



Case Study: From Silence to Sprint Reviews

How a Team of Mexican Developers Became Confident Communicators in English

Client: Do IT Cloud Consulting (Mexico City, Mexico)

Program Duration: November 2023 – Ongoing (as of August 2025)

Format: Weekly group coaching (4–6 devs), private 1:1 follow-ups

Coaches: Junior Gonzalez, Sonja Schemerhorn

■ *The Challenge*

The team, while technically outstanding, faced serious challenges during English meetings: they froze, defaulted to written updates, avoided client interactions, and couldn't speak confidently under pressure.

■ *The Goals*

- Speak confidently in client/internal meetings
- Reduce hesitation and long pauses
- Improve pronunciation and clarity
- Learn meeting-specific English (standups, demos)
- Build fluency without academic drills

■■ *The Solution: A Custom Coaching Program*

We created a developer-specific coaching program using Google Classroom and Kahoot for async drills, focusing on practical language over textbook theory.

- ✓■ Weekly small group sessions
- ✓■ Roleplays: standups, demos, bug reporting
- ✓■ Accent reduction using dev vocabulary
- ✓■ Google Classroom + Kahoot homework
- ✓■ Optional 1:1 sessions for presentations

■ *The Results (After 6–12 Months)*

- Active participation in meetings
- Led sprint reviews in English
- Clearer pronunciation, fewer filler words
- 70% increase in client comprehension
- Greater team confidence and visibility

■ ***What the Client Said***

"I used to avoid talking in meetings—now I'm the one explaining our updates. This coaching didn't just help my English, it changed how I feel about speaking."

"Sonja and Junior's sessions were exactly what we needed. They understood our world and made us feel safe to speak up."

■ ***Why It Worked***

It wasn't just English—it was confidence, clarity, and communication tailored to a dev's world.

■ ■ ***Program Specs***

- 2-year+ contract
- Weekly live Zoom sessions
- Asynchronous support (Google Classroom + Kahoot)
- Optional 1:1 for presentations/interviews

■ ***Interested in Coaching Your Team?***

Let's turn your team's potential into clear, confident English communication.

■ Book a discovery call at +1 (509) 572-8219

■ Or email: info@londonacademy.co