



Case Study

Profession: Tax Advisory Consultant (Japan)

Objective: Improve speaking fluency, pronunciation, and professional business register for presentations and meetings

Outcome: Clearer, more confident speech; able to deliver professional presentations and interact with international colleagues

1. Profile / Background

Age / Nationality: 34, Japanese

Current Level of English: Intermediate (B1)

Previous Learning Experience: Studied English through school and university, with limited professional usage

Occupation / Area of Study: Tax Advisory Consultant at KPMG, an international consulting firm

2. Specific Needs and Objectives

Language Skills Focus:

- Speaking fluency and accuracy
- Pronunciation improvement
- Business English vocabulary and formal register

Reasons for Learning English:

- To enhance clarity and confidence in client meetings and presentations
- To communicate more effectively with international colleagues

Short-Term Objectives:

- Improve pronunciation for clearer speech
- Gain confidence and control in delivering professional presentations

Long-Term Goals:

- Deliver fluent, accurate presentations in international contexts
 - Advance professionally within the consulting industry through improved English
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3. Method

Tutors' Approach:

- A tailored needs analysis focused on pronunciation and formal communication
- Lessons targeted phonemic awareness and fluency within business settings

Instructional Strategy:

- Communicative, task-based instruction
- Speaking-focused lessons using real-life business scenarios

Materials and Resources Used:

- Phoneme charts, presentation transcripts, video samples of business presentations
- Internal communication materials and structured role-play scripts

Classroom Setting:

- One-to-one sessions for targeted feedback and confidence building

Feedback and Assessment:

- Weekly pronunciation reviews and speaking fluency assessments
 - Oral feedback focused on mouth placement and rhythm
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4. Content**Examples of Content Used in Lessons:**

- Presentation rehearsals and analysis of formal business speech
- Case-study discussions related to client interactions
- Simulations of internal communication tasks

Skills Developed:

- Clearer pronunciation and control of stress and intonation
- Improved tone and register for professional settings
- Enhanced presentation delivery and interpersonal communication

Specific Exercises or Activities:

- Mouth shape and tongue position drills
- Role-plays for client meetings and presentations
- Structured speaking tasks based on KPMG-relevant topics

Real-Life Contexts / Materials Used:

- Client case studies and presentation examples
- Business meetings and consultation simulations

5. Progress

Challenges Faced:

- Difficulty with pronunciation of certain English sounds
- Adapting spoken register to sound more formal and professional

Learning Difficulties:

- Overcoming hesitation and speaking anxiety
- Balancing fluency with accuracy in spontaneous speech

Highlights:

Key Achievements:

- Delivered a successful mock presentation with near-native pronunciation
 - Increased fluency and self-assurance in business conversations
 - Greater comfort participating in meetings with international colleagues
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6. Outcome

Immediate Applications:

- Using clearer, more fluent English in day-to-day client interactions and team discussions
- Supporting professional advancement within an international firm
- Strengthening communication in cross-cultural settings