



TOEIC® Test Success Story *Bristol-Myers Squibb*

Using English to be a Part of the Global Community

THE CHALLENGE

Improving English-Language Skills Among Management. As part of a global leader in the pharmaceutical and healthcare industry, Bristol-Myers Squibb Thailand is committed to the development of their staff. A large part of this development includes ensuring that they have the English-language skills that will help them communicate with co-workers, clients and vendors around the world. Since Bristol-Myers Squibb viewed English proficiency as a key requirement for their managers, they needed a way to identify their existing skill level, and raise it to where it needed to be.

THE SOLUTION

Bristol-Myers Squibb chose to use the internationally known and accepted TOEIC test to evaluate and improve the English-language skills of their managers. For those who don't achieve the minimum score of 700, Bristol-Myers Squibb has provided an in-house English Development Training program. It is also used to help supervisors who wish to join the ranks of management prepare to take the test.

Every two years, managers must show that they have risen to the required English proficiency level. During that time, they are able to take advantage of the training program and re-take the TOEIC test to show their progress.



THE RESULTS

Since 1997, Bristol-Myers Squibb Thailand has been using the TOEIC test to develop their managers' English-language skills to the appropriate levels. The TOEIC test helps encourage this development and leverages the existing English skill level within their organization.

The test has been so successful; the company is looking into expanding its usage to include new recruits, as well.

Learn more about the TOEIC test at
www.ets.org/toEIC60.html.

To contact a TOEIC sales representative, call
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