



INDUSTRY NAME

Automotive Industry

LOCATION

Singapore

PLATFORM

Link Studio

SERVICES

Corporate Language Training, but a special focus on the Automotive business

SETUP

- Refinement of Japanese Automotive Course Book and Games to specific Client
- Review with Client and Lesson Planning

EQUIPMENT USED

- Physical as well as virtual face-to-face lessons
- Link.Studio

Globibo conducted Japanese Corporate Language Training for an Automotive Giant's Malaysian branch to enhance communication with its SEA regional organization. Fluent in English, Mandarin, and Malay, staff were trained to converse proficiently in Japanese, bridging gaps and making amazingly fun & effective corporate training solutions to help clients.

Japanese Corporate Language Training for Automotive Giant

Japanese company in Malaysia wanted to improve communication between head office and regional organization in SEA.
Train staff in Malaysia (English, Mandarin, Malay speaking) to be conversant in Japanese

The final Course Material looks and feels great. Participants have fun during the course.

Actual creation of skills that staff can apply immediately in the work environment.

People

25

Platform

Link.Studio

Languages

3

Recommend

98%





CHALLENGES

- Adjust Japanese automotive content to the specific business of this client & participants
Technicality of specific terms used in that segment
Content and design adjustment of content after the initial launch

MANAGEMENT OF CHALLENGES

- Involvement of subject-matter experts in regard to the definition and application of specific terms.
Desktop Publisher and Designers to create and retain standard design principles.

Participants in Globibo's Japanese Corporate Language Training for the Automotive Giant not only enjoyed the engaging course materials but also acquired practical skills that they could immediately apply in their work environment, enhancing productivity and communication effectiveness.

ROLES / TEAM MEMBERS

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A successful event hinges on teamwork. Effective collaboration, clear communication, defined roles, and meticulous planning contribute to seamless execution. Each team member's expertise, dedication, and synchronized efforts create an unforgettable experience that meets objectives .

01 Account Manager

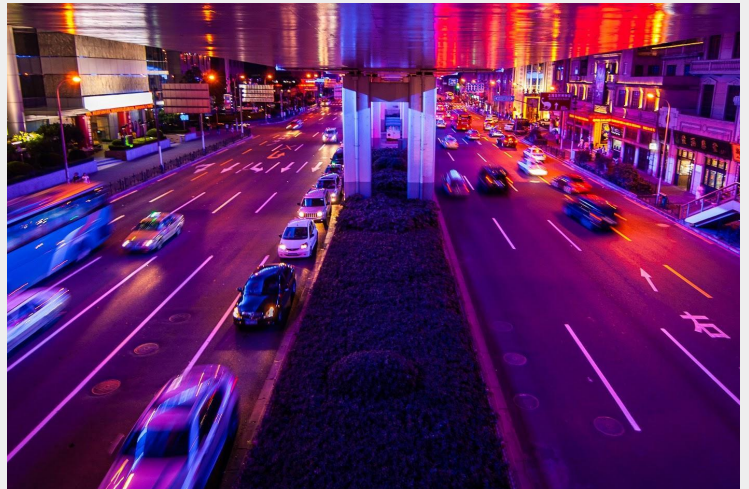
02 Course Project Manager

03 Content Expert

04 Content Revisor

05 Designer

06 Instructor



GLOBIBO

The overall response from the participants proved that the trainer's expectations were satisfied. The training was perceived as enriching and outstanding.

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