

Client Spotlight Series

Presented by the TOEIC® Program

CULTIVATING GLOBAL BUSINESS LEADERS

 CORPORATE

 MANUFACTURING

 TOEIC® L&R TEST, TOEIC® S&W TESTS

 TRAINING EFFECTIVENESS

SUMMARY

Over the past 75 years, Eisai Co., Ltd. has grown to become a global pharmaceutical innovator with manufacturing plants in Britain, China, India, Indonesia and the U.S.

To support its overseas expansion, Eisai implemented an English training program focused on emerging global business leaders within the company. The company now uses the TOEIC® Listening and Reading test and TOEIC® Speaking and Writing tests as a benchmark for training effectiveness and a tool for motivating employees to improve their English skills.

SNAPSHOT

Organization: Eisai Co., Ltd.

Location: Japan

Company Size: 10,000+ employees

About: Eisai Co., Ltd. is a leading research and development-based pharmaceutical company. With a global network of R&D facilities, manufacturing sites and marketing subsidiaries, Eisai delivers innovative products in various therapeutic areas with high unmet medical needs, including oncology and neurology.

"The TOEIC® Speaking and Writing tests features many practical situations that a person is likely to encounter in everyday work, so it is useful as a reliable measure of the program's results."

Takuya Nakanishi, Senior Director,
Strategy & Operation,
Eisai Demand Chain Systems



CHALLENGE

The words “pharmaceutical company” do not appear in Eisai Co., Ltd.’s name. Instead, Eisai defines its mission as “giving first thought to patients and their families and to increasing the benefits health care provides.”

This personal approach extends to their employees. Eisai’s Global Mobility Program (GPM), which is designed to cultivate global business leaders within the company, relocates selected managers for short-term stints in foreign countries. Eisai believes that these workers need to be able to communicate in a common language—English—not only to perform their work duties, but also to gain a deeper understanding of other cultures.

In addition, 20 to 30 percent of their factory staff worldwide must be proficient in English in order to share information with colleagues and authorities across the globe.

SOLUTION

Company leaders view English-language instruction not as an independent entity, but as an integral part of their employees’ roles. To support this approach, the GPM combines both work tasks and training, and provides participants with many opportunities to use English in their jobs.

Eisai also offers the English Training Program, which is targeted at managers in Japan as well as employees visiting the country through the GPM. The *TOEIC*® Speaking and Writing tests and the *TOEIC*® Listening and Reading test are administered to participants before and after the training, and the results are used as a benchmark of the program’s effectiveness.

Both programs are focused on the idea of communication in English between people of different cultures, and require participants to actively express themselves using words and gestures.



RESULTS

Takuya Nakanishi, Manager of Strategy & Operation at Eisai Demand Chain Systems, notes that “many of the employees who took part in the program saw their scores rise, and some have said that the feedback from the test results raised their motivation to learn English.”

Moving forward, Hirofumi Matsunaga, Senior Director, says that “the company plans to continue exploring ways to provide opportunities for employees to use English. The *TOEIC* tests, with their emphasis on English-language communication skills needed in the workplace, will also continue to play a key role in measuring the effectiveness of these efforts.”

To learn more about the *TOEIC*® program visit [TOEICglobal.com](https://www.toeicglobal.com) or contact your local ETS Preferred Network office.



For almost 40 years as an industry leader, the *TOEIC*® program has set the global standard for assessing English-language communication skills needed in the workplace. With about 7 million tests administered every year, the *TOEIC* tests are the most widely used around the world with 14,000+ organizations across more than 160 countries trusting *TOEIC* scores to inform the decisions that matter.