toeic®

Implementing a *successful* English proficiency assessment program

Best practices from the TOEIC® program

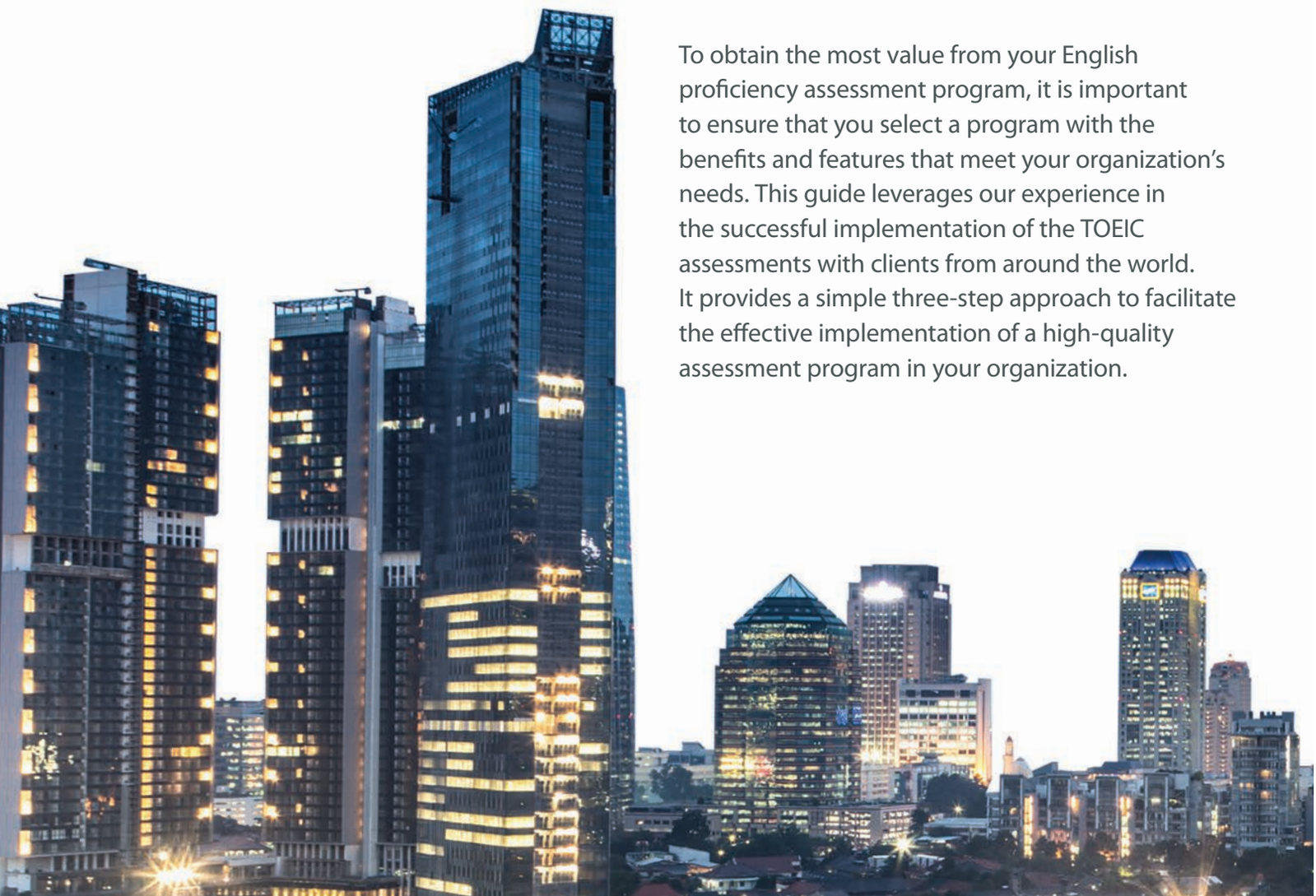


About this guide

In today's global economy, organizations with an English-proficient workforce can build a competitive advantage, unlocking opportunities with new partners and markets. It's now more crucial than ever to ensure your employees are equipped with the right level of English-communication skills to support your company's future success.

For more than 46 years, corporations and educational institutions around the world have trusted scores from the TOEIC® assessments to ensure their staff have the English-language skills needed to meet the communication challenges of a global workplace. Today, more than 14,000 organizations in 160+ countries use TOEIC test scores to evaluate everyday and workplace English-language proficiency and make more informed recruitment, training and employee development decisions.

To obtain the most value from your English proficiency assessment program, it is important to ensure that you select a program with the benefits and features that meet your organization's needs. This guide leverages our experience in the successful implementation of the TOEIC assessments with clients from around the world. It provides a simple three-step approach to facilitate the effective implementation of a high-quality assessment program in your organization.



80% of companies ranked in the Fortune 500® and Forbes® Global 2000 lists use TOEIC scores

2023 Fortune 500® list
2023 Forbes® Global 2000 list
2023 TOEIC EPN client list



46+ Years



14,000+ Organizations



160+ Countries



STEP 1

Pre-assessment considerations

It is critical to set clear objectives and define the scope of your assessment program to maximize its effectiveness and build a more English-proficient workforce.

- ✔ Define your English proficiency assessment program objectives and scope
- ✔ Check to ensure the assessment program provides actionable data
- ✔ Confirm the assessments can add value to your English training program



Define your English proficiency assessment program objectives and scope

Establishing what you want to achieve with your English proficiency assessment program is critical groundwork that will support overall program effectiveness. Questions to consider might be:

- Whom do you need to assess — does your organization need to screen new candidates or measure the English proficiency of your current workforce? Or both?
- Are there specific communication skill areas (listening, reading, speaking or writing) that you need your staff to have or develop?
- Will the assessment system be rolled out across a single business unit or territory, or will it be company-wide?
- If an English-language training program is already in place, can the assessment help monitor its effectiveness by tracking progress in proficiency levels?

The TOEIC program offers a comprehensive suite of assessments that measure all four communication skills across a range of proficiency levels.

Check to ensure the assessment program provides actionable data

An ideal assessment provider should offer a number of features and services that help organizations improve talent management decisions and build a more English-proficient workforce. Questions to consider might be:

- Is the assessment standardized for comparability of scores and to enable straightforward comparisons between candidates and/or existing staff?
- How are the score reports presented? Do the reports provide individual performance feedback to detail strengths and areas of improvement?
- Are the test questions up-to-date and relevant to real-life workplace situations?
- Does the program evolve to reflect the latest research related to English-language learning?

Assessments from the TOEIC program are research-based and reflective of real-world situations, so you can rely on the results to make confident staffing decisions.

Confirm the assessments can add value to your English training program

If your organization has invested resources for English-language training, the training program needs to deliver value to your organization. A robust assessment program can measure and demonstrate the value of your English-language training with clear data, ensuring a more precise monitoring of return on investment (ROI). Questions to consider might be:

- Can the assessment be used to benchmark staff's current language proficiency?
- Can the assessment be used to identify strengths and weaknesses to highlight areas of focus for test takers to develop their skills?
- Does your organization have a system in place for proper data collection of scores, so the data can be used for comparison and benchmarking?
- Has your organization established clear criteria for measuring the ROI of the training program?

Assessments from the TOEIC program are standardized, so test results can be compared across time and different test administrations — allowing your organization to more accurately measure and monitor the return on investment of your English training program.

STEP 2

Implementing your English proficiency assessment program

To maximize the effectiveness of your assessment program, be sure to familiarize yourself with the key features and characteristics of the tests and ensure you are aware of all supporting resources and services available to your organization.



- ✔ Availability of preparation and learning resources
- ✔ Flexible program delivery to suit your organizational requirements

Availability of preparation and learning resources

To ensure both organizations and test takers get the most out of an assessment program, it should provide access to a range of support materials. Questions to consider might be:

- Are there preparation and learning resources available to help your talent take the tests with confidence?
- Does the assessment organization provide sample tests, user guides and preparation books to help familiarize test takers with the test format and allow them to practice different question types?
- If you have an English-language training program in place, does the assessment organization offer any workshops to help your English-language teachers prepare test takers, develop new teaching skills, define learning objectives, and enhance teaching and curriculum development?

The TOEIC program offers a variety of teaching and learning resources designed to support success for test takers and those responsible for English-language teaching and training.

Flexible assessment delivery to suit your organizational requirements

Having the flexibility to choose how your workforce takes the assessments can be beneficial. Explore the options available before deciding which one best meets your requirements. Questions to consider might be:

- Does the assessment program offer on-site testing to allow you to administer the assessment at your own location and convenience?
- If the program offers on-site testing, do they provide guidance on appropriate test administration and proctoring practices?
- Are the assessments offered in a module-based format for greater flexibility, ease of operation and convenience?
- If your organization does not want to administer the assessments on-site — are there local public testing centers, so test takers can schedule a convenient testing date?

Assessments from the TOEIC program can be delivered at your organization's location or at a public testing center, in a variety of different administration formats to best suit your needs.



STEP 3

Understanding the results

Ensure you get the most out of your assessment program by selecting a high-quality assessment with a rigorous scoring process.

- ✔ Interpreting scores
- ✔ Understand the scoring process



Interpreting scores

A high-quality, researched-based assessment program will deliver valid, reliable and accurate data to help your organization make talent management decisions with confidence. Be sure to consider:

- Are score descriptors available to provide additional information for understanding a test taker's strengths and weaknesses, and for identifying areas of improvement?
- Does the assessment program provide information to describe the tasks that test takers in certain score bands are able to perform, are able to do with difficulty, and are not able to do?
- Can the assessment program help define minimum cut scores to set for different positions within your specific industry?
- Does the assessment program provide personalized, local, in-language support to optimize operational end-to-end support and test result interpretation?

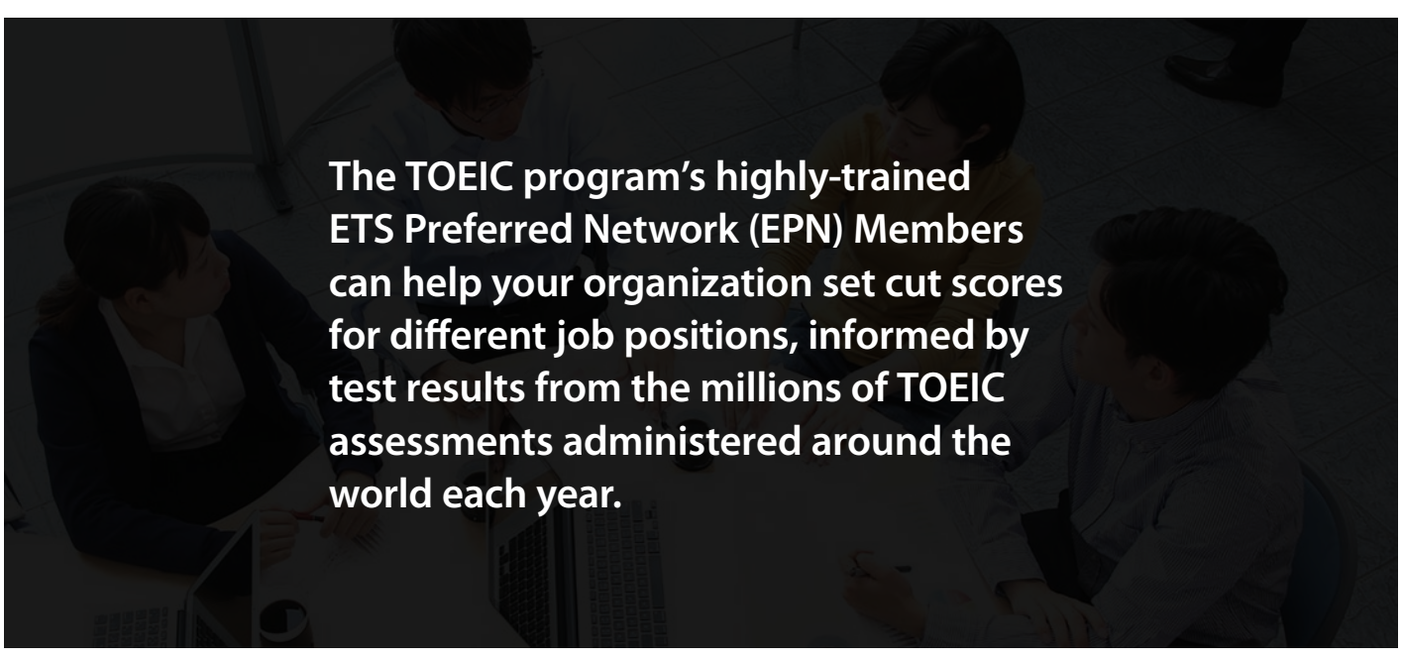
The TOEIC assessments provide comprehensive score reports that include performance descriptors for a more detailed view of an individual's English-language proficiency.

Understand the scoring process

The scoring process is a critical factor to be considered when evaluating a quality assessment. Questions to ask might include:

- Are passive communication skills (listening and reading) measured with multiple-choice questions to ensure the objectivity of the scores?
- Is the scoring of multiple-choice test questions automated, with proper quality control procedures to ensure accuracy?
- Are productive communication skills (speaking and writing) evaluated by multiple human raters?

With the TOEIC assessments, listening and reading skills are measured using multiple-choice questions with which the objectivity of scores is certain, while speaking and writing skills are scored by multiple certified and calibrated raters. All to provide a unique level of accuracy and objectivity, helping organizations make more informed evaluations of English proficiency.





The TOEIC program has helped corporations around the world evaluate and advance the English-language proficiency of their workforce for more than 46 years. Today, more than 14,000 organizations in 160+ countries use TOEIC test scores to evaluate everyday and workplace English-language communication skills, and make more informed recruitment, training and development decisions.

The TOEIC program
in practice:

What current users are saying

> "The TOEIC Listening and Reading test allows us to measure improvements in English proficiency, so KROSS S.A. can evaluate and clearly demonstrate the returns on investment in English-language training. It was also extremely important to achieve the goal of increasing the commitment and satisfaction of employees. Thanks to the TOEIC program, employees are more willing to take part in additional projects and perform everyday tasks better; they are aware of what they already know and what they need to improve to reach the next goal."
>
> — **Sadlowska-Cal, Personnel Director, KROSS S.A.**

Go to **ets.org/toeic** to access our case study library and see which organizations are already benefiting from the TOEIC program, and what they have to say about it.

GET STARTED

With the TOEIC program today

Contact your local EPN member to learn how a robust English proficiency assessment program can help your organization achieve its goals. To take advantage of our valuable in-country presence and knowledge, contact your local EPN member via **ets.org/toeic**.



For more than 46 years as an industry leader, the TOEIC program has set the global standard for assessing English-language communication skills needed in the workplace and everyday life. The TOEIC assessments are the most widely used around the world with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.

To learn more about the TOEIC program or to contact your local ETS Preferred Network (EPN) office, visit **ets.org/toeic**.

Copyright © 2025 by ETS. ETS and TOEIC are registered trademarks of ETS in the United States and other countries.
The Eight-Point logo is a trademark of ETS. All other trademarks are the property of their respective owners. #10250

toeic®