

KING 英会話

Mastering EIKEN® Pre-1

A Parent's Guide to Supporting Your Child's English Journey



英検

公益財団法人

日本英語検定協会

Rintaro, a 10 year old grade 4 elementary student passed EIKEN® Grade Pre-1 after starting with King Eikaiwa at age three and progressing through our returnee-level curriculum.



Nozomi, a high school student at our JR Kizu branch, passed EIKEN® Grade Pre-1 after building confidence and fluency through immersive lessons with native teachers.

See Section 5 for more incredible success stories.

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Presented by Ltd. King Eikaiwa

Official EIKEN® Test Center
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Section 1: Introduction

How to Achieve EIKEN® Pre-1 by High School Graduation

Achieving EIKEN® Pre-1 before graduating high school is a milestone that few Japanese students reach - and yet, at King Eikaiwa now that it has been assisting with English acquisition more than ten years, it's becoming increasingly common. This level of English proficiency represents more than just test-taking ability. It reflects a student's capacity to read academic texts, write persuasively, listen critically, and speak with confidence in both formal and informal settings. It's a gateway to international universities, global careers, and lifelong communication skills.

In Japan, English education often begins late and progresses slowly. Many students encounter English for the first time in junior high school, where the focus is often on grammar drills and test preparation. While this may help students pass entrance exams, it rarely leads to fluency. King Eikaiwa takes a different approach. By starting early - often in elementary school - and maintaining consistent, high-quality instruction over a decade, students build the foundation they need to reach EIKEN® Pre-1 naturally and confidently.

This booklet is a roadmap. It's a reflection of what's possible when students are given time, support, and the right tools. It's also a tribute to the families who commit to long-term language education and the teachers who guide students through every stage. The goal is not just to pass a test, but to become a confident communicator in English - someone who can thrive in academic settings, travel abroad, and engage with the world.

King Eikaiwa's system is built on internationally recognized resources. These materials are chosen not for brand appeal, but for their proven effectiveness. They offer leveled reading, authentic listening, and real-world vocabulary that prepares students for both exams and life. Raz-Kids®, for example, is a powerful tool for building reading fluency and comprehension. It's especially effective in helping students reach EIKEN® level 3 by elementary school graduation, and it lays the groundwork for higher levels by developing vocabulary, grammar awareness, and reading stamina.

Pronunciation is another area where King Eikaiwa excels. Japanese learners often struggle with sounds that don't exist in their native language. That's why phonics instruction is a core part of the curriculum from day one. Students learn to distinguish and produce difficult sounds. These sounds are not just taught in isolation. They're practiced through games, dialogues, and speech activities modeled after Toastmasters®. Students learn to hear the difference, say the difference, and eventually use these sounds naturally in conversation. This attention to detail helps students avoid common pronunciation errors and builds confidence in speaking, as can be witnessed at King Eikaiwa's annual kid's presentation at Keihanna Plaza and other locations.

King Eikaiwa's native-speaking teachers are all carefully selected university graduates from English-speaking countries such as the UK, Canada, the USA, Australia, and New Zealand, and bring authentic pronunciation, cultural insight, and global teaching experience. All hold internationally recognized qualifications including TEFL®, TESOL®, and have completed Oxford University's "Teaching English to Young Learners" course. Their communicative teaching style helps students build real-world English skills in a fun and effective way.

Our Japanese teachers also hold bachelor's degrees or higher and possess elite credentials such as EIKEN® Grade 1, TOEIC® scores of 950+, and official teaching licenses for junior high and high school. They are certified in J-SHINE, TEFL, and CILISAT, and have lived abroad in countries like the UK, USA, New Zealand, and Canada. Their international experience and ongoing study allow them to teach with empathy and precision, bridging the gap between English and Japanese.

Volunteering is also encouraged, with some staff members of their city's international exchange associations and their own children's school's PTA leaders. Together, our team creates a supportive and motivating environment where students can confidently pursue their goals in English communication and test success.



This booklet will walk you through the full system - from the curriculum and teaching methods to student success stories and parental support strategies. It will also explore common challenges students face, such as demotivation and plateaus, and how King Eikaiwa's free counselling service helps students stay on track. You'll learn about the school's study abroad pathways, which connect students to international programs through ISS® and other partners. And you'll discover how consistent reading - especially through Raz-Kids® and Duolingo® (free account access provided) - plays a vital role in long-term success.

Whether your child is just starting out or already on the path, this guide is designed to inform, encourage, and inspire. Because when it comes to English education, King Eikaiwa isn't just another option - it's the school families trust to deliver real results.

Section 2: The King Eikaiwa System

How a decade of structured learning leads to EIKEN® Pre-1 success

King Eikaiwa's system is not just a curriculum - it's a philosophy. It's a long-term, student-centered approach to English education that has proven effective for thousands of their learners in Japan. While many schools focus on short-term goals like passing entrance exams or cramming for tests, King Eikaiwa takes a broader view: building real-world English proficiency over a 10-year journey that culminates in EIKEN® Pre-1 or higher.

The foundation of this system is consistency. Students, who begin when in elementary school, are guided through a structured roadmap that aligns with EIKEN® levels and developmental milestones. The first few years focus on phonics, listening, basic vocabulary and sentence structure. As students grow, the curriculum expands to include grammar, reading comprehension, writing, and academic discussion. By the time they reach high school, students are reading academic articles, writing persuasive essays, and engaging in debates - all in English.

Curriculum Built on Global Standards

King Eikaiwa uses internationally respected materials from Oxford®, Pearson®, Raz-Kids®, Duolingo®, and National Geographic® to name a few. These resources are selected not for brand recognition, but for their pedagogical value, created by dedicated experts in their fields. Oxford® and Pearson® provide structured grammar and vocabulary development. Raz-Kids® offers leveled reading that builds fluency and comprehension. Duolingo® reinforces vocabulary and sentence structure through gamified practice. ISS® supports students preparing for study abroad, and National Geographic® introduces authentic academic content.

This blend of resources ensures that students are exposed to a wide range of English - from everyday conversation to academic texts. It also allows teachers to tailor lessons to individual needs, ensuring that each student progresses at their own pace while meeting key benchmarks.



The 10-Year Roadmap

The King Eikaiwa system follows a clear progression aligned with EIKEN® levels:

Year	Focus	Target Level
Year 1	Alphabet, phonics, basic vocabulary	EIKEN Jr.® Bronze
Year 2	Simple reading and writing	EIKEN Jr.® Silver
Year 3	Self-expression and listening	EIKEN Jr.® Gold
Year 4	Describing surroundings	EIKEN® 5
Year 5	Using tenses and basic grammar	EIKEN® 4
Year 6	Daily conversation and reading	EIKEN® 3
Year 7	Opinion exchange and writing	EIKEN® Pre-2
Year 8	Academic reading and discussion	EIKEN® 2
Year 9	Academic writing and debate	EIKEN® Pre-1
Year 10	Confident, fluent expression	EIKEN® Pre-1 or higher

This roadmap is flexible. Students may accelerate or take longer depending on their motivation, attendance, and home support. But the structure gives families a clear sense of direction and a realistic timeline for success. The higher levels require many more study hours to advance. As King Eikaiwa is an official Eiken® semi test venue, they actively promote students to take the test regularly.

Why EIKEN Junior Matters

EIKEN Jr.® is more than just a beginner test - it's a powerful tool for building confidence, motivation, and foundational skills in young learners. It introduces children to English in a fun, low-pressure way while helping parents track progress through clear, age-appropriate goals. At King Eikaiwa, we strongly recommend EIKEN Jr.® as part of every child's learning journey. It sets the stage for success in the full EIKEN® series and gives students a sense of achievement early on, which fuels long-term motivation and a love of language.

Technology Integration

King Eikaiwa integrates technology into its curriculum to enhance learning. Duolingo® which integrates AI is used for reading, listening, vocabulary, grammar and speaking practice between lessons. Raz-Kids® provides access to hundreds of leveled books that students can read at home or in class. Each week, teachers assign specific books based on each student's level which naturally progresses in difficulty month by month. Parents can log in and track progress. This digital integration ensures that learning continues outside the classroom. It also helps students develop independent study habits - a key factor in long-term success.

Personalized Placement, Not One-Size-Fits-All

At King Eikaiwa, every student begins with a one-on-one trial lesson designed to assess their current level, learning style, and goals. Unlike many schools that place children into classes based solely on school year, we take the time to understand each learner as an individual. Our teachers carefully evaluate strengths, weaknesses, and areas for growth, and provide detailed feedback to parents. But we go further; when placing students into group classes, we also consider classmate compatibility, learning styles, and minor level differences, even if students are using the same textbook. This ensures that each class is balanced, supportive, and conducive to progress. We believe that proper placement is the foundation of long-term success, and we never compromise on that first step. It's not just a trial-it's a tailored introduction to a learning experience built around the student.

Section 3: Key Components of Success

What makes King Eikaiwa students consistently reach EIKEN® Pre-1

Success in language learning is rarely accidental. It's the result of deliberate choices, consistent effort, and a supportive environment. At King Eikaiwa, students who reach EIKEN® Pre-1 before graduating high school typically share a few key traits - and they benefit from a system designed to nurture those traits over time. This section explores the core components that contribute to long-term success and how King Eikaiwa integrates them into every aspect of its program.

1. Early Start

One of the most powerful predictors of success is when a student begins learning English early. At King Eikaiwa, many of our top-performing students started in elementary school - some as early as age four or five or younger. This early exposure allows them to develop a natural ear for English, internalize pronunciation patterns, and build vocabulary gradually over time.

Unlike junior high school programs that introduce English abruptly and often focus on grammar memorization, King Eikaiwa's early learners begin with phonics, songs, games, and simple conversations. They learn to associate English with fun, curiosity, and confidence - not stress or fear. This foundation makes it easier to transition into more complex language tasks later.

2. Consistency Over Time

Consistency is the backbone of the King Eikaiwa system. Students attend at least 48 weekly lessons year-round, with optional seasonal intensives during school vacations. This regular exposure ensures that English remains part of their routine - not just a subject they study occasionally.

Language acquisition is cumulative. Vocabulary builds on vocabulary. Grammar builds on grammar. Reading fluency builds on decoding skills. When students attend consistently, they avoid the “start-stop” pattern that plagues many learners. They don't forget what they learned last month. They build on it.

King Eikaiwa tracks attendance and progress carefully. Students who miss lessons are encouraged to make them up. School managers communicate with parents to ensure continuity. This culture of consistency helps students stay on track and reach milestones like EIKEN® 3, 2, and eventually Pre-1.

3. Curriculum Alignment with EIKEN®

Every lesson at King Eikaiwa is designed with EIKEN® standards in mind. From vocabulary lists to reading passages to writing prompts, the curriculum mirrors the structure and expectations of the EIKEN® test. But it goes beyond test prep - it builds the skills that the test is designed to measure.

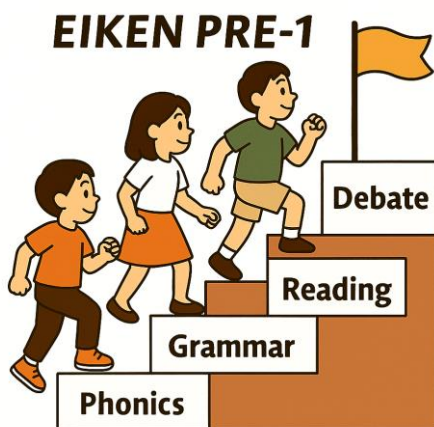
For example, students preparing for EIKEN® Pre-2 and above engage in academic reading using either National Geographic® articles, Oxford® texts, and Pearson® workbooks. They learn to identify main ideas, infer meaning, and analyze arguments. Writing tasks include opinion essays, summaries, and formal letters - all aligned with EIKEN® writing rubrics.

Listening practice includes authentic audio from real-world interviews, Duolingo® and teacher-recorded dialogues. Speaking practice is modeled after Toastmasters, with students giving short speeches, participating in debates, and responding to interview-style questions. This alignment ensures that students are not just “studying for a test” - they’re developing the actual skills the test is meant to assess.

4. Student Motivation and Goal Setting

Success is not just about teaching - it's about motivation. King Eikaiwa helps students set goals, track progress, and celebrate achievements. Students receive certificates for passing EIKEN® levels, virtual points for completing reading challenges, and competing against friends online.

Teachers use goal-setting sheets, progress charts, and personal interviews to help students stay focused. Parents are involved through regular updates and feedback sessions. This shared commitment creates a sense of purpose and accountability. Students who feel supported and recognized are more likely to persevere through difficult stages. They understand that progress takes time, and they're willing to invest the effort.



Section 4: Native Pronunciation, Rhythm, and Natural Speech Training

Clear pronunciation is essential for real-world communication, yet many learners in Japan struggle with strong accents that make their English difficult for native speakers to understand. This often happens when students are taught by non-native instructors who themselves speak English with a Japanese accent. Imagine learning Japanese from someone who never lived in Japan - the result would sound robotic, unnatural, and hard to follow. The same is true for English.

At King Eikaiwa, students learn directly from native speakers, ensuring they hear and practice authentic pronunciation, rhythm, and flow from day one. This exposure helps students avoid the flat, syllable-by-syllable delivery that's common in Japanese-taught English, and instead develop natural intonation and confident speech. We don't want our students to sound like robots - we want them to sound like fluent, expressive communicators.

Phonics and Pronunciation Mastery

Japanese learners face unique challenges in English pronunciation due to differences in phonetic systems. To address this, phonics instruction is embedded into every level of King Eikaiwa's curriculum. One of the most distinctive features of our program - especially with native teachers - is its strong emphasis on phonics and pronunciation. Students learn to distinguish and produce difficult sounds such as:

- L/R (e.g., *light* vs. *right*)
- V/B (e.g., *vote* vs. *boat*)
- th/th (voiced and unvoiced, e.g., *this* vs. *think*)
- sh/ch (e.g., *sheep* vs. *cheap*)
- s/z (e.g., *sip* vs. *zip*)
- f/h (e.g., *fan* vs. *hand*)
- r/l blends (e.g., *grow* vs. *glow*)

These sounds are introduced early and reinforced throughout the program. Students practice them in isolation, in words, and in full sentences using repetition, visual aids, tongue placement diagrams, and interactive games. Teachers provide individual feedback and use audio recordings to track progress. Activities include games, dialogues, reading aloud, and speech exercises modeled after Toastmasters®. This not only improves pronunciation but also builds confidence in speaking—an essential skill for EIKEN® interviews and real-world communication.



Rhythm, Stress, and Intonation

English has a natural beat, with stressed and unstressed syllables that create a musical pattern. Japanese learners often speak English with equal stress on every syllable, which sounds unnatural and robotic. We teach students to:

- Emphasize key syllables and reduce others
- Use rising and falling intonation for questions, emotions, and emphasis
- Avoid monotone delivery

This helps students sound more expressive and easier to understand.

Linking and Connected Speech

Native speakers rarely pause between words. Instead, they blend sounds together smoothly. We teach students how to link words naturally:

- Vowel to vowel: "Go out" becomes "Go-wout", "I am" becomes "I-yam"
- Consonant to vowel: "Pick it up" becomes "Pi-kit-up", "Turn off" becomes "Tur-noff"

We also teach intrusion, where soft sounds like /w/, /y/, or /r/ are inserted between words to maintain flow:

- "I agree" → "I-yagree"
- "Go out" → "Go-wout"

Elision and Reduction

In fast, natural speech, native speakers often drop or reduce sounds:

- "Want to" → "wanna"
- "Going to" → "gonna"
- "Did you" → "didja"
- "Next day" → "nexday"

These reductions are essential for understanding native speakers and sounding natural in return.



Thought Groups and Pausing

We also train students to break speech into “thought groups” - short, meaningful chunks - and pause at natural points. This improves clarity and makes speech easier to follow, especially in presentations and interviews.

This comprehensive approach not only improves speaking scores on EIKEN®, but also builds real-world communication skills. Students who speak clearly and naturally are more confident, more engaged, and more successful - both in the classroom and beyond.

Section 5: Real Student Examples

Students on the Path to EIKEN® Pre-1 Through King Eikaiwa's System

At King Eikaiwa, success isn't just a promise — it's something our students achieve every year. These are true, verifiable stories from real students who followed our long-term learning system and reached impressive EIKEN® milestones, including Grade Pre-1.

They didn't rely on cram schools or last-minute test prep. Instead, they built their skills steadily through consistent practice, expert guidance, and a curriculum designed to grow with them. Whether they started in kindergarten or joined later, their journeys show what's possible with the right support.

Here are just a few examples of students whose progress reflects the strength of King Eikaiwa's approach:



Student Spotlight: Hajime & Daichi – Brothers on the Path to EIKEN® Pre-1

Hajime, a first-year junior high school student, began studying at King Eikaiwa six years ago. This year, he successfully passed the EIKEN® Grade 2 first-stage exam. His younger brother Daichi, currently in Grade 3, has already reached Grade 3 level. Both boys are aiming to pass Grade Pre-1 before graduating high school. Their progress highlights the long-term benefits of starting English early and staying consistent.

Peer Motivation: Haruto, Yuri & Maho – Grade 2 Success Together

At King Eikaiwa's Oshikuma branch, three high school students—Haruto, Yuri, and Maho—recently passed the EIKEN® Grade 2 first-stage exam. Studying together in the same class, they



supported each other through the second-stage interview preparation. Their shared achievement reflects the power of learning in a motivated peer group.

Airi – Grade 2 Without Overseas Experience



Airi, now in the first year of junior high school, began studying at King Eikaiwa when she was in Grade 1 of elementary school. With strong support at home and consistent effort, she has reached the level of our returnee class and passed EIKEN® Grade 2 last year while still in Grade 6. Despite never living abroad or attending an international school, Airi's success proves that a strong learning environment and dedicated support can lead to outstanding results.

Hasna – From Grade 3 to Grade 2 in Months

Hasna, a third-year junior high school student, joined King Eikaiwa just one year ago. After starting with Grade 3 preparation, she quickly advanced and passed Grade 2 within a few months. She now takes private lessons to prepare for study abroad. Her rapid progress shows what's possible with focused instruction and personal motivation.



Nanami – Grade 2 at Age 8



Nanami, age 8, graduated from an international kindergarten and currently attends a global-focused elementary school. She has already passed EIKEN® Grade 2—an achievement even native-speaking children find challenging. Nanami is now preparing for Grade Pre-1, supported by a strong academic environment and King Eikaiwa's

advanced curriculum.

Rintaro – Grade Pre-1 at Age 10

Rintaro began studying at King Eikaiwa's JR Kizu branch when he was just three years old. Now in Grade 4, he has already passed EIKEN® Grade Pre-1 — a level that even university English majors often find challenging. His journey has been remarkable: Grade Pre-2 in Grade 1, Grade 2 in Grade 2, and now Grade Pre-1 in Grade 4. Despite having no overseas experience, Rintaro's achievement reflects his natural talent, strong interest in English, and the effectiveness of King Eikaiwa's returnee-level curriculum. With this foundation, he's well-positioned to thrive in junior high, high school, and university without ever struggling in English. We look forward to supporting him as he sets his sights on Grade 1 next.



Nozomi – From Grade 2 to Pre-1 with Confidence

Nozomi, a 17-year-old student at our JR Kizu branch, has been attending King Eikaiwa for eight years since she was nine. Under the guidance of native teacher Peter and support from Hayato, she quickly gained confidence in English and consistently performed well in school. She passed EIKEN® Grade 2 and more recently achieved Grade Pre-1. Nozomi enjoys every lesson, has built friendships with classmates and teachers, and thrives in our immersive English environment. Her progress shows how a supportive atmosphere and engaging curriculum can lead to real results.

These stories are not exceptions - they're examples of what happens when students follow a long-term, well-supported path. King Eikaiwa's system works because it's built on consistency, quality, and care. Students are not rushed or crammed. They grow naturally, supported by teachers who know their names, understand their goals, and believe in their potential.

Section 6: Common Struggles & How We Help

Understanding the challenges students face - and how King Eikaiwa supports them

Even with the best curriculum and teachers, students face challenges. Language learning is a long journey, and it's normal to encounter periods of frustration, stagnation, or doubt. At King Eikaiwa, we don't ignore these struggles - we address them head-on. Our system is designed not only to teach English but to support students emotionally, academically, and socially throughout their journey.

Demotivation and Plateaus

One of the most common challenges is demotivation. This can happen at any stage - whether a student is just starting out or preparing for EIKEN® Pre-1. Sometimes progress feels slow. Sometimes students compare themselves to others. Sometimes life gets busy, and English feels like a burden.

Plateaus are especially common around intermediate levels like EIKEN® 3 and Pre-2. Students may feel like they're studying hard but not improving. This is a natural part of language acquisition. The early stages show rapid progress, but higher levels require deeper skills - academic reading, structured writing, nuanced listening - which take time to develop.

At King Eikaiwa, we help students understand that plateaus are temporary. Teachers explain the science behind language learning and reassure students that progress is still happening, even if it's not immediately visible. We use goal-setting tools, progress charts, and motivational strategies to help students stay focused.

Free Counselling and Emotional Support

King Eikaiwa offers a free counselling service for students and parents. This is not just for academic issues - it's for any concern that affects learning. Whether a student is feeling overwhelmed, anxious, or unsure about their goals, they can speak with a trained staff member in a confidential setting.

Counselling sessions may include:

Identifying learning blocks

Creating personalized study plans

Discussing motivation strategies

Addressing anxiety before tests or interviews

Helping parents support their child more effectively

This service is especially valuable for students preparing for EIKEN® Pre-1, which requires sustained effort and confidence. Counselling helps students feel heard, understood, and supported - which in turn improves their performance.

Please Be Honest With Us

If you're thinking about quitting, we kindly ask you to share the real reason — not just a polite excuse. We understand that life gets busy, and priorities change. But vague reasons like “parking is difficult” or “soccer is more important” often hide deeper concerns such as motivation, confidence, or uncertainty about progress.

We're here to help. Whether it's adjusting lessons, offering extra support, or finding a better fit, we can only do that if we understand what's really going on. Honest communication helps us support your child more effectively — and ensures they get the most out of their English journey.

Lack of Visible Progress

Another common struggle is the feeling of “not improving.” This often happens when students reach a level where progress is less obvious. For example, moving from EIKEN® 2 to Pre-1 involves mastering academic reading, writing essays, and handling complex listening tasks. These skills take time to develop, and students may not see immediate results.

To address this, King Eikaiwa uses diagnostic tools and performance tracking. Students receive regular feedback on their reading speed, writing structure, vocabulary growth, and speaking fluency. Teachers show students how far they've come and what specific areas to focus on next.

We also encourage students to reflect on their own growth. Journaling, self-assessment, and peer feedback help students recognize their achievements and stay motivated.



Test Anxiety and Interview Preparation

EIKEN® Pre-1 includes a challenging interview component. Even students who are strong in reading and writing may feel nervous about speaking in front of an examiner. This anxiety can affect performance and confidence.

King Eikaiwa prepares students thoroughly for interviews. We conduct mock interviews, teach strategies for answering questions clearly, and help students manage nerves. Teachers provide constructive feedback and help students develop a personal style of speaking that feels natural and confident.

We also teach students how to handle unexpected questions, clarify misunderstandings, and use transition phrases. These skills not only improve test scores but prepare students for real-world communication.

Home Environment Challenges

Sometimes the struggle isn't in the classroom - it's at home. Students may lack a quiet space to study, have limited access to English materials, or face pressure from other academic subjects. Parents may want to help but feel unsure how to support their child's English learning.

King Eikaiwa works closely with families to create a supportive home environment. We provide tips for setting up a study space, choosing appropriate books, and integrating English into daily life. We also offer guidance on how to encourage reading, conversation, and independent learning.

Parents receive regular updates and are invited to participate in goal-setting and progress reviews. This partnership between school and home is a key factor in student success.

Reading Fatigue and Disinterest

Reading is essential for reaching EIKEN® Pre-1, but not all students enjoy it. Some find it boring. Others struggle with comprehension. Some simply don't know what to read.

King Eikaiwa addresses this by offering a wide range of reading materials through Raz-Kids®, Oxford®, and National Geographic®. Students can choose books that match their interests and level. Teachers help students set reading goals, track progress, and celebrate milestones.

We also use reading circles, book clubs, and discussion groups to make reading social and engaging. Students learn that reading is not just a task - it's a gateway to ideas, stories, and global perspectives.

Teacher Intervention and Adaptability

When a student is struggling, our teachers don't wait for things to get worse. They intervene early. Whether it's a drop in participation, a missed assignment, or a change in attitude, teachers notice and respond.

Interventions may include:

- Adjusting lesson plans
- Offering extra support
- Communicating with parents
- Recommending counselling
- Creating a short-term action plan

This proactive approach ensures that students don't fall behind or lose confidence. It also shows students that they're not alone - their teachers are invested in their success.

Section 7: Parental Support at Home

How families can help children reach EIKEN® Pre-1 - even without speaking English

One of the most powerful influences on a child's success in English is not the school, the teacher, or the textbook - it's the home. At King Eikaiwa, we've seen time and again that students who receive consistent support at home are more likely to stay motivated, overcome challenges, and reach high levels of proficiency, including EIKEN® Pre-1.

The good news? Parents don't need to be fluent in English to help. What matters most is creating an environment where English is valued, practiced, and encouraged. This section outlines practical ways families can support their child's journey - from daily habits to long-term strategies.

1. Encourage Daily Reading

Reading is one of the most effective ways to build vocabulary, grammar awareness, and comprehension. It also helps students internalize sentence structure and develop a natural feel for the language. At King Eikaiwa, we recommend students read every day — even just 10–15 minutes can make a big difference.

Parents can support this by:

- Setting a regular reading time (e.g., before breakfast, after dinner, or before bed)

- Creating a cozy reading space at home with no distractions (no electronics, closed door)
- Asking children to summarize what they read in Japanese or English
- Using Raz-Kids® to track progress and celebrate milestones (ideal for beginners to EIKEN® level 3)

Beyond Raz-Kids®: Preparing for EIKEN® Pre-1 and Beyond

Once students reach EIKEN® level 3, they need to transition to more advanced materials and immersive strategies. King Eikaiwa recommends:

- Oxford® and Pearson® graded readers
Fiction and non-fiction texts designed for intermediate to advanced learners.
- National Geographic® and Newsela
Real-world articles on science, culture, and current events with adjustable reading levels.
- Academic essays and journals
University-level texts to build analytical reading skills.
- TED Talks and YouTube videos from experts
Watch with English subtitles to absorb academic vocabulary and natural phrasing.
- Duolingo® and other gamified apps
Reinforce vocabulary and grammar through daily practice and streak-based motivation.
- Changing device interfaces to English
Phones, computers, and apps in English provide passive exposure throughout the day.

- Online gaming and chatting in English
Multiplayer games with chat functions encourage spontaneous communication.
- Making foreign friends online
Language exchange apps and international communities help students practice real conversation.
- Toastmasters and public speaking clubs
Build fluency, confidence, and presentation skills through structured speaking practice.
- Your local library magazines and bilingual news apps like Todaii
Encourage exploration of authentic content in both English and Japanese.

These strategies help students move beyond textbook English and become confident, articulate communicators ready for EIKEN® Pre-1, university entrance exams, and real-world success.



2. Practice Speaking – Build Real-World Confidence

Speaking is often the most intimidating skill for students, especially in Japan where daily exposure to English is limited. But consistent, meaningful practice—even at home—can dramatically improve fluency and confidence.

Ways parents can support speaking practice:

- Role-play real-life situations: Practice ordering at a restaurant, checking into a hotel, or asking for directions. Use props or printed menus to make it fun and realistic.
- Weekly “English-only” time: Set aside 30 minutes each week where the whole family communicates only in English. Start with simple topics like weekend plans or favorite foods, and gradually increase complexity.
- Record and review: Encourage your child to record short speeches or diary entries in English. Listen together and discuss pronunciation, grammar, and vocabulary.
- Presentation challenge: Ask your child to prepare and deliver a short presentation in English once a month—on a hobby, a book, or a current event. Record it and celebrate progress.
- Request extra lessons: Some King Eikaiwa students take multiple lessons per week across different branches. If your child wants more speaking practice, feel free to ask about availability.

Even if parents aren't fluent, showing interest and participating sends a powerful message: *“English is important, and we're learning together.”* This builds emotional support and reduces the fear of making mistakes.

3. Support Goal Setting and Progress Tracking

Children thrive when they have clear goals and can see their own progress. At King Eikaiwa, teachers help students set targets for reading, writing, speaking, and test preparation. Parents can reinforce this at home by:

- Creating a goal chart or calendar
- Celebrating achievements with small rewards
- Reviewing feedback from teachers together
- Encouraging reflection ("What did you learn today?")

Some families use stickers, points, or certificates to make progress visible. Others set long-term goals like "Pass EIKEN® 3 by March" or "Finish 50 Raz-Kids® books this semester." These goals help students stay focused and motivated.

4. Provide Access to English Materials

Exposure matters. The more students see, hear, and interact with English, the faster they learn. Parents can support this by surrounding their children with English in daily life — not just during lessons.

Recommended materials include:

- Raz-Kids® – Leveled reading with audio and quizzes (ideal for beginners to EIKEN® level 3)
- Oxford® and Pearson® graded readers – Fiction and non-fiction for intermediate learners
- English YouTube channels – *Peppa Pig*, *SciShow Kids*, *TED-Ed*, and educational content with subtitles

- English music and audiobooks – Passive listening builds familiarity and rhythm
- English-language magazines and books from libraries – Authentic content for older students
- Changing device interfaces to English – Phones, tablets, and computers in English reinforce everyday vocabulary

The goal is to make English part of daily life — not just something that happens once a week at school.

Recommended Tools for Self-Learning

For students who want to study independently outside of class, these tools help reinforce vocabulary, grammar, and comprehension in a safe, ad-light environment:

- Duolingo® – Gamified vocabulary and grammar practice with streaks and progress tracking
- Takoboto – A free Japanese–English dictionary app with offline access and flashcards
- Jisho.org – Ad-free online dictionary with kanji breakdowns and JLPT tagging
- Linguee, Glosbe, Weblio Pro, 英辞郎 Pro – Bilingual dictionaries with example sentences and intuitive search
- ChatGPT / Copilot – For intermediate and advanced learners, AI tools can explain grammar, translate phrases, or simulate conversation practice (use with supervision)
- Online gaming and chatting in English – Multiplayer games encourage spontaneous communication

- Language exchange apps – Making foreign friends online builds real-world fluency
- Toastmasters and public speaking clubs – Structured speaking practice for confident communication

These tools complement King Eikaiwa's lessons and help students build independence, confidence, and a lifelong love of English.

5. Communicate with Teachers

King Eikaiwa encourages open communication between families and teachers and managers. Parents don't need to speak English - they can use Japanese, call, email, or LINE to stay in touch. If you would like to come and chat in person for counselling, simply let them know. Most of our native teachers speak Japanese as they live in Japan and take Japanese lessons and tests. If you have a question, comment or complaint, simply let them know. Teachers provide regular updates, progress reports, and advice tailored to each student.

Parents can ask:

- "What is my child doing well?"
- "What should we focus on at home?"
- "How can I help with reading or writing?"
- "Is my child ready for the next EIKEN® level?"

This partnership ensures that everyone is working toward the same goals. It also helps catch issues early - whether it's a drop in motivation, a pronunciation challenge, or a need for extra support.

6. Create a Positive Learning Atmosphere

Children learn best when they feel safe, supported, and encouraged. They need to relate English to enjoyment, not punishment. Parents can foster this by:

- Avoiding pressure or criticism
- Celebrating effort, not just results
- Showing interest in English (“What did you learn today?”)
- Being patient during difficult stages
- Treat test “failure” as learning – the EIKEN® test can be taken multiple times (though a fee must be paid)

Language learning is a lifelong marathon, not a sprint. There will be ups and downs. What matters is that children feel their efforts are valued and that their family believes in them.

7. Support Your Child's Journey Beyond the Classroom

King Eikaiwa offers seasonal intensive courses, speech contests, and special campaigns that help students apply their English in real-world settings. These experiences build confidence and reinforce the importance of English beyond textbooks.

Parents play a key role—even if they're not directly involved in lessons. Actions such as:

- Joining your child's speech contest
- Reviewing vocabulary together
- Encouraging consistent attendance and homework
- Asking about what they learned in class

...all send a powerful message: *"English is a priority in our family."*

Some families also request additional lessons across multiple branches, depending on availability. This extra exposure can accelerate progress and help students reach ambitious goals like EIKEN® Pre-1 by high school graduation.

Final Thoughts

Parents don't need to be experts in English to make a difference. What matters is consistency, encouragement, and involvement. At King Eikaiwa, we believe that every child can succeed - and that success is even more powerful when families are part of the journey. If your child can communicate in Japanese, obviously they have the ability communicate in English if they so desire.

Whether your child is just starting out or preparing for EIKEN® Pre-1, your support at home can make all the difference.



Section 8: Study Abroad Pathways

How King Eikaiwa helps students transition from EIKEN® Pre-1 to global opportunities

For many families, the goal of English education is not just passing tests — it's opening doors. Whether it's attending university overseas, participating in exchange programs, or preparing for a global career, English is the key. At King Eikaiwa, we don't just teach the language — we help students use it to access the world.

Over the past decade, King Eikaiwa has supported students in studying and travelling abroad. Some attend short-term programs in English-speaking countries. Others enroll in international high schools or universities. Many use

their EIKEN® Pre-1 or TOEIC® scores to meet language requirements and secure scholarships.

Our staff have even volunteered to accompany groups of children from Kizugawa City to its sister city, Santa Monica, where they visited places like University of California, Los Angeles and participated in science classes at John Adams Middle School. These experiences give students a real taste of life abroad and help them imagine their future in a global context.

This section explains how our system prepares students for these opportunities and how families can begin planning early.

Why Study Abroad?

Studying abroad offers benefits that go far beyond language acquisition. Students gain:

- Cultural awareness and adaptability
- Independence and problem-solving skills
- Exposure to different teaching styles
- Opportunities to build international friendships
- A competitive edge in university admissions and job markets

For students who have reached EIKEN® Pre-1, studying abroad is a natural next step. They already have the reading, writing, listening, and speaking skills needed to thrive in an English-speaking environment. What they need is guidance - and that's where King Eikaiwa comes in.

How King Eikaiwa Prepares Students

Our curriculum is designed with international standards in mind. Students read academic texts, write essays, participate in debates, and complete projects - all in English. This prepares them not just for tests, but for real classroom experiences abroad.

We also offer:

- Mock university interviews
- Personal statement writing workshops
- Cultural preparation sessions
- Support with applications and documentation

Teachers share their own experiences studying or living overseas in countries like the UK, USA, New Zealand, and Canada. They help students understand what to expect, how to adapt, and how to succeed.

Partner Programs and ISS®

King Eikaiwa works with organizations like ISS® (International Student Services) to connect students with reputable programs abroad. These include:

- Summer exchange programs
- High school immersion programs
- University preparation courses
- Full-time international school enrollment

ISS® provides support with visas, housing, insurance, and academic placement. King Eikaiwa acts as a bridge - helping students prepare linguistically and emotionally before departure.

We also maintain relationships with schools and institutions in Canada, the USA, Australia, and New Zealand. Our alumni have attended programs in Vancouver, Los Angeles, Auckland, and London, among others.

Using EIKEN®, TOEIC®, and Duolingo® for Admission

Many overseas programs accept EIKEN® Pre-1, TOEIC®, and Duolingo® English Test scores as proof of English proficiency. These scores can:

- Replace TOEFL or IELTS requirements
- Strengthen scholarship applications
- Demonstrate academic readiness

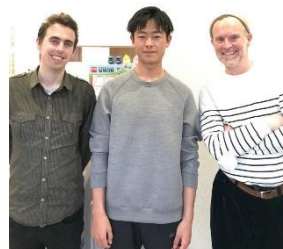
At King Eikaiwa, we help students prepare documentation, translate certificates, and write application essays. We also provide recommendation letters and academic summaries upon request.

Duolingo® is especially useful for students applying to universities in the US, Canada, and other countries that now accept it as a valid alternative to TOEFL or IELTS. It's affordable, convenient, and can be taken online from home — making it a great option for busy students.

Alumni Success Stories

Shun – Preparing for New Zealand

Shun, a third-year junior high school student, joined King Eikaiwa last year with the goal of studying abroad. He has since passed EIKEN® Grade Pre-2 and secured a place at a New Zealand high school. His mother shared, “Thanks to the teachers at King Eikaiwa, he now has the confidence to take this next step.” Shun’s journey shows how EIKEN® can be a gateway to international opportunities.



These students didn’t just study abroad - they thrived. Their success was built on years of preparation, consistent support, and a clear vision.

Planning Timeline for Families

Studying abroad requires planning. Here’s a general timeline for families to consider:

Stage	Recommended Actions
Elementary School	Begin English lessons, focus on reading and speaking
Junior High School	Take EIKEN® 3 or 2, explore short-term exchange options
High School Year 1	Prepare for EIKEN® Pre-1, research programs and countries
High School Year 2	Take TOEIC®, attend info sessions, begin applications
High School Year 3	Finalize documents, apply for visas, prepare for departure

King Eikaiwa supports families at every stage. We offer consultations, resources, and referrals to trusted partners.

Parent Involvement and Support

Parents play a crucial role in the study abroad process. Even if they don't speak English, they can:

- Attend information sessions
- Help with scheduling and paperwork
- Encourage independence and resilience
- Stay in touch with teachers and advisors

King Eikaiwa provides bilingual support and clear communication to help parents feel confident and informed.

Final Thoughts

Studying abroad is not just a dream - it's a goal that can be achieved with the right preparation. For students who reach EIKEN® Pre-1, the world is open. King Eikaiwa is proud to guide students from their first English lesson to their first international classroom.

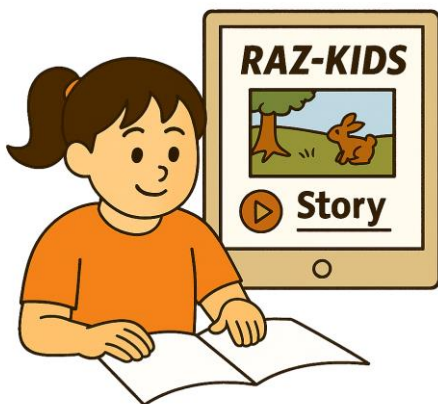
Whether your child wants to attend university overseas, join a summer program, or simply explore the world, we're here to help. Because English is not just a subject - it's a passport to opportunity.

Section 9: Reading & Raz-Kids®

Why consistent reading is the foundation of EIKEN® success — and how Raz-Kids® helps

If there's one habit that consistently predicts success in English, it's reading. Students who read regularly — and read widely — develop stronger vocabulary, better grammar awareness, and deeper comprehension skills. At King Eikaiwa, reading is not just encouraged — it's embedded into the curriculum from day one.

One of the most powerful tools we use to support this habit is Raz-Kids®, an interactive online library with hundreds of leveled books and audio support. Raz-Kids® helps students build fluency, confidence, and academic readiness through consistent practice in both reading and listening. All King Eikaiwa students receive free Raz-Kids® accounts, allowing them to access the platform from home and continue building their skills outside the classroom.



While Raz-Kids® is most effective for students aiming for EIKEN® Grade 3 or Pre-2, it serves as a launchpad for more advanced material. It builds the foundational skills needed to eventually tackle higher-level texts required for EIKEN® Grade 2, Pre-1, and beyond.

Students are encouraged to read beyond their assigned homework — exploring books that interest them, revisiting favorites, and challenging themselves with new genres. This habit of wide and voluntary reading is one of the strongest predictors of long-term success in English.

At King Eikaiwa, we believe that reading is not just a skill — it's a gateway. And Raz-Kids® is where that journey begins.

Why Reading Matters

Reading is the only skill that touches every part of language learning. It builds vocabulary, reinforces grammar, improves spelling, and strengthens comprehension. It also exposes students to sentence structure, idiomatic expressions, and cultural references that are difficult to teach directly.

For students preparing for EIKEN® Pre-1, reading is especially important. The test includes long academic passages, inference questions, and vocabulary that goes beyond daily conversation. Students must be able to:

- Identify main ideas and supporting details
- Understand tone and author intent
- Analyze arguments and draw conclusions
- Handle unfamiliar words using context clues

These skills are not developed overnight. They come from years of consistent reading - starting with simple stories and gradually progressing to academic texts.

Cognitive Benefits of Reading

Reading also supports cognitive development. It improves focus, memory, and critical thinking. Students who read regularly are better at organizing ideas, making connections, and expressing themselves clearly - all of which are essential for writing and speaking tasks on EIKEN®.

Reading also helps students develop empathy and cultural awareness. Through stories, they encounter different perspectives, emotions, and experiences. This makes them more thoughtful communicators and better global citizens.

Reading and EIKEN® Progression

At King Eikaiwa, we've observed a clear link between reading habits and EIKEN® achievement. Students who read consistently tend to:

- Reach EIKEN® level 3 by the end of elementary school
- Pass EIKEN® 2 in junior high or early high school
- Achieve EIKEN® Pre-1 before graduation

This progression is not just about test scores - it reflects real growth in language ability. Students who read more are better prepared for writing essays, participating in interviews, and handling academic content.

How Raz-Kids® Supports Reading

Raz-Kids® is a digital reading platform that offers hundreds of leveled books across a wide range of topics. Each book includes:

- Audio narration for listening practice
- Interactive quizzes to check comprehension
- Vocabulary support and definitions
- Progress tracking for students, teachers, and parents

Students can access Raz-Kids® from home or school, making it easy to build a daily reading habit. The platform adjusts to each student's level, ensuring that books are challenging but not overwhelming.

Teachers at King Eikaiwa use Raz-Kids® to assign reading goals, monitor progress, and provide feedback. Parents can log in to see which books their child has read, how they scored on quizzes, and how their level is changing over time.

How Parents Can Support Reading at Home

Parents play a key role in building reading habits. Even if they don't speak English, they can:

- Set a regular reading time each day
- Ask children to summarize stories in Japanese
- Celebrate reading milestones with small rewards
- Use Raz-Kids® to track progress and encourage consistency

Creating a reading-friendly environment - with books, quiet space, and encouragement - makes a big difference. Students who feel supported at home are more likely to stick with reading and enjoy it.

Beyond Raz-Kids®: Expanding Reading Horizons

As students grow, they move beyond Raz-Kids® to more advanced materials.

King Eikaiwa introduces:

- Oxford® and Pearson® graded readers
Carefully leveled fiction and non-fiction to build vocabulary and comprehension.
- National Geographic® and Newsela
Real-world articles on science, culture, and current events with adjustable reading levels.
- Academic essays and TED Talks
University-level texts and short presentations to build analytical thinking and listening skills.
- YouTube videos from experts (with subtitles)
Educational content from professionals in science, medicine, and history helps students absorb academic vocabulary.
- Duolingo® and other gamified apps
Reinforce vocabulary and grammar through daily practice and streak-based motivation.
- Online gaming and chatting in English
Multiplayer games and language exchange apps encourage spontaneous communication.

These materials and strategies prepare students for EIKEN® Pre-1, university-level reading, and real-world communication. Exposure to authentic content helps students become informed, articulate thinkers who can confidently discuss global issues in English.

Final Thoughts

Reading is not just one part of English learning - it's the foundation. At King Eikaiwa, we treat reading as a daily habit, a personal journey, and a key to long-term success. Raz-Kids® makes it easy, accessible, and fun - and it's one of the reasons our students consistently reach EIKEN® Pre-1 before graduation.

Whether your child is just starting out or preparing for advanced exams, reading will support every step of the journey. And with the right tools, guidance, and encouragement, it can become a lifelong strength.

READING



Section 10: Conclusion

Why King Eikaiwa is the trusted path to EIKEN® Pre-1 - and beyond

Reaching EIKEN® Pre-1 before graduating high school is not just a personal achievement - it's a reflection of a system that works. At King Eikaiwa, this milestone is not reserved for a few gifted students. It's a realistic goal for any child who begins early, stays consistent, and receives the right support.

Throughout this booklet, we've explored the key elements that make King Eikaiwa unique:

- A 10-year roadmap aligned with EIKEN® levels
- A curriculum built on global resources like Oxford®, Pearson®, Raz-Kids®, Duolingo®, and National Geographic®
- Expert teachers, including Japanese staff with overseas experience and high-level certifications (EIKEN® level 1, TOEIC® 900+)
- A strong emphasis on pronunciation, reading, writing, and speaking
- Support systems for motivation, counselling, and parental involvement
- Study abroad pathways that turn language skills into global opportunities

But what truly sets King Eikaiwa apart is its culture. This is not a cram school. It's not a test-prep center. It's a community of learners, educators, and families who believe in long-term growth. Students are not rushed. They are nurtured. They are challenged, supported, and celebrated.

A Proven Pathway

The journey to EIKEN® Pre-1 is long - but it's clear. Students who begin in elementary school and follow King Eikaiwa's system typically reach:

- EIKEN® 5 by Year 4
- EIKEN® 3 by Year 6
- EIKEN® 2 by Year 8
- EIKEN® Pre-1 by Year 10

This progression is not just about passing tests. It reflects real language ability - the kind that allows students to read academic texts, write essays, participate in interviews, and study abroad.

Teachers Who Inspire

King Eikaiwa's teachers are more than instructors - they are mentors. They know each student's name, strengths, and goals. They provide personalized feedback, celebrate progress, and intervene when needed. Their international experience adds depth to lessons and prepares students for real-world communication.

James King (England & New Zealand) – Founder of King Eikaiwa. Holds degrees from Waikato and Massey University, and completed Oxford's "Teaching English to Young Learners" course. Known for strategic vision and deep understanding of bilingual education.

Hayato Narumi (Japan) – Manager and senior teacher. TOEIC® 985, EIKEN® Grade 1. Has overseas work and study experience, and specializes in TOEIC®, EIKEN®, and business English.

Yasuhiro (Japan) – Manager and senior teacher. TOEIC® 990, EIKEN® Grade 1. Bilingual teacher with strong grammar knowledge and a calm, supportive teaching style. Helps students build confidence in reading and writing.

Yoko (Japan) – TOEIC® 950, EIKEN® Pre-1. Holds multiple teaching licenses and has lived in Canada, USA, and Australia. Bridges English and Japanese with empathy.

Peter (Australia) – Native teacher with a warm, engaging style. Focuses on pronunciation, fluency, and academic writing. Loved by students for his clarity and humor.

Emily (USA) – Energetic and friendly, Emily specializes in early childhood education and phonics. She creates a fun, nurturing environment for young learners.

Warren (USA) – Experienced in teaching teens and adults. Known for his structured lessons, clear explanations, and ability to motivate students toward test success.

Matt (USA) – Passionate about conversation and cultural exchange. Matt helps students develop natural speaking skills and confidence in real-world English.

Jake (USA) – A native English teacher with a clear, engaging style. Jake helps students build confidence in speaking and listening through interactive lessons and personalized feedback.

David (USA) – Focuses on pronunciation and rhythm. David's calm demeanor and clear teaching style help students improve fluency and prepare for interviews.

Whether it's a native speaker from Canada or a Japanese teacher who studied in New Zealand, students benefit from diverse perspectives and authentic language use.

Families Who Support

Parents are not just observers - they are partners. King Eikaiwa provides tools, resources, and guidance to help families support learning at home. From Raz-Kids® reading goals to Duolingo® challenges, parents can be involved even if they don't speak English.

Students Who Succeed

The results speak for themselves. King Eikaiwa students have gone on to:

- Study in Canada, the USA, New Zealand, and Australia
- Win speech contests and writing awards
- Pass EIKEN® Pre-1 and even EIKEN® 1
- Enter top international universities and bilingual programs

These students didn't cram. They didn't burn out. They followed a system that respected their pace, challenged their thinking, and built their confidence.

Why King Eikaiwa Feels Special to Families

Many families describe King Eikaiwa as a school with a strong reputation and lasting impact. It's not about flashy advertising — it's about consistent results, caring teachers, and a welcoming atmosphere.

It's the kind of school where students stay for 10 years — not because they have to, but because they enjoy the journey. Teachers remember each child's first lesson and celebrate their final exam.

Year after year, King Eikaiwa quietly supports students in becoming confident, capable English communicators.

Final Message to Families

Choosing an English school is an important decision. At King Eikaiwa, we focus on long-term growth, not quick fixes.

We help students become confident communicators — not just test takers.

We're not the biggest school, but we're known for quality. Families who stay with us see consistent progress, strong results, and real transformation over time.

King Eikaiwa offers:

- 48 lessons per year for steady progress
- Native teachers from the USA, UK, Australia, New Zealand, and Canada
- Bilingual Japanese staff with EIKEN® grade 1 and TOEIC® scores over 950
- Structured curriculum with textbooks, workbooks, homework, and 8 unit tests per year
- Free access to Raz-Kids® and Duolingo® for all students
- Annual presentations to build public speaking and confidence
- Official EIKEN® and EIKEN Jr.® test venue status
- Small class sizes (average 4 students, max 6) for personalized attention
- Support for study abroad and international exams
- Flexible scheduling, LINE support, and online booking
- Ranked #1 on Kodomo Booster in Nara, Kyotanabe, and Kizugawa — a reflection of our consistent results and trusted reputation.

Whether your child is just starting or already aiming for EIKEN® Pre-1, we're here to support their journey — with care, structure, and proven methods.

How to Book a Trial Lesson — Fast, Friendly, and Rewarding

Booking a trial lesson at King Eikaiwa is simple and convenient.

Their online booking form at kingeikaiwa.com is very simple to use, or call them on freephone 0120-998-906, email info@kingeikaiwa.com or message them on LINE – search for



King Eikaiwa. When booking via kingeikaiwa.com/bookings, families can choose a time, select a location, and receive a confirmation instantly. As a welcome gift, new students who book online receive a ¥1,000 gift voucher from Starbucks®, Baskin Robbins®, or Amazon®, which can be used toward future lessons or materials. It's a small gesture that reflects the school's commitment to accessibility and hospitality.

