



FM A Certification

Instructor Certification

Service Quality Department

Instructor Services Division

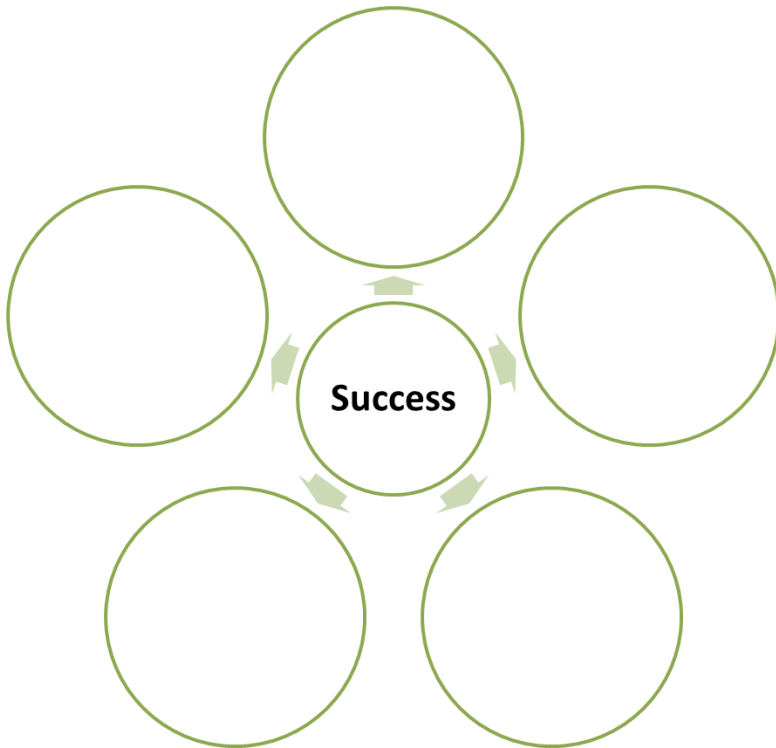


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Key to Success

What makes for a successful FM instructor?



Based on a survey sent out to the top FM Instructors in the company, their most common successful characteristics were the following:



Our Role

Knowing the instructor's and counselor's roles helps us work effectively as a team. Let's define these together:

Instructor: (Role, Responsibilities, Relationship)

Counselor: (Role, Responsibilities, Relationship)

Emotions and Expectations

How do emotions and expectations differ based on the client's level?

Level 1-2

Emotion:

Expectation:

Level 3-4

Emotion:

Expectation:

Level 5-6

Emotion:

Expectation:

Level 7-8

Emotion:

Expectation:

Pre-Strategy Meeting

Clients are asked to complete the following questionnaire, either online or at the LS. This helps the counselor provide you with accurate information to prepare for your FM. A translation of the questions is found below:

1. Why have you decided to study English?
2. For the English study needs above, which points in particular are you looking to improve?
3. By when would you like to achieve your target English level?
4. Please tell us what English qualifications (standardized tests/scores) you currently hold.
5. In choosing an English school, what points in particular (preferences) do you have?
6. Have you ever attended an English school or online lessons? If so, please tell us the name of the school / service, content and style.
7. At present, are there any English schools other than Gaba (including online) that you're considering? If so, please tell us which.
8. Tell us about your current English study situation.
9. What is your current method of English study?

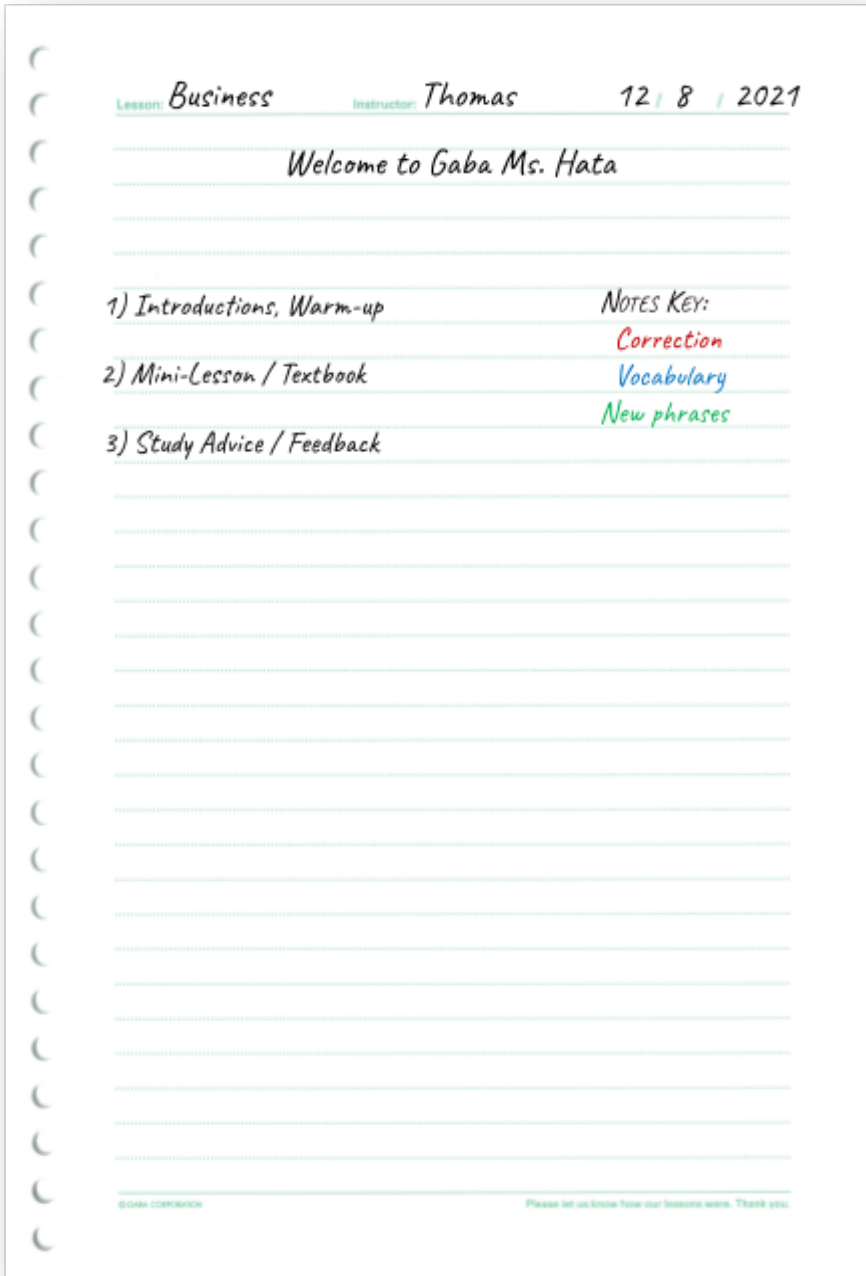
In most cases, clients will also be asked to complete a self-assessment based on simple criteria which describe basic English skills. The counselor will also offer their assessment to help guide your learning material choice.



If you have any further questions or would like to know more about the Japanese criteria, please feel free to log onto the Cert Corner/First Meetings/FM Tool Box. The document is called "Self-Assessment Guide".

FM Stages: Warm-up

Below is an example of typical FM lesson notes. What are the differences you can spot from notes for a regular lesson?



FM Stages: Warm-up

During the Warm-up, the FM instructor must complete three critical tasks:

- ▶
- ▶
- ▶

When it comes to building rapport, we need to achieve the following feelings:

I _____ this person

This is known as:

rapport

I _____ this person

This is known as:

rapport

Goal Defining: Clear Goals

Clients with clear goals generally have a good picture of what they're looking for. We use the following techniques to refine and provide a clear picture of how we can help them achieve their goals.

1		
---	--	--

2		
---	--	--

3		
---	--	--

4		
---	--	--

Goal Defining: Vague Goals

Clients with vague goals are often motivated by wants – short term or long term – and our job is to help them more clearly see the possibilities and motivate them to work toward realizing them.

1		
----------	--	--

2		
----------	--	--

3		
----------	--	--

4		
----------	--	--

Warm-up: Level Assessing

Selecting the right level for a new client can seem intimidating, but we feel every FM instructor has the necessary skill set:

▶ Level-specific language:

▶ Can-do Statements:

▶ Client experience:

Selecting Impressive Lessons

Not all functions are created equal! We know that all are critical for our clients' success, but some are more compelling than others. Which functions will create that "I need this" feeling?

Successful Functions:

- Describing hobbies and interests
- Expressing preferences
- Explaining opinions
- Discussing goals
- Agreeing and disagreeing

Unsuccessful Functions:


- Introductions
- Confirming information
- Reprimanding and apologizing
- Describing textures
- Giving instructions




What do successful functions have in common?

Selecting Impressive Lessons

Which units you teach would make for a good FM lesson? Use the lessons learned from our previous activity and give us your picks:

	
<h2>Level 2</h2>	
First choice	Second choice
<h2>Level 5</h2>	
First choice	Second choice



	
<h2>Level 1</h2>	
First choice	Second choice
<h2>Level 3</h2>	
First choice	Second choice

Impressive Lesson Flow

Due to time constraints, choose a maximum of 2-4 sections including a final role-play, for a total of roughly 20-25 minutes. Here's an example flow with three sections:

- 1) Picture speculation (customized)
- 2) Practice B (customized)
- 3) Customized role-play without notes

Customized Role-play

- ▶ *Name:* Saori Hata
- ▶ *Occupation:* Sales Engineer, IT solutions
- ▶ *Learning Material:* Business Advantage
- ▶ *Experience:* Business trips to Malaysia (with support)
- ▶ *Lesson Style:* Relaxing, with strict correction
- ▶ *Goals:*
 - ▶ Video conferences in English
 - ▶ Future business trips — without support
 - ▶ Presentations with Q&A



Notes:

Customized Role-play and Feedback

Getting the client’s feedback on the lesson ensures they feel involved in the decision on their level, and helps us anticipate concerns and shape how we frame our closing. Our goal is to reach an agreement.

1) Get their feedback on the lesson you just taught

2) Agree firmly with the starting level

In an **in-person FM**, after the feedback section above we will then:

- Escort your client back to a counseling booth
- Ask them to have a seat and relax
- Draw their attention to the “Learning at Gaba” pamphlet
- Offer them a drink** and explain that you will be back shortly

Post-strategy Meeting

A successful post-strategy meeting lays the foundation for a great Three-way Closing. Effective information-sharing and collaboration between the instructor and counselor are the keys to success.

The instructor independently completes:

-
-
-

The counselor and instructor discuss and finalize:

-
-
-

For an **in-person lesson**, the instructor should also ask for copies of the lesson notes to ensure easy completion of the lesson record.



FM Tab

The FM Tab is a tool which provides a compelling study plan for the client and motivates them to join. How is it completed?

① Current Abilities

② Strengths and Areas to Improve

③ Curriculum

④ Study Advice

⑤ Milestone Planning

See the next two pages for tips on how to complete the Milestone Planning section.

Business Milestones

Below are sample milestones for business clients, which you can use to complete the Milestone Planning section of the Level Planning Sheet. Milestones should be customized around the client's goals, and incorporate specifics you discussed.

8/9/10	<ul style="list-style-type: none"> Executive / <i>Top</i> level management (Former GABA CEO) Conduct <i>formal</i> negotiations with major clients Participate in <i>deep</i> discussions Deliver <i>persuasive</i> presentations; <i>detailed</i> Q & A Sessions
7	<ul style="list-style-type: none"> Chair and or facilitate internal meetings Give <i>effective</i> presentations, make proposals Discuss options with global teams Handle Q & A Sessions <i>confidently</i>
6	<ul style="list-style-type: none"> Share opinions and <i>elaborate</i> with pros and cons Do business <i>comfortably</i> in the Asian region (non-native speakers) Prepared to communicate <i>externally</i> Build <i>close</i> relationships with business partners
5	<ul style="list-style-type: none"> Speak <i>politely</i> to superiors and <i>casually</i> to co-workers Give <i>clear</i> instructions to system engineers Interrupt and ask questions <i>smoothly</i> during Q & A Sessions Report progress in <i>global</i> teleconferences
4	<ul style="list-style-type: none"> Share and ask basic opinions in <i>internal</i> meetings Have lunch or coffee with colleagues Handle common travel situations <i>without</i> interpreters / support
3	<ul style="list-style-type: none"> Start <i>'catchball'</i> English and talk about your job Answer the phone <i>without stress</i> Be <i>ready</i> for daily office situations
2	<ul style="list-style-type: none"> <i>Enjoy</i> Small talk / chat with foreign staff (weekend, family, vacation) Order food on business trips <i>by yourself/ without gestures</i> Make <i>complete</i> sentences
1	<ul style="list-style-type: none"> Introduce yourself (job position, department) Say "hi" and "bye" to co-workers Speak with <i>short</i> and <i>simple</i> sentences

Daily Conversation Milestones

Below are sample milestones for daily conversation clients. Note that each milestone contains intensifying language in red. These can be customized to match your client’s expectations and desires, and help build motivation. Personal details will go a long way toward motivating your client.

8/9/10	<ul style="list-style-type: none"> • Work & live abroad <i>comfortably</i> • Take the TOEFL / IELTS <i>confidently</i> • Watch movies <i>without subtitles</i>
7	<ul style="list-style-type: none"> • Study abroad / join classroom discussions • Make <i>best</i> friends from all over the world • <i>Impress</i> people with your natural English
6	<ul style="list-style-type: none"> • Travel by yourself <i>stress free!</i> • Build <i>close</i> relationships w/ locals • Speak <i>smoothly</i> over the phone
5	<ul style="list-style-type: none"> • Complain about service or products/ <i>Problem-solving</i> in English! • <i>Lead</i> your family / friends when travelling (<i>without tours</i>) • Have <i>fun</i> making friends abroad
4	<ul style="list-style-type: none"> • <i>Enjoy</i> chatting with local people at cafes/bars • Make <i>polite</i> requests at a hotel, on the plane, etc. • Schedule appointments
3	<ul style="list-style-type: none"> • <i>Enjoy</i> shopping! • Basic traveling situations are OK! • Ask for directions and recommendations for <i>cool</i> places
2	<ul style="list-style-type: none"> • Small talk / chat with foreign people at a cafe, on a train.... • Make a request on the plane / at the hotel <i>without gestures</i> • Order food at a restaurant <i>by yourself</i>
1	<ul style="list-style-type: none"> • Introduce yourself • Greeting and goodbyes • Speak with short and simple sentences

Three-way Closing

The Three-way Closing provides opportunity to demonstrate teamwork and expertise, and make a compelling case. Here are some techniques to facilitate the delivery:

▶ Non-verbal teamwork

▶ Interactive feedback

▶ Handover to the counselor

After the FM

The ELI contains information essential for future instructors to provide a great lesson. Take notes on what to include in each section below:

2: Current Usage

3: Future Goals

4: Warm-up

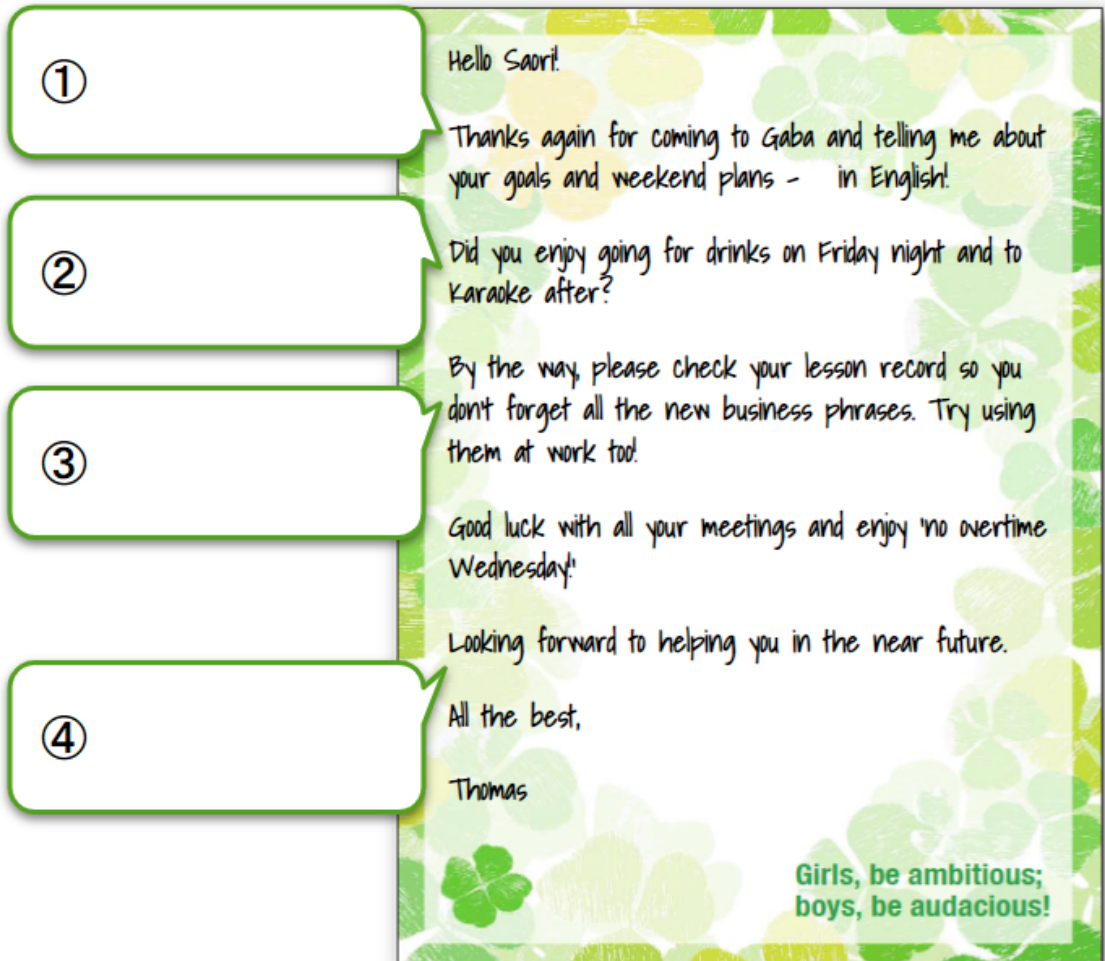
5: Mistake Correction

6: Lesson Focus

7: Atmosphere

After the FM

Sometimes the little things make a big difference, so taking time to follow up with a personalized postcard can make the difference. All FM instructors are encouraged to support their counselor if asked.





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