



Case study

Profession: Shipping industry (Japan)

Objective: Build confidence in public speaking; develop impactful presentations; expand idiomatic & professional English

Outcome: Clear, structured speech; improved pronunciation and group communication; comfortable in debates and Q&A

1. Profile / Background

Age / Nationality: 28, Japan

Current Level of English: Intermediate (B1)

Previous Learning Experience: Strong general foundation in English but little experience in individual tutoring; participated exclusively in **group classes**.

Occupation / Area of Study: Shipping industry professional.

2. Specific Needs and Objectives

Language Skills Focus:

- Confidence in speaking, including public speaking and presentation skills.
- Advanced vocabulary and idiomatic English to engage professionally and socially.
- Pronunciation and intonation for clarity and impact.
- Structured, signposted speech for presentations and group discussions.

Reasons for Learning English:

- To communicate effectively and persuasively with international colleagues and clients.
- To participate with confidence in meetings and presentations within the global shipping industry.

Short-Term Objectives:

- Build expressive fluency and intellectual depth in spoken English.
- Develop public speaking skills (tone, pacing, emphasis, body language).
- Use idiomatic and natural-sounding English comfortably.

Long-Term Goals:

- Present with authority in global shipping and logistics forums.
- Engage in advanced, spontaneous discussion with confidence and nuance.

3. Method

Tutors' Approach:

- Designed to suit a group-learning environment while giving opportunities for individual growth and feedback.
- Encouraged risk-taking in speech to build presence and spontaneity.

Instructional Strategy:

- **Speaking with Impact** framework: clarity, conviction, and personal insight in speech.
- Socratic dialogue and group debates to push critical thinking and articulate complex ideas.
- Authentic listening to challenging materials (news, industry updates, podcasts) to model tone and professional register.
- Guided work on signposting language, transitions, and pronunciation patterns to strengthen public speaking impact.

Materials and Resources Used:

- Group-based discussion materials (current affairs, trade case studies, maritime regulations).
 - Speaking frameworks: "Speaking with Impact" and dynamic debate practice.
-

4. Content

Examples of Content Used in Lessons:

- **Socratic Dialogue Sessions:** exploring global trade issues and maritime policy.
- **Dynamic Debates:** e.g., "Is face scanning in supermarkets justifiable?"
- **Individual Thought Presentations:** self-chosen shipping-related topics (logistics challenges, trade routes).
- Authentic listening: BBC business bulletins podcasts etc.

Skills Developed:

- Confident, well-paced public speaking with improved pronunciation and signposting.
- Greater command of idiomatic and professional vocabulary.
- Ability to analyse and summarise complex audio materials while capturing key details.

Specific Exercises or Activities:

- Listening → gist + vocabulary capture from authentic shipping updates and international business news.
- Peer feedback after presentations focusing on clarity and impact.
- Group reflections on current global events to practise nuanced speaking.

5. Progress

Challenges Faced:

- Initial hesitancy to speak up in a group; needed support to build presence.
- Learning to balance accuracy with expressive fluency in live discussions.

Highlights / Key Achievements:

- Growth in confidence and willingness to speak publicly.
 - Improved speech structure using signposting and stronger control of pronunciation.
 - Able to handle spontaneous Q&A with increased fluency and idiomatic range.
-

6. Outcome

Immediate Applications:

- Confident contributions to meetings and group decision-making in the shipping industry.
- Clear, impactful presentations to international colleagues and partners.

Long-Term Use:

- Plans to continue developing public speaking and critical listening to position himself as a clear and persuasive communicator in global logistics.