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Communication is "The Secret" to Mastering English

The Committee of Education for International Standardization

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1. International Standardization

The Mission



1. Global Reach

The IEC members come from around the world. Each member is different, but they have one thing in common: IEC's mission to be globally recognized as the leading platform for standards, conformity assessment systems and related services needed to facilitate international trade and technologies.



2. Values

The IEC promotes world trade and economic growth and encourages the development of products, systems and services that are safe, efficient and environmentally friendly.



2. International Standardization The Approach

1. Before-Meeting

Letter, Email, SNS, Tel., Preoperational Mtgs.

2. At Meeting

Discussion, E-mail, SNS,

3. Coffee Break, Lunch, Dinner

Face to face, Small Mtgs., Email, SNS, Tel.

4. Post Meeting

Follow-up meeting, Letter, Email, SNS, Tel.



3. International Standardization

The Skills

1. Mind of a Negotiator
2. Communicative Mind
3. Cultural Understanding
4. Technical Understanding
5. Human Network

These skills can only be had by people who connect by understanding the mindset (thinking-way) of the listeners.



4. Why, What, Who, When, Where, Who

These six elements are different in many circumstances, and should be deeply analyzed before and during interactions to reach a solution.

The way to realize this is through:

COMMUNICATION



Ansel Simpson

- **Los Angeles: Real estate developer of single and multi-family housing**
- **Legal support services**
- **Entertainment promotion**
- **Sales**
- **Berlitz: Language instruction and sales - Santa Monica, Beverly Hills, Los Angeles and Tokyo**
- **Tokyo Metropolitan school system: Coaching debate and thinking skills at Ryogoku junior high school**
- **Temple University in Azabu-Juban adjunct instructor**

2003 created a methodology to guarantee communicative success in English for a Japanese doctor, a urologist.



I. Communicating in English well and Speaking English well are different

Fact: Japanese are intelligent, there are Japanese Nobel Peace Prize winners, the Shinkansen, and world-class architecture.

However, many(most?) Japanese do not communicate in English well.

People from developing countries often communicate better than the Japanese.

Why do Japanese professionals fail so badly at communicating in English?



Communicating in English well and Speaking English well What's the difference!?

Speaking English well

does not equal

Communicating in English well

What is communication? The true perspective

The Good

**An American salesperson: Why is he a good
communicator in many situations?**

The Bad

**Japanese speakers of English: Why are they
bad communicators in so many situations?**



II. English Communicative Success: This does not work...

Public school English language instruction

English Conversation Schools

After 12 years in Japan I do not know ANY honest
English conversation schools or programs.

Tests: TOEIC & TOEFL

Rakuten: Failure at Communication

Shukan Gendai 4.15.2013 (週刊現代)

<http://bit.ly/12E911f>

A Review of TOEIC <http://bit.ly/1871c7n>

“... may have self confidence in the language classroom,
but **using their language skills in the real world may
be quite a different thing.**”

Means it doesn't work!



English Communicative Success: This does not work...

A Review of TOEIC <http://bit.ly/1871c7n>

"It is possible for students to score very high on the TOEFL, but **not be able to use oral or written English in context.**"

Means it doesn't work!

"Many examinees become expert in taking language tests, but do **not learn how to use the language.**"

Means it doesn't work!

"TOEFL and TOEIC tests operate in an **artificial reality.**"

Means it doesn't work!

The Japanese have not had a realistic non-Japanese environment to develop communication skills – until NOW!



English Communicative Success: This does not work...

**ETS(an American company) created:
TOEIC(for Japan) to measure Business English
TOEFL to measure Academic English**

**The tests test different sets of knowledge about
the English language. There are similarities, so,
both TOEIC and TOEFL in a broad sense
measure the KNOWLEDGE of English.**

**The tests do what they are supposed to do –
they measure KNOWLEDGE.**



English Communicative Success: This does not work...

TOEIC and **TOEFL** are **not designed to measure communicative ability** for Japanese.

Communication has a cultural component that is difficult to test for.

PROBLEM: The communicative culture of the Japanese

people prevents them from communicating at a level

that non-Japanese can understand. Japanese are intelligent. Intelligence is not an issue.

The Process is the issue.

SOLUTION: The Standards and The Ultimate

Communicator Methodology



III. Japanese Communicative Success:

**This works!
The best Japanese oral communicators are the best LISTENERS!**

They know what to say because they have listened to enough people to understand their minds and hearts.

Listening is the foundation to great communication in any language.



Japanese Communicative Success: This works!

“English-speaking parents teach their children the names of things; in Asia, they tend to stress emotions and feelings,” explained researcher **Tetsuo Kobayashi**. Source: *Baby’s Growth Diary*, 398 infants between February and April 2007

Japanese as children listen to their mother, father, sister, brother, grandparents, family, friend, Music and TV before they say their first words. Gohan was the first word to be spoken, number 4 was “mama”, number 8 was “papa”,
as stated by NTT’s Communication Science Laboratories.



Japanese Communicative Success: This works!

Japanese communication is based on making statements and a **try-by-myself to understand without upsetting the other.**

Listening is the key element to understanding. A person has to be a good listener to understand.

If communication is unclear it is common to make a statement so that the other party can respond and hopefully the situation will be clear.



IV. English Communicative Success: This works!

English communication is based on asking questions and the other party is responsible for making himself understood.

Emotions and feelings are not-so-important.

**LISTENING is the key element to understanding.
A person has to be a good listener to understand.**

Japanese and English are different

If communication is unclear it is common to ask questions so that the other party can respond and hopefully the situation will be clear.



English Communicative Success: The Secret

The Ultimate Communicator Methodology

Talk about your **INTEREST**

Talk about what you want to **Discover**

Talk about what you must

Throw away the textbooks!

The American Salesperson:

Why is he a good communicator?



English Communicative: Success The Foundation

TOTAL Listening Focus
Comprehension confirmation
Questioning skills empowerment
Opinion development
Logical Support
(from an English speaker's perspective)



Comprehension CHECK!

You did not know THIS!!

Japanese who live in Japan do not communicate effectively because **English speakers in Japan are told to:**

“Be sensitive and kind to the Japanese way of communicating.”

“Speak slowly and use more simple vocabulary.”

“Do not require the Japanese to think deeply.”

“Do not require the Japanese to explain logically.”



Comprehension CHECK!

English speakers who live in Japan:

- a. talk unnaturally only for Japanese in Japan**
- b. communicate unnaturally only for Japanese**

ALL Japanese professionals who go to foreign countries know this is true! Japanese who go to foreign countries almost never understand what the English speakers are saying.

English speakers in Japan do not talk like English speakers who are outside of Japan!

Develop the listening and thinking skills in Japan so that you can communicate in English at anytime, anywhere, and in critical situations.



Comprehension CHECK!

Discuss with an English speaker who is:

a. “not sensitive to Japanese culture”

b. “not sensitive to Japanese shyness”

English speakers in Japan ARE NOT REAL!

REAL English speakers

a. are not-so-sensitive to Japanese culture

b. have no-idea about communicative shyness

*Japanese professionals must communicate
in a way that REAL English speakers understand!*

*Understanding the Japanese communicative
culture is not important for English speakers!*

And now is not the time for them to learn.



V. English Communicative Success: The Guarantee

The Ultimate Communicator Methodology

Talk about your INTEREST

Talk about what you want to Discover

Talk about what you must

TOTAL Listening Focus

Comprehension confirmation

Questioning skills empowerment

Opinion development

Logical Support

(from an English speaker's perspective)



VI. English Communicative Success Let's Win!

**Guaranteed Communicative Success
The Winning Communicative Solution**

**The Standards set by the committee for
Education for International Standardization
The Ultimate Communicator Methodology
*Improved LISTENING and THINKING ability
using video and internet based sources for
high-level communicative development.***

**An ecologically friendly program –
no textbooks are ever used.**



VII. Be Prepared for any listening or interactive situation

With The Ultimate Communicator Methodology you will be able to understand and communicate about **ANY subject** from aeronautics to medicine or American movies to How to Play "Chopsticks" on the Xylophone

GUARANTEED!

