



TOEIC® Test Success Story

Panasonic (Matsushita Electric Industrial Co., Ltd.)

The TOEIC® Test Plays a Key Role in Panasonic's Globalization Strategy

THE CHALLENGE

For companies competing in the volatile electronics industry, the key to enhancing corporate value is to identify customer needs and be the first to bring new and competitive products and services to global customers. In order to develop talented personnel who can thrive when faced with these global challenges, Panasonic implemented measures to improve English-communication ability. Its goal is to nurture global talent and qualitatively strengthen business-communication skills throughout the company.

THE SOLUTION

By utilizing TOEIC test results, Panasonic hopes not only to improve its employees' English skills but also to amplify its ability to clearly convey the company's message in the global marketplace. In 2000, Panasonic set a TOEIC score of 450 as one of the promotion criteria for supervisors. In 2003, this criterion was applied to managers. In 2005, the company announced additional measures for developing overall language ability within the company to further promote "globalization from within." Specifically, in 2006, the company introduced the requirement of a TOEIC score of 650 or higher for employees posted to overseas assignments. Starting in 2007, the minimum TOEIC score to be promoted to supervisors and managers will be raised from 450 to 550.

In addition to offering the "Challenge TOEIC" program, which allows Panasonic employees to take the test at their discretion, the company also provides TOEIC tests to employees before they join the company and after they are assigned to a position. Each business unit within the company also has the opportunity to use the TOEIC test and take it as a group. Furthermore, Panasonic supports the effort to improve English skills by offering comprehensive language-training programs that are aligned with preparation for the TOEIC test.

THE RESULTS

As an industry leader, Panasonic is committed to the continuing challenge of developing its employees' communication skills in order to better serve its customers on a global scale. These measures have had a major impact on the employees engaged in international business, as well as all company employees not necessarily involved in overseas markets. In addition to a high level of specialized knowledge, Panasonic employees are now motivated to improve their communication skills. Having set a clear direction for globalizing its operation, Panasonic is using English-language proficiency to accelerate its own "globalization from within." Highly motivated employees are now even dedicating their weekends to study through the company's language-training program. By introducing the TOEIC test, Panasonic is building a foundation for its employees to play a role in the global business arena.

Learn more about the TOEIC test at
www.ets.org/toEIC55.html.

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