



In only 75 minutes, for only €50 per person, you can review and compare Business English levels across your company. Read on...

Common European Framework (CEF)

After years of scientific research and expert advice, the Council of Europe has established a standard scale of language ability. The CEF enables both educational and occupational mobility and is being adopted as the standard to which programs, materials and books are aligned throughout Europe.



The London Chamber of Commerce and Industry Examinations Board

The London Chamber of Commerce and Industry (LCCI) Examinations Board is the **leading international body** for valued business-related qualifications, with over **100 years experience**.

With over **8000 centres** in more than **126 countries** around the world, the LCCI examines over **500,000 candidates a year**. LCCI qualifications are recognised internationally by employers, professional bodies and universities.

The English Language Skills Assessment (ELSA) is a quick and simple test of Business English language ability. ELSA is run by the London Chamber of Commerce & Industry Examinations Board. ELSA assesses language ability on a single scale which is aligned with the Common European framework.

Applications of ELSA

ELSA is used in companies around the world to:

- **review** the Business English language abilities of employees across the company.
- **benchmark** the English language level required for specific jobs and then recruit or train accordingly.
- **measure** the return on investment (ROI) for language training.
- **compare** the effectiveness of different training programs and different training providers in order to maximise ROI and negotiate contracts.
- **motivate** employees to study English and to track their progress.

Special Benefits of ELSA

- **Business-Oriented** - ELSA was developed *by* the business community *for* the business community, so the test is focused on the workplace.
- **EU Standardised** - ELSA is aligned with the Common European Framework (see sidebar), so you are **not** locked into the system.
- **Modular** - ELSA is composed of reading, listening, speaking and writing tests that can be used separately or together. You choose.
- **Scientific** - ELSA uses item-response theory, so scores are derived from a statistically reliable scale with an accuracy level of 95%.
- **Flexible** - ELSA is available in either American or British English, depending on which is most important to you. You choose.
- **Straightforward** - ELSA is based on multiple choice format, so the test can be taken **without** any training or special preparation.
- **Immediate** - ELSA tests are available on demand, so you can run an ELSA test whenever you want, wherever you want. You choose.
- **Service-oriented** - Results are available within 48 hours. Each test result is accompanied by a personal report and spreadsheet summary of all test results. Our team will tailor ELSA to your company.

Why Wait? Act Now...

Let us show you how the ELSA system can work for you and your company. Contact your local agency, Advance Communication, at 93 238 7140 or learn more at www.advancecommunication.biz/elsa.