

Strategic reorganization and English-language training of key employees and high-level VIPs in the European cluster

The Company:

A global leader in industrial gas

Type of training:

English-language training across formats (Face-to-Face, telephone, online chat)

Team Involved:

Employees based in France and in places forming part of the European cluster (France, Spain, Italy, Portugal)

Location:

All of France

Thematics:

Development of on- and offline specialized content; support; training of a VIP and strategic population; individual training; GPEC

**INTRO**

The company, a global leader in industrial gas, has turned to LANGAJ following a strategic reorganization. They are seeking to develop English-language training for a team of 80 VIPs and key employees in the new European cluster.

THE COMPANY

The client is a global leader in the manufacturing and selling of industrial gas (industry, health, environment, and research), and employs nearly 2,500 employees in France.

THE CONTEXT

Following a strategic reorganization, the company decided to restructure its approach by forming new groups drawn from its French, Spanish, Italian, and Portuguese teams. The working language has become English. It's a true challenge for the employees who have learned only very little of this language. It is within this context that LANGAJ is conceiving a training program designed to align linguistic skills with the demands of each employee's job. This team of 80 people is located at different sites around France, though the majority is located in the Ile-de-France.

THE LANGAJ CONTRIBUTION

LANGAJ is guiding this project in a spirit of coproduction, in order to render it as effective as possible and as adapted as possible to the context of the business, and to the team in particular. The analysis of different jobs and the definition of language levels are equally essential points of the plan.

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ANALYSIS PHASE

For employees, LANGAJ has created a map of the skills and strengths of different jobs, including:

- Analysis of jobs (job description, employee interview, manager and HR assessment)
- Evaluation of English proficiency in oral and written comprehension and performance.
- Definition of entry level and target level, and establishment of the gap between them
- Identification of required skills.
- Preparation of a plan to achieve skills in 2 years.

« This step enables us to identify what's necessary for each individual to achieve the required skills, and to establish an exchange between the HRD and management about the necessity of assisting our employees within a two-year timeframe. »

CONCEPTION OF THE PROGRAM

- Each employee undergoes the following evaluations:
 - Oral evaluation by telephone (LPI)
 - Evaluation of oral/written comprehension with an online test (Bright)
 - Needs-analysis interview that will determine the learning profile (objectives, issues, situations that may arise...)
- Following these evaluations, an individual educational recommendation is made for each employee. This recommendation allows us to propose the program, course, and method best suited to the needs of each employee.

Training programs have been conceived according to the professional situations and skills associated with each employee. In addition, each employee has at his or her disposal specialized resources, according to the section of the market in which he or she works.

Training supports are the result of a detailed and specific endeavor.

- Professional situations and personal needs are covered in LANGAJ resources.
- The skills required by the "GAS" market were the subject of a special training for LANGAJ associates. Divided into seven markets, training resources are available for teachers and students in both an online space and in print.
- These resources, issued by the LANGAJ "Content Design" team, are comprised of internal documents from the client, such as brochures, details from press articles, product presentations, videos...

These specialized resources permit students to form an even stronger bond with the training, since our teachers are equally immersed in the workings of the business.



TRAINING DEPLOYMENT

- The project, including the deployment phase, is undertaken in a spirit of co-construction, exchange, and sharing of facts and findings.
- The geographical dispersion of the employees requires a permanent adaptation of methods and educational approach in order to maintain the highest level of quality.
- For each employee, the training approach is selected according to the analysis document and individual recommendation, and in collaboration with the HR department.
- Each training is then planned taking into account the availability of staff.
- Each student receives his or her individual training program; the details of the evaluation from the placement test and the oral assessment performed by a LANGAJ evaluator; as well as the level required for holding his or her job post.
- To maximize the effectiveness of training, and to avoid educational ruptures, the management of the plan for each student will take place within a limited timeframe. Oral and written activities will be carried out between each session by the students.
- At the end of training, employees can view an assessment by their teachers and by a certification (either BULATS or TOEIC) in their online space.

CASE STUDY



PROJECT COORDINATION

At every step, the LANGAJ team insures success of the project. This concerns in particular

- The coordination of all participants in the project by : the client & project manager
- The design and integration of the contents by : the content-design manager
- The design of programs, the organization of training and the tracking of employees' progress. throughout the project by : the dedicated head of the educational project.
- The management of technical e-learning and telecommunication by : the long-distance training manager.
- The coordination of planning by : the certification & planning service.

TO NOTE:

Human resources are involved in the project by providing strong guidance about HR policies on the skills required to hold the position. The customized training contents create highly committed and motivated employees.

THE RESULTS

- The specialized contents bring an incredibly unique element to the training by situating the employees within their unique context, which is favorable to strong motivation and involvement.
- Human-resources support guarantees the success of the project more strongly.
- The skill level of the employees evolves more rapidly thanks to strong mobilization of all involved parties toward a common goal.
- Individualized support allow every course to be adapted to every employee's issues in perfect synergy with HR.
- The newly acquired skills are tracked and confirmed throughout the training, allowing for an awareness of progress and ground covered.

About LANGAJ

LANGAJ is a tailored, high-level foreign-language-training organization that specializes in analyzing the skill level required for a particular job; and in linguistic training based on specific situations and contextualized to the mode of learning, whether it be face-to-face, telephone, online face-to-face chatting, or a virtual classroom. LANGAJ brings its savoir-faire to its design of specialized educational resources both on- and offline, and develops innovative educational methods based on cognitive neuroscience principles identified by leading experimental scientists. Finally, LANGAJ develops its integrated blended-learning approach with an eye to the strong involvement of employees, managers, and directors.

LANGAJ has been called an innovative company by the minister of teaching and research for the quality of its educational method and its investments in R&D.

Further information:

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