

Client Spotlight Series

Presented by the TOEIC® Program

MOTIVATING A GLOBAL WORKFORCE TO IMPROVE VITAL ENGLISH SKILLS

 CORPORATE

 MANUFACTURING

 TOEIC BRIDGE® TEST, TOEIC® L&R TEST

 DEVELOPMENT

SUMMARY

For Canon Inc. employees around the world, a high level of English ability is critical for success—but offering training that fits into their busy schedules and matches their diverse needs is a challenge.

To address it, Canon implemented in-house training opportunities adapted for different learning styles and time constraints. These efforts are supported by the *TOEIC Bridge*® test and *TOEIC*® Listening and Reading test, with the goal of encouraging employees to steadily improve their English-language skills.

SNAPSHOT

Organization: Canon Inc.

Location: Japan

Company Size: 190,000+ employees

About: Originally established in 1937 as camera manufacturer Precision Optical Industry, Co., Ltd., Canon Inc. has successfully diversified and globalized to become a leader in professional and consumer imaging equipment, industrial equipment and information systems.

“The TOEIC Bridge® test and TOEIC® Listening and Reading test could spur employees to steadily improve their English skills.”

Mr. Yoichi Hosoya, Senior General Manager,
Human Relations Promotion Center
Human Resources Management & Organization
Headquarters, Canon Inc.

Canon

CHALLENGE

Increasing globalization has resulted in an expansion of Canon Inc.'s overseas workforce, so that now approximately 120,000 of their employees are foreign nationals. In addition, around 1,000 of their Japanese staff are posted overseas.

Whether working in Japan or abroad, almost every employee comes into contact with English on a daily basis—from managing complex international applications for intellectual property rights to dealing with product packaging and manuals mainly written in English. This means the ability to communicate in English is vital for the entire workforce.

SOLUTION

To help their employees improve critical English-language skills, Canon provides a variety of in-house training opportunities. These are designed to accommodate a wide range of worker schedules—a byproduct of recent reforms to introduce more diverse working styles—as well as a shift toward making training voluntary rather than compulsory. For example, the company now offers voluntary training sessions on weekends and after working hours.

Canon also designated July, August and September as the “Work-Life Balance Promotion Period,” when employees are invited to attend seminars on a variety of topics including English. Every year, the company administers the *TOEIC Bridge*® test to several hundred workers during this period.

Among those test takers, “an increasing number are moving on to take the higher-level *TOEIC*® Listening and Reading test,” notes Yoichi Hosoya, Senior General Manager of Canon’s Human Relations Promotion Center. “Both tests could spur employees to steadily improve their English skills.”



RESULTS

After the training is finished, employees receive an internal digital magazine featuring feedback from the participants and everyday expressions in English. “This is one way that the company is helping employees maintain their motivation to learn English,” Hosoya says.

To learn more about the *TOEIC*® program visit [TOEICglobal.com](https://www.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.