

IMED is a charitable organization that helps French SME and microbusinesses develop new export markets, and supports young people participating in the International Internship Program all over the world. To achieve this, IMED has built its own methodology that is constantly enriched through more than 1,000 international missions for more than 600 SMEs and more than 110 volunteers for international internships.

## Requirements

“Our recruits are almost exclusively young people from business schools and graduates in international commerce. As part of our support program, they start with a training period of several months at our association that allows them to initiate contact with the companies they will work with during their time as international volunteers. We know from experience that the contact between companies and volunteers usually takes place by phone, and almost always followed by a written exchange, by email. Having focused on oral communication, volunteers tend to have neglected writing skills in their final years of study, and often have weak points in their spelling and grammar. This leads to mistakes that may be unacceptable to certain managers who expect a high standard of written French. Naturally we would like to remedy this problem. It’s problematic for volunteers to miss out on potentially beneficial experiences because of gaps in their learning that could be easily corrected with appropriate support,” says Alix Nouaille-Degorce, IMED Training and Recruitment Officer.



## The GymGLISH approach

Since 2019, GymGLISH has provided several training courses for IMED: GymGLISH (English lessons), Frantastique Ortho (Written French and grammar), Wunderbla (German lessons) and Hotel Borbollón (Spanish lessons).



## Benefits

“Our volunteers are sent to a wide variety of countries. GymGLISH lessons are flexible and can be adjusted to each student’s requirements. We invite them to try out the various GymGLISH courses at the start of the training period. We then activate the training courses according to the levels established during the free assessments. Some students are granted several licenses at the same time, depending on their mission. GymGLISH lessons are entertaining and interesting, and above all relevant for our students. They fit in perfectly with volunteer schedules, and students find it beneficial that they can choose points for revision. We are particularly pleased with Frantastique Ortho: there has been a marked improvement in written communication after only a few months’ use. We are confident that this tool helps our volunteers find companies for their internships,” concludes Alix Nouaille-Degorce.

