



“It allowed me to practice and speak more spontaneously...
...it helped me overcome my fear to speak English.”

MAXAM

MAXAM is an industrial and services group supporting leading mining areas all around the world, with manufacturing facilities in more than 45 countries, sales to over 100 countries, 6,500 employees and annual revenues of 1.115 billion euros.

Staying Safe and Building Business Skills with Business English

Business Need

Business English is critical in the mining and explosives industry which has many safety standards, legal and environmental regulations written predominantly in English, which need to be understood and followed by employees across almost 50 countries.

Rapid growth in Russia, Central Asia, Africa and Latin America has highlighted the issue, with 93% of MAXAM employees agreeing that English is required or important for their jobs, and 77% feeling they needed to improve their own Business English skills.

Solution

Maxam deployed a **GlobalEnglish Professional** solution which gave employees the flexibility of a virtual online classroom experience with the motivation and guidance of a dedicated **GlobalEnglish Advisor**, and the ability to self-select study material topics throughout the program.

“What I liked the most is that it is not just an online English course. It goes further as a tool for a global company to train their employees not only in English language, but also in business strategy; like integrating new cultures, marketing, meeting preparation, presentations, etc.”

David Moya, Project Manager in Singapore

Outcome

After a successful pilot program, MAXAM developed a formalized 6-month curriculum for over 170 nominated employees.

Participation KPIs including 4 hours of virtual learning and 100 learning activities per month per learner were exceeded by a 100% active user base.

The program is re-evaluated every year against the goals of the business and learners, and with a new nomination process in place, MAXAM is expecting an increasing number of participants across all regions.