added of HR:training intervention

(unofficial) Basic competency framework

Identify the management soft skills to complement the technical training/DH

To then define learning objectives

TOEIC played an increasing role in our programme

Initially a “completion” certificate

Now an early assessment, motivation and tracking tool

Allows setting of objective learning goals

Motivating – meet the minimum - beat the target

Student tracking and English training QA

We have learned how to set expectations for language learning

Everyone has a different starting point

We can set realistic targets for each individual for 6 months, 1 year, and 24 months

We have independent management information to monitor and track progress of individuals or groups

If you link TOEIC achievement to real opportunities you get learning engagement

Motivating on cost: fully funded or subsidised training?

Motivating by peer groups: achieving or exceeding peer performance

Motivating by opportunity: pick of international assignments based demonstration of commitment

Business benefit

Objective assessment of communication competence in the workplace

Specific and focused learning objectives based on business need

Measurable demonstration of improvement

Risk management, people and teams

- Communication barriers or risk of potential miscommunication
- Cost and time to ensure communication is successful

Tips to making TOEIC implementation a success

Don't think about the TOEIC as just a certification

Use it for quality assurance

Set individual, realistic targets, so learners are motivated to achieve

Link to management decisions

Start now, pilot, learn