

Competitiveness through quality language training

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Checklist to help businesses prepare for rebound

Point 5 on the checklist is:

“Invest in your people”



Source : Robert Half Management Resources

“Invest in your people”

They suggest that :

“Companies who have scaled back training and development in recent months should consider reinstating these initiatives.”

“Firms that invest in staff training better prepare their teams for new business opportunities”

“Professional development also boosts employee job satisfaction”

Source : Robert Half Management Resources

Multilingualism

Challenges and opportunities of the world economy

- “All member states should turn this crisis into an opportunity ...It requires better education and training opportunities for all. To overcome challenges, every country should play to their strengths...”
- “It is imperative that we continue to invest in education and training. To equip people with skills to survive today’s difficulties and to thrive once we leave the crisis behind.”
- “One in ten small enterprises in Europe are losing out on business because of a lack of language skills.”

Source : Leonard Orban, the European Commissioner for Multilingualism

Challenges faced by human resources & training managers

1. How to identify training needs
2. How to use their limited training budget efficiently
3. ROI



“Languages mean business”

– What a company should do –

- take stock of existing language skills within the company and match them with needs and opportunities on all levels of the organisation and for all functions of the company;
- revise recruitment policies and development strategies within HR management, set up individual language competence targets for employees matched to their specific tasks and responsibilities;



CEFR

Common European Framework of Reference

What is it?

- Common basis for language syllabuses across Europe
- Use of a language for communication and knowledge and skills required
- Definition of levels of proficiency and how to measure these levels
- Ease of communication among language professionals
- Focus on meeting the real needs of the learners

The CEFR Levels

The Common European Framework divides learners into three broad divisions which can be divided into three categories with six levels:

- **A** – Basic User (A1: Breakthrough; A2: Waystage)
- **B** – Independent User (B1: Threshold; B2 Vantage)
- **C** – Proficient User (C1: Effective Operational Proficiency; C2: Mastery)

CEFR descriptors

FORMAL DISCUSSION	MEETINGS
B2	<p>Can keep up with an animated discussion, identifying accurately arguments supporting and opposing points of view. Can express his/her ideas and opinions with precision, present and respond to complex lines of argument convincingly.</p> <p>Can participate actively in routine and non routine formal discussion. Can follow the discussion on matters related to his/her field, understand in detail the points given prominence by the speaker. Can contribute, account for and sustain his/her opinion, evaluate alternative proposals and make and respond to hypotheses.</p>
B1	<p>Can follow much of what is said that is related to his/her field, provided interlocutors avoid very idiomatic usage and articulate clearly. Can put over a point of view clearly, but has difficulty engaging in debate.</p> <p>Can take part in routine formal discussion of familiar subjects which is conducted in clearly articulated speech in the standard dialect and which involves the exchange of factual information, receiving instructions or the discussion of solutions to practical problems.</p>
A2	<p>Can generally follow changes of topic in formal discussion related to his/her field which is conducted slowly and clearly. Can exchange relevant information and give his/her opinion on practical problems when asked directly, provided he/she receives some help with formulation and can ask for repetition of key points if necessary.</p> <p>Can say what he/she thinks about things when addressed directly in a formal meeting, provided he/she can ask for repetition of key points if necessary.</p>

Source : *Common European Framework of Reference for Languages: Learning, teaching, assessment*

How to use limited training budget efficiently

- Short specific courses -

- **Specific objectives**
 - Telephoning, meetings, presentations
- **Specific purposes (sectors)**
 - Insurance, banking & finance, catering , health
- **CAN Dos**
 - Syllabus in line with the clients' specific requirements

Blended learning

Combining the flexibility of self-study with a communicative practice of the language classroom



EAQUALS

European Association for Quality Language Services

EAQUALS - the association

- Founded as a not-for-profit European association in 1991
- The only international accreditation scheme for language education
- 102 accredited member institutions and 20 associate members in 22 countries
 - Amongst members - **Goethe Institut, British Council, Instituto Cervantes**
- International NGO with participatory status at the Council of Europe
- Involvement in ISO standards



How to ensure ROI

How to identify a quality language provider

- EAQUALS checklist -

1. The courses and teaching must be well-planned and implemented
2. Enrolment and placement procedures must be efficient and appropriate
3. The school must have an effective monitoring and advisory system
4. The basic information you need must be easily available and trustworthy
5. There must be an internal system of quality management
6. It is especially reassuring if formal quality accreditation is awarded by an external body or association



How to ensure ROI

How to identify a quality language provider

- EAQUALS checklist -

1. The courses and teaching must be well-planned and implemented
 - Staff qualifications and experience
 - observation and training

1. Enrolment and placement procedures must be efficient and appropriate
 - learning groups with similar language levels and learning needs (written placement test and an oral interview)
 - students' language level assessment and learning needs analysis



How to ensure ROI

How to identify a quality language provider

- EAQUALS checklist -

3. The school must have an effective monitoring and advisory system
 - attendance monitoring
 - progress tracking
 - advice and guidance for students

4. The basic information you need must be easily available and trustworthy
 - the range of course types available
 - the maximum number of students per group
 - the length of lessons in minutes



How to ensure ROI

How to identify a quality language provider

- EAQUALS checklist -

5. There must be an internal system of quality management
 - Client satisfaction (evaluation sheet)
 - Feedback from students during and at the end of the course
 - Analysis for monitoring and improving internal quality
6. It is especially reassuring if formal quality accreditation is awarded by an external body or association
 - Good external accreditation schemes (lesson observation, course delivery, course design, assessment procedures, resources, premises and management...not only processes !!)



Solutions & guidelines

1. How to identify training needs
 - Inventory based on CEFR
1. How to use their limited training budget efficiently
 - Short specific courses , Blended learning
1. ROI
 - Identify a quality language provider



One final thought

“As we all know: with English you can buy anything in the world. But if you want to sell, you had better learn the client’s language...”



Source : Leonard Orban, the European Commissioner for Multilingualism

For further information

Prolingua Language Centre
www.prolingua.lu



European Association for Quality Language Services
www.eaquals.org

Council of Europe
www.coe.int