

TOEIC® Test Success Story

LG® Group, South Korea

TOEIC® Speaking Test Helps LG® Group Track Learning Progress

THE CHALLENGE

The LG® Group recognizes the importance of English-language communication in the global workplace and adopted English as its official language in 2005. The goal of this action was to ensure that its employees had the English-language skills they needed to succeed.

English-language communication is essential for LG Group employees, especially at LG Electronics, the largest company within the LG Group. LG Electronics generates 80 percent of its sales from overseas, and more than 50,000 out of 80,000 staff members are foreign-born. National employees as well as those who work abroad must communicate in English. In addition, the LG Group corporate intranet is now in English and all business reports and presentations are written or spoken in English.

THE SOLUTION

LG Group began using the TOEIC® Speaking Test to measure the English proficiency of its employees and to make informed training and promotion decisions. In fact, for an employee to be promoted, the employee must attain a level 4 or higher on the test. According to Gary S.H. Kim, Deputy General Manager, the test has earned very high credibility. The LG Group trusts TOEIC scores because ETS, a respected industry leader in English-language assessment for more than 60 years, developed the test and YBM/Si-sa, a TOEIC test administrator for more than 20 years, administers the test.

THE RESULTS

The LG Group has set TOEIC score standards to track learning progress in English-language training courses given by LG Academy, LG Group's business training institute, and to determine employee readiness for promotion. TOEIC Speaking test scores range from 0 to 200 and fall into one of eight proficiency levels. During English-language training, LG Group's goal is for an employee to improve by two test levels after four weeks. In order to be promoted, an employee must obtain a level 4 or 5, depending on the job.

TOEIC scores have proved very useful in assessing the English skills that employees use in the real business world. This has contributed to LG Group's successful adoption of English as its official language.

To learn more about the TOEIC tests and how they can benefit your organization, contact your local ETS Preferred Network office at www.ets.org/e pn /contacts, visit www.ets.org/toeic or e-mail globalforum@ets.org.

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