

WIIFM? (What's In It For Me?)

In the effort to facilitate students' learning, we must first understand what motivates them.

My students are motivated to learn English in order to :

- Increase their language skills and employability
- Be able to earn more money in their career
- Be able to communicate more easily when travelling internationally
- Be able to better understand music from popular international artists
- Be able to watch and better enjoy international media content such as Netflix shows and Hollywood movies.
 - Although this content is often available with subtitles or dubbed in their native language, the intended meaning is often lost in translation.
- Be able to better follow and understand scientific literature and journal articles
- Be able to better present their ideas and participate in research panels
- Be able to work and live abroad
- Be better able to understand international news events
- Be able to transfer to an international university and continue their studies