

Why English Matters

Webisode #2.6 Cross-Season

“The Power of English Assessment”

Title:

Why English Matter

Documentary Series

The Power of English Assessment

[Music]

Online Text

In this film, we interviewed key executives and employees at leading global companies about English proficiency – It’s impact on their workforce, and their business.

Here’s what they had to say.

Mauricio Chavarría

Human Resources Manager, P&G

It is important that you're able to put your local talent to work in global projects and the only way you can do that is if your employees are proficient in English level.

Otherwise, you're gonna be cut out of the world economy.

Francisco Camargo

General Manager, Head of Citi Services Center, Costa Rica

So English is a standard for us to bring higher productivity for our business to make sure that we are operating 24 by 7 across the globe.

Ileana Rojas

Strategic Operations Director, Intel

At Intel, the official language is English, and that's how we connect every employee in every country in the world.

In a multinational company like ours, English proficiency is critical. The more senior you are, the more meetings you will have, the more decisions you will have to make, the more questions you will have to ask. And being able to do that in the right way is critical. If you can't because you have a language limiter, then probably you are going to be restricted to a certain level of the organization.

Marketing Manager, Business Strategy Department

Olympus Corporation

In my position, I have to communicate with people in Japan and outside of Japan. We have to use English.

Daniel Rupinta, Jr.

Senior Vice President, Citi

Without English, it would almost be impossible for me to survive in these different countries.

Marketing Manager, Business Strategy Department

Olympus Corporation

It is impossible without English.

Onscreen Text:

To make talent management decisions with confidence, companies rely on English assessments.

Thiago Panicacci

Human Resources Director, Food and Beverage Industry

Assessment in English is very important because we cannot only rely on English interviews.

Agatha Machado Alves

Human Capital Manager, Aon

It's important to us to identify how employees communicate with our clients around the world in English.

Ileana Rojas

Strategic Operations Director, Intel

Then you need a standard measurement. And then you have to pick and choose one that multiple universities, multiple industries, and hopefully governments can understand.

Thiago Panicacci

Human Resources Director, Food and Beverage Industry

At the end of the day, you need to check the listening, you need to check the writing, you need to check the comprehension skills.

Osamu Yasuda

Assistant Manager, Nissin

At Nissin, we use assessment to place employees overseas.

Product Manager, Marketing Department

Olympus Corporation

In Olympus, one employee's step forward to the next stage to get promotion, we take English assessment.

Tomoko Adachi

HR General Manager, Sony

We use our English capability as one of our promotion criterias. So definitely we need some objective assessment.

Mauricio Chavarría

Human Resources Manager, P&G

And that does play a role in our retention rates, which are very high.

Ileana Rojas

Strategic Operations Director, Intel

We can refer to that proficiency level as a go or no go for that candidate to be hired.

Tsutomu Takahashi

Chairman of KPMG in Japan

If we have more globalized people who can communicate with client in English very easily, we are able to increase our profitability. We have to communicate. Otherwise, we are not able to achieve trust. English is most important tool.

Agatha Machado Alves

Human Capital Manager, Aon

When you can speak the same language and to understand their necessities and their behaviors, in this moment, you can make good business.

Onscreen Text:

The views and testimonies expressed in this documentary are of the individuals participating in it and do not necessarily reflect the views of their companies.

[End of Cross Season]