



“After the end of this project, I hope that I can freely communicate with people in English. Project success means another breakthrough in my career.”



Whirlpool Corporation (NYSE: WHR) is the world’s number one major appliance manufacturer in the world with approximately \$20 billion in annual sales, 100,000 employees and 70 manufacturing and technology research centers around the world.

## Enabling Executive Leadership in Business English

### Business Need

When Whirlpool acquired a majority stake in Hefei Rongshida Sanyo Electric Co. Ltd, it added 4,000 workers at three Chinese manufacturing facilities.

To help assure a smooth transition, the company instituted a Business English policy for all global meetings and operations.

Whirlpool needed to ensure that its Chinese executive leaders were proficient enough in Business English to actively participate in global meetings and confidently lead daily business with English-speaking Whirlpool colleagues, leaders and external constituents.

### Solution

A **GlobalEnglish Assessment** program revealed that 22 of 23 senior executives were at *high beginner or low intermediate level*.

As a result, each executive was given access to a personal **GlobalEnglish Coach** program to supplement their individual studies on the **GlobalEnglish One** platform and in-person classroom instruction.

Over a 12-month period each executive received:

- 44 weekly 2-hour **GlobalEnglish Coach** sessions
- 44 weekly 2-hour classroom sessions
- Up to 176 hours of on-demand online study via **GlobalEnglish One**

### Outcome

A post-program **GlobalEnglish Assessment** revealed that learners, on average, increased their score by 189 points, jumping 1 level of proficiency.

The executives’ high level of engagement with their dedicated **GlobalEnglish Coach** was cited as a critical factor in the success of the program.

The high levels of success and engagement among the 23 executives who participated in the program led to Whirlpool expanding its efforts to help more employees in the Hefei operation improve their Business English skills.