

# English Language Skills Assessment

## How top international companies have benefited from assessing their employees' language skills with ELSA

### BASF

BASF employs 82,000 employees on five continents within its five business segments; Chemicals, Plastics, Performance Products, Agricultural Products & Nutrition and Oil & Gas.

The company adopted the English Language Skills Assessment to establish the language capabilities of their employees and create opportunities for personal development in these skills. BASF employees initially sat the assessment so that their individual levels on the Common European Framework (CEF) could be evaluated. The company then based their language training requirements on recommendations made by LCCI, who were uniquely placed to give an accurate gauge of how many guided learning hours would be required for progression to the next level for each employee. This service has enabled BASF to not only audit the English language skills of their employees, but also to assess the effectiveness of the training they receive from external training providers.

### DaimlerChrysler

DaimlerChrysler is unique in the automotive industry: its product portfolio ranges from small cars to sports cars and luxury sedans; and from versatile vans to heavy duty trucks or comfortable coaches. It is a truly global company with a major subsidiary in Italy.

Employees at all levels working at the offices in five cities in Italy are learning English to communicate more effectively with their international suppliers. The courses begin with general English and progress on to business English. With such a wide range of levels of proficiency of students on the courses and with the training covering both general and business English, the course director at EQS, Fiorella Lombardi, felt that English Language Skills Assessment (ELSA) was the ideal testing system.

“ELSA uses a single scale scoring system to assess candidates' language proficiency at all levels. The tests assess communication in everyday English, covering both general and Business English.”

## FM Global

FM Global is one of the world's largest commercial and industrial property insurance and risk management organisations specialising in property protection. More than a third of Fortune 1000 companies and many other leading international corporations benefit from FM Global's financial strength, policy coverage, risk management skills and extensive expertise. Therefore they are very concerned that their employees have the tools, resources and training needed to support their professional development.

New engineers employed by the company are required to work across the Americas and are required to have a higher intermediate level of English as a minimum. FM Global Brazil approached LCCI IQ Brazil for support in the recruitment of these engineers to ensure candidates, who nearly always stated that their level of English was 'good', were up to the standard expected. When the needs of candidates were discussed, it was decided that a benchmark of 380 points in English Language Skills Assessment (ELSA) would be incorporated and candidates be invited for the in-company interview if they met or exceeded this benchmark. The strategy proved to be a very successful one and was subsequently extended to incorporate candidates from Argentina and Venezuela. The feedback provided from the management level was so useful that FM Global Brazil decided to map the English language skills of all their employees and establish proficiency benchmarks for all levels of job functions. Employees below expected levels were offered the opportunity to train at LCCI registered centres. In these cases, another ELSA test was scheduled to verify progress after 120 hours of tuition.

## Kuwait Petroleum Corporation

Kuwait Petroleum Corporation (KPC) is one of today's top ten oil energy conglomerates, and a leader in providing safe, clean energy to global markets. KPC was first established in 1980 in order to bring together all state-owned elements of the Kuwait oil sector under one corporate umbrella. Today, KPC oversees a fully integrated industry with operations on six continents.

KPC decided to adopt English Language Skills Assessment (ELSA) and the more recently developed Foundation ELSA as its preferred English language assessment instrument throughout the corporation. The modular tests will be used for a wide variety of assessment purposes, including graduation from language training courses, recruitment of new staff and applying international levels of English competency required by their employees working in their overseas offices or studying abroad.

KPC were attracted to ELSA because of its versatility. They require a flexible language testing system in which candidates can take one, two, three or all four of the individual language skill tests: Reading, Listening, Writing and Speaking. For example, if an employee is predominantly communicating in English with international colleagues on the telephone, then he/she can take the ELSA Listening and/or Speaking tests. Employees who are required to read training manuals or professional text in English will derive more benefit from the Reading and Writing tests.



Supporting learning  
and performance