

TOEIC® Case Study Video 2018: Michelin

On-screen: [ETS® TOEIC®: Access to Progress]

On-screen: [The TOEIC® Program: Client Spotlight Series]

Speaker: Iwona Wiśniewska –

Michelin is an international company. With factories located in 69 countries it is one of the biggest tire manufacturers in the world.

On-screen: [Iwona Wiśniewska: Koordynator Szkolen TC/TCE//OL/CP/FOR]

Michelin factory in Olsztyn is one of the biggest and most modern manufacturing plants of our enterprise in the world.

Every year, our company is visited by many guests. Employees from various branches of Michelin Group come to be trained, to gain experience, share best practices and to find interesting solutions. Therefore, it is evident that foreign language competences are crucial.

Language is a tool used to communicate with employees from other factories. Thanks to language competences, our employees have the opportunity to work on international projects. They can learn and gain experience in other factories and serve as experts to train their colleagues.

One of Michelin's values is respect for the employees and investment in their development. That is why we enable our employees to develop their language skills at the premises of the company, mainly English and French.

Language learning is both personal and professional development. Employees at Michelin have the opportunity to change their job position, to get promoted and even to expatriate.

One of the success factors in language learning is the measurability of progress.

On-screen: [The TOEIC® Tests: Almost 40 years as an industry leader.]

Language assessments, which we introduced in our factory some time ago, are that kind of tool.

On-screen: [The TOEIC® assessment portfolio measures all 4 language skills.]

Thanks to them, we monitor the progress of our employees. We have one objective tool for everyone.

On-screen: [About 7 million tests administered every year.]

On-screen: [Over 14,000 organizations, across more than 160 countries, trust *TOEIC*® scores.]

Based on the results, the manager decides on the further learning path. And by the way, it is a good source of motivation for the employees.

On-screen: [*ETS*® *TOEIC*®.]

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On-screen: [The *TOEIC*® Program: Client Spotlight Series. TOEICglobal.com]

End of: ETS® TOEIC® Brand Video.

Video duration: 1:52