

ROSETTA STONE®
LANGUAGE LEARNING
SUITE FOR BUSINESS



Business



Language means business.



Secure a competitive advantage.

Rosetta Stone helps companies equip employees with the language skills necessary to compete in a culturally diverse and globally integrated economy.

As the trusted single source for all of your language-training needs, we provide comprehensive language-learning solutions that deliver a powerful competitive business advantage.

The **Rosetta Stone® Language Learning Suite** empowers your employees to improve communication, productivity, and safety for your business. Leveraging insights gained from more than twenty years' experience, we continue to develop award-winning business solutions that improve the lives of people and the operations of companies every day.

LANGUAGE MEANS BUSINESS.

Language means business. Training in English and foreign languages impacts businesses at almost every level—from workplace safety to customer service, global communications to talent management, and ultimately profitability.

Language learning drives profit. Globalisation has changed the face of business, yet English remains the most common language of the global marketplace. Language-learning research revealed that 77% of executives surveyed said funding English language training increases their profitability by approximately 25%¹.

70%

of the Global
1000 workforce
is non-native
English-speaking.



Workforces become increasingly diverse as organisations expand internationally. In fact, 70% of the Global 1000 workforce is non-native English speakers, according to the World Trade Organisation².

Language skills impact success abroad. 75% of expat assignments fail, costing companies \$3.5 million for every \$5 million they invest—due largely to language barriers³.

\$3.5 million+
cost of failing expat assignments.

Language training benefits business.

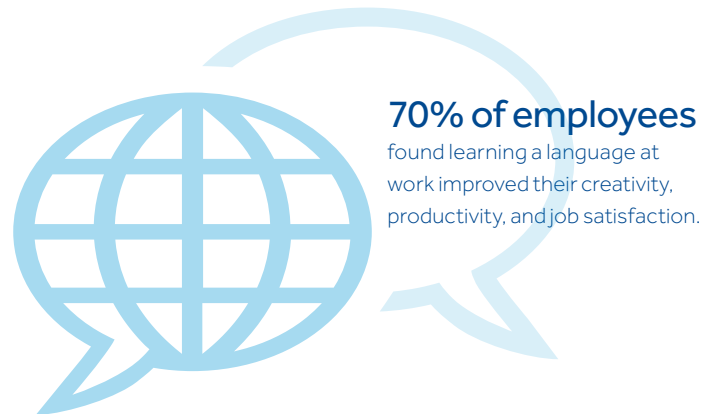
Language proficiency is a strategically important business skill, yet only 33% of executives in a 2013 survey believe their global network of employees communicates effectively in different languages⁴. Language training can help solve these business challenges.

Expand market share. The fastest-growing markets with the greatest long-term potential are in developing economies and in multicultural market segments at home—markets that often do not speak English.

Increase customer retention. It's essential to provide consistent service and support in languages that your international and domestic customers speak. Language training increases your ability to create positive customer experiences.

Improve productivity. Internal language barriers reduce collaboration, impacting your bottom line. 70% of employees in a 2013 survey found learning a language at work improved their creativity, productivity, and job satisfaction.⁵ Language training tailored to your specific needs builds high-performing teams.

Engage and retain top talent. Forty percent of employees who rate their companies' training opportunities as poor planned to leave the company



within a year. Where employees rated training opportunities as "excellent," only 12% of employees said they planned to leave the company.⁶

Keep employees safe. Workforce diversity increases language and communication barriers—and the risk of on-the-job injuries. Language training helps companies reduce risks and costs related to injuries, turnover, and compliance violations.

Foster diversity and inclusion. Enabling your diverse workforce to communicate with one another by speaking each other's language means fostering openness and respect.



Rosetta Stone® Language Learning Suite

The Rosetta Stone® Language Learning Suite delivers e-Learning language solutions available anywhere, anytime on the web or mobile that fit your employee learning needs—from learners at beginner level (with limited proficiency) to industry-specific language for intermediate and advanced learners.



Our Solutions



Rosetta Stone® Foundations

A scalable solution designed for beginner to intermediate language learners in up to 24 languages, Rosetta Stone Foundations engages learners by systematically developing fundamental language skills through a predefined sequence and method. This solution enables learners with limited or no exposure to their new language to build toward conversational proficiency.

As learners complete interactive language lessons they unlock the ability to practise their language skills through games, activities, stories, and live tutoring—in line with their level and learning progress. With Rosetta Stone Foundations, clients may add online cultural awareness training* to build cross-cultural understanding to complement fundamental language skills. (*Not available in all markets)



Rosetta Stone® Advantage

A flexible solution designed for learners of all proficiency levels in up to nine languages, Rosetta Stone Advantage provides an end-to-end language solution where learners can select their own learning paths as well as workshops focused on their unique interests.

Rosetta Stone Advantage offers broad content areas covering everyday situations, culture, business, and industry. This solution enables organisations to tailor their learner curriculum based on their needs, and offers additional learner motivation services and lesson assistance to support learners within the programme.

Our Language Learning Suite also includes these features and services:

Training, Implementation, and Support services

enable you to deploy a successful language-learning programme. Our team of experts incorporates your goals into an implementation model that helps you plan, implement, and promote the programme within your organisation, and motivate learners—all while integrating Rosetta Stone® solutions into your technical infrastructure.

Administrator Tools

maximise return on investment. Our robust reporting and management tools enable programme managers to track and measure real-time usage and progress for individual learners, business units, or groups. Learners and licenses can also be easily managed.



Rosetta Stone® Advanced English for Business

A solution designed for intermediate to advanced English learners to improve business-specific communication skills for workplace settings, Rosetta Stone Advanced English is a dedicated English programme for managers and executives who need additional English language training.

Rosetta Stone Advanced English combines e-Learning focused on building skills such as writing e-mails, conducting meetings, delivering presentations, and more with online live tutoring provided by native English-speaking tutors.



Rosetta Stone® Custom Solutions

A service that provides custom content and instructional options to equip learners with language learning customised to your business needs.

As your partner, our team of expert curriculum designers can build your custom language programme to achieve specific learning outcomes—from vocabulary unique to your company culture and mission to deep industry language, tailored to your requirements. With Rosetta Stone Custom Solutions, we offer instructor-led online classes for your employees based on the curriculum we develop for you.

Intuitive approach drives language acquisition.

Rosetta Stone® Language Learning Suite solutions provide understandable and engaging lessons—a proven combination for effective language learning.

- Gaining language proficiency requires a lot of practice. We have created engaging environments that enable learners to revisit concepts without getting bored.
- Learners are much more likely to remember material when they actively think about it. Our solutions guide learners to think deeply, rather than superficially, about the concepts they are learning.
- Learners need a lot of exposure to a language while learning, and it must be understandable and engaging—and delivered at an appropriate difficulty level based on the learner's proficiency. Our solutions provide content that is relevant to the objective being learned, so that activities remain within each learner's range of abilities.
- Language is inherently social, and learners develop proficiency by actively engaging in conversation. Our solutions offer opportunities to include live instruction with a tutor or mentor to foster the creative production of language.



89%

of respondents feel that customer satisfaction and loyalty would increase if employees could serve and support customers in their native languages.

— Language Means Business Report, 2013

Real-world application.

Leading companies use Rosetta Stone® language solutions to gain a competitive business advantage and help their employees become more effective and successful.

"As we are a global company, covering many countries, regions, and cultures, we believe that Rosetta Stone is the ideal tool to establish communication, understanding, and good team 'spirit'. We have a motto, 'Connect, Communicate, Complete', and with the support of Rosetta Stone as our language-training partner, we will be able to achieve this globally."

**Andreas Keller, Senior Vice President Europe, HR & SCM,
Global HR Leader, TDK Corporation**

"Rosetta Stone has enabled Interstate to literally talk the talk with regard to one of our core values, 'Embrace others' differences with respect."

**Bruce Barishman, Director of Organizational
Development and Learning Services,
Interstate Hotels**

"Rosetta Stone language training enables our employees to deliver on our service philosophy and customer-centric culture."

**Judy Whitcomb, Vice President, Human Resources
and Learning and Organizational Development,
Hyatt VI Living**

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organisations, and 22,000 education institutions worldwide, and by millions of learners in over 150 countries.





Business

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