



News Article – Cambly

NB: This was a demo based on my experiences teaching English on Cambly. All info/people are invented.

Need a job? Then you better learn English!

Survey reveals that 94% of employers value this skill more than any other.

In the hunt for workers, employers look for many things: education, experience, and the ability to work with others in a way that doesn't make them want to move desks. However, according to Newsweek's survey of 7,000 international recruitment agencies released this week, if you can't speak English then you won't even get into the building.

"We have major international clients, and we need to be able to communicate with them," said Jimmy Tusk from Glumpit International, a consulting firm based in Korea. "Gone are the days when we would scout local talent and they'd sell to local companies. Now, we're global!"

That's a challenge for people whose only experience of learning a foreign language was during their school years. According to one Japanese report, most adults stop learning as soon as they finish their education. "I loved learning English at school, and was top of my class," commented Sammi Con, CEO of Con Enterprises in Thailand. "However just months after graduating from University, I realised that I hadn't spoken English since. When I was asked about it in an interview, it made me very nervous, and I think they realised that I wasn't up to the job."

Fortunately, many teaching companies have come along to help fill the skills gap. A major one is Cambly, an educational tutoring company based in California that has been operating for five years. "We've seen a huge growth in the number of students," reported Colin Thakary, Cambly's Head of Development. "When we ask students why they're signing up, around 78% say they need English for their work or to progress in the job market. Even companies that are quite small now require it."

Cambly offers private, one-to-one classes with teachers from the U.K., U.S.A and other English-speaking companies. "Our teachers must have a T.E.F.L. qualification," Thakary explained. "While many of the classes are conversation-based, most of our students want classes where they can follow a course, especially business studies. It's important that our teachers are not

only smart and smartly dressed, but also professionals with experience to bring to the classroom.”

“It’s so much better than learning from a book!” Muhamed Akbar from Saudi Arabia told us. “You get to ask questions and interact. One teacher guided me through a job interview preparation, and I got it! Cambly really changed my life.”

With prices starting from as low as just £50 for a year’s subscription and unlimited time, Cambly is now positioned as the fastest-growing English educational service in the U.S.A. If you’re looking to begin your learning journey, then subscribers to this blog can now receive a year’s education for 25% less. Go to cambly.com/guysblog and use the code GUYSBLOG25.