

Client Experience Graded Worksheet 2 - Case Study

Case Study A	Purpose Driven
	Hideki Minami
<p>Occupation: Divisional manager, Japanese beverage company Current Text: Business Advantage 4 Future Goals: To communicate with clients in foreign countries. In the future he will need to give presentations in English, so please help him with presentation skills. He has spent a lot of time studying by himself, but doesn't have a lot of practice with output, so lacks confidence with intonation and pronunciation. Doesn't mind some small talk but wishes to be corrected as much as possible. Social Style: Analytical Lesson Focus: Wants to learn lots of alternative phrases, with a focus on register. He is strong in his knowledge of grammar, but lacks practice with output. Hobbies: Driving, spending time with his children, drinking</p>	

Case Study B	Hybrid
	Mayumi Akimoto
<p>Occupation: Stylist Current Text: Snapshots New 3 Future Goals: Works with foreign models who speak English and she needs to be able to communicate with them. Also enjoys American TV dramas and wants to watch them without subtitles. Social Style: Amiable Lesson Focus: Please give her plenty of speaking time. She lacks confidence which is impeding her goals, and wishes she could speak up and interact more in English. She sometimes falls into the habit of using the same vocabulary over and over again. Introduce new natural expressions that she will be able to use outside of the lesson in social situations. Hobbies: Shopping, watching American dramas, cooking</p>	