



Case study

1. The Student

Profession: Tech professional

Nationality: French

Current Level of English: Upper-Intermediate (B2)

Course programme: The Tutored English course - 2 weeks

Course dates: Spring 2025

Academic and Professional Context:

The student joined the course having recently secured a new role with a global technology firm specialising in HR software solutions for international corporate clients. Her role required her to operate across multiple functions, including business development, sales, and technical support.

While the student already possessed a solid upper-intermediate level of English, her role demanded a much higher level of precision, nuance, and adaptability. In particular, she needed to communicate effectively with international clients in high-stakes, client-facing contexts, both spoken and written.

Diagnostic and Course Design

A detailed and objective diagnostic assessment was conducted, including:

- Spoken interaction analysis in business contexts
- Written communication tasks (emails, client-facing responses)
- Role-play simulations aligned with her future responsibilities
- Needs analysis discussion focused on professional demands

The diagnostic revealed:

- Strong general English foundation
- Limited ability to handle nuanced business development and sales conversations
- Gaps in interactive communication (particularly in managing client dialogue)
- Lack of confidence using appropriate technical and sector-specific language
- Areas for development in intonation, delivery, and professional presence

Based on this, a highly tailored course was designed to bridge the gap between general English proficiency and high-level professional communication in a global tech environment.

The course focused on:

- Business development and sales communication
- Client-facing interaction strategies
- Technical language relevant to HR software and SaaS environments
- Spoken fluency, intonation, and delivery
- Professional written communication

2. Issues Observed

Professional Communication and Interaction

The student demonstrated strong baseline fluency but required refinement in how she interacted in professional contexts.

- Difficulty structuring and guiding client conversations effectively
- Limited use of open questioning techniques to develop dialogue
- Tendency to rely on neutral or generic language rather than client-friendly, persuasive phrasing
- Challenges adapting tone depending on context (sales vs support vs relationship-building)

Business Development and Sales Language

- Lack of exposure to persuasive and consultative sales language
- Difficulty positioning value propositions clearly
- Limited ability to respond dynamically to client needs or objections
- Needed greater control over language used in pitches and meetings

Technical and Sector-Specific Language

- Insufficient familiarity with appropriate technical jargon for the HR software sector
- Difficulty explaining software tools clearly and confidently
- Needed to develop clarity and precision when describing features, processes, and solutions

Spoken Delivery and Presence

- Intonation patterns sometimes reduced clarity and impact
- Needed to develop greater poise and confidence in high-pressure situations
- Occasional hesitation in extended or complex responses

3. OISE Methodology

Personalised Learning

A highly practical, role-specific programme was developed to align directly with the student's new professional responsibilities. Lessons were structured around:

- One-to-one coaching sessions
- Scenario-based learning
- Continuous feedback and refinement

Each session focused on real-world application, ensuring immediate relevance to her role.

Teaching Focus

Interactive Communication and Roleplay

A central component of the course involved extensive roleplay based on realistic professional scenarios, including:

- Sales meetings and client pitches
- Business development conversations
- Technical support interactions
- Software demonstrations and tool explanations

These sessions allowed the student to:

- Practise managing conversations dynamically
- Develop confidence in responding spontaneously
- Build strategies for guiding and controlling interactions

Language Development

- Introduction of professional, client-friendly language for international business contexts
- Development of open questioning techniques to facilitate engagement
- Expansion of sector-specific vocabulary and technical terminology
- Focus on clarity, precision, and adaptability of language

Spoken Performance and Delivery

- Recording and analysis of spoken performance
- Focus on intonation, clarity, and natural delivery
- Repetition and re-recording to improve fluency and confidence
- Development of professional presence and poise

Written Communication

- Practice with client-facing emails and professional correspondence
 - Focus on tone, clarity, and structure
 - Adaptation of language to different communication contexts (sales vs support vs internal communication)
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4. Progress and Outcome

Achievements and Measurable Progress

- Significant improvement in managing professional interactions with clients
- Increased ability to use open questions and guide conversations effectively
- Greater confidence in delivering sales pitches and participating in meetings
- Expanded use of appropriate technical and sector-specific language
- Noticeable improvement in spoken fluency, intonation, and overall presence

Immediate Applications

The student is now equipped to:

- Interact confidently with international clients across multiple functions
- Conduct sales and business development conversations with greater effectiveness
- Explain complex software tools clearly and professionally
- Adapt her communication style depending on context and audience

Long-Term Development

The course provided the student with:

- A strong foundation in professional English for the tech sector
- The ability to operate across sales, support, and client relationship functions
- Increased awareness of how to refine and adapt her communication continuously

She now possesses the linguistic tools, confidence, and strategic communication skills required to succeed in a demanding, international corporate environment.