

## Company-wide language training



### Background

In 2004, Sony Computer Entertainment Europe (SCEE) identified a need to improve communication across the EMEA region and with their headquarters in Japan.

Communicaid were approached by the HR team to design and deliver language training programmes to over 70 individuals and groups of learners with business or personal development purposes. Scheduling was an important factor due to busy diaries and limited time available for training.

### Training Objectives

The key requirements of the programme were to:

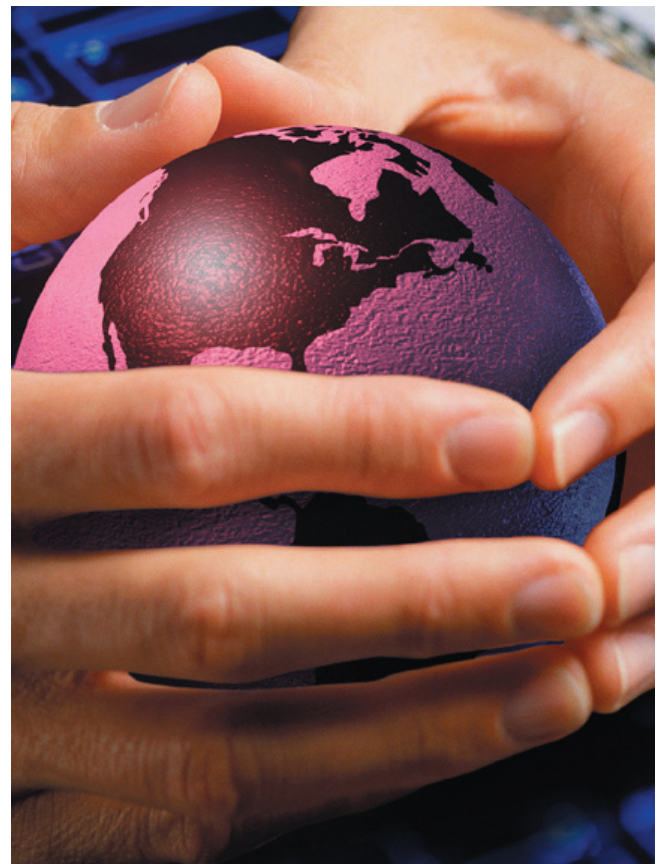
- Provide training in European and Japanese languages to improve communication across the company
- To maximise return on investment through high levels of attendance
- To ensure training is offered company-wide to those with a genuine business need or have shown commitment in the past for development purposes

### Challenges

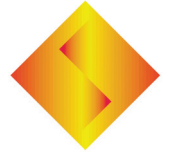
- Motivating SCEE employees and elevating the status of language training to ensure that the minimum target of 75% attendance of all sessions was achieved
- Adapting the core content to the individual needs of the group learners

### Training Approach

Communicaid and SCEE worked in close partnership to ensure that the training was provided to meet the style of the employees. An initial day was scheduled where the language training was launched. This was provided to current and new delegates and provided an insight into how Communicaid would deliver the training. Communicaid was able to generate further interest with the support of the Learning and Development Manager. The Client Manager at Communicaid subsequently was tasked with managing delegate expectations, submitting monthly attendance reports and collating feedback.



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### Solutions Proposed

- Professional company-wide language training in all required languages
- Training scheduled to meet the busy working day of SCEE employees
- Constantly updated management information made available to managers and delegates to monitor progress and ensure high levels of attendance and employee satisfaction
- Cross-cultural training for senior Directors and Managers to assist SCEE (UK) to gain a more effective understanding of their international colleagues

### Client Feedback

"Thanks to Communicaid's language training we have been able to not only improve communication across our territories and with our parent company in Japan, but also engage and motivate employees further by offering language training as an incentive."

Evan Perkins  
Learning and Development Manager  
Sony Computer Entertainment Europe

### Results

SCEE now has a number of employees working towards being competent in a second language. Due to the high levels of sustained attendance, the company-wide language training programme has helped SCEE to engage and motivate its employees while ensuring that the significant investment delivered tangible benefits to the company in the form of increased communication across all SCEE territories and improved staff morale and retention. SCEE renewed their agreement with Communicaid in 2006.

### Contact Details

For more information about how Communicaid can assist you and your organisation, please contact our Business Development Team:

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