

Bilingualism, *The Newest Competitive Advantage for Companies*

A Study by MarketBridge, Inc.



Introduction

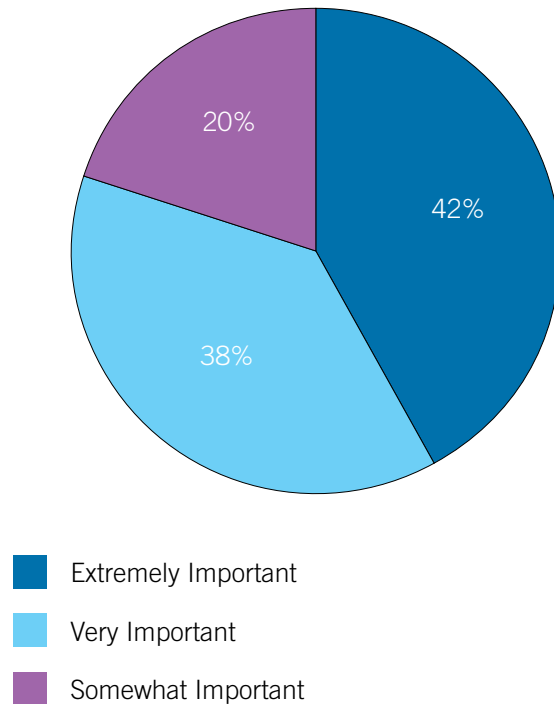
MarketBridge, a leading global provider of sales and marketing services, surveyed 493 senior and upper management-level business professionals in a variety of functional roles at leading U.S. corporations to learn more about their company's language-learning needs. This research survey summary provides an overview of MarketBridge's key findings.

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Is language a business challenge?

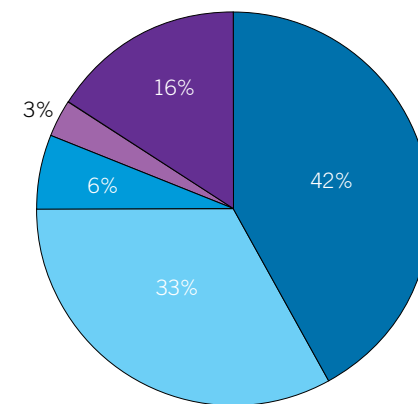
When MarketBridge asked business professionals from global US companies how important it is for their company to resolve challenges arising from language barriers, 80% agreed that it was either very or extremely important.



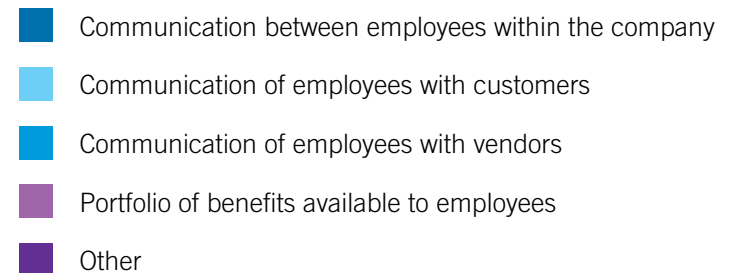
Representing a variety of industries from manufacturing to high tech to construction, leaders consistently felt that language learning was important for two distinct reasons; communication between employees and communication of employees with customers. All leaders identified communication between employees as a main challenge; however, business leaders outside of HR, Training, and Learning and Development areas also identified communication of employees with customers as an equally pressing challenge.

Already identified by leaders as a main challenge, communication between employees will only become more of a challenge in the near future. According to the World Trade Organization, by the end of 2011, 70% of the employees in Global 1000 companies will be non-native speakers of English.

Business leaders are seeing that the customer base is evolving as well, hence the identification of a second main challenge—communication with customers. According to the UK Trade and Investment office (UKTI), by 2030, 93% of the world's middle class will live in what is currently termed emerging markets.

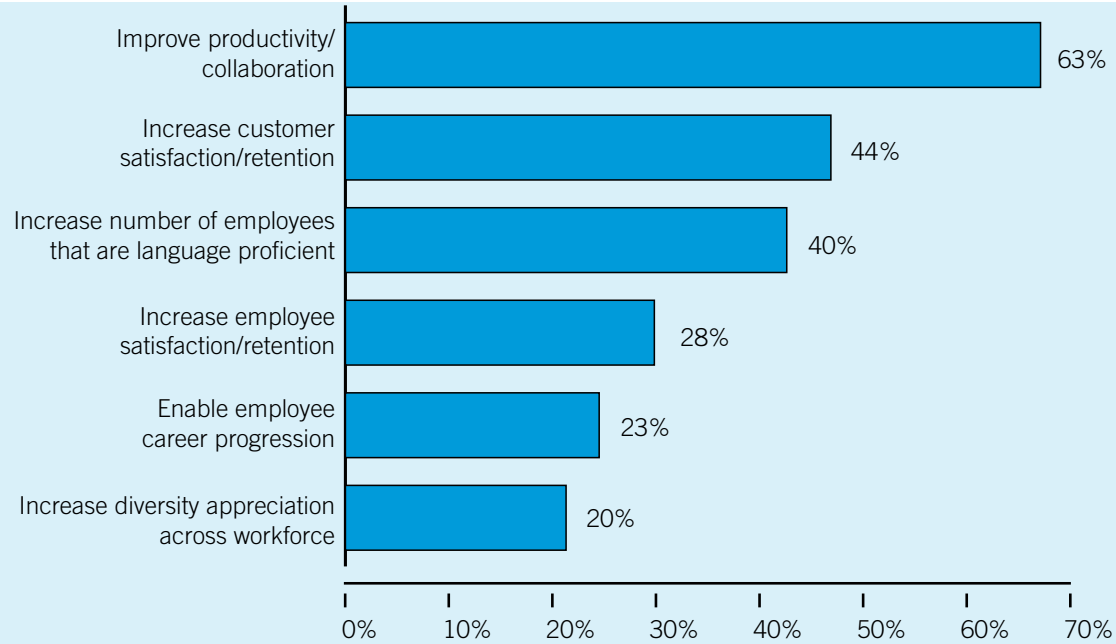


Ranked as Most Important, % Respondents



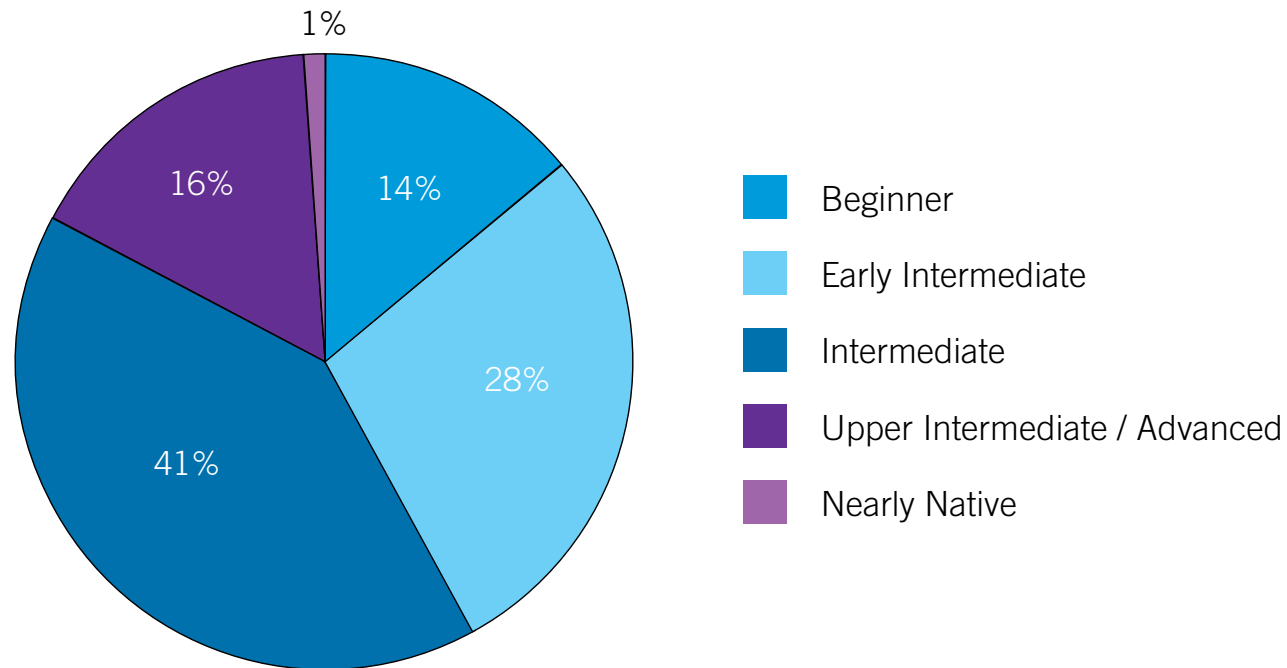
What do companies expect from their language-learning investment?

63% of all respondents agree that productivity and collaboration are the results they would most want to achieve by adopting a language-learning solution, coming in next at 44% of all respondents was increased customer satisfaction and retention, following consistently with the main challenges facing companies today.



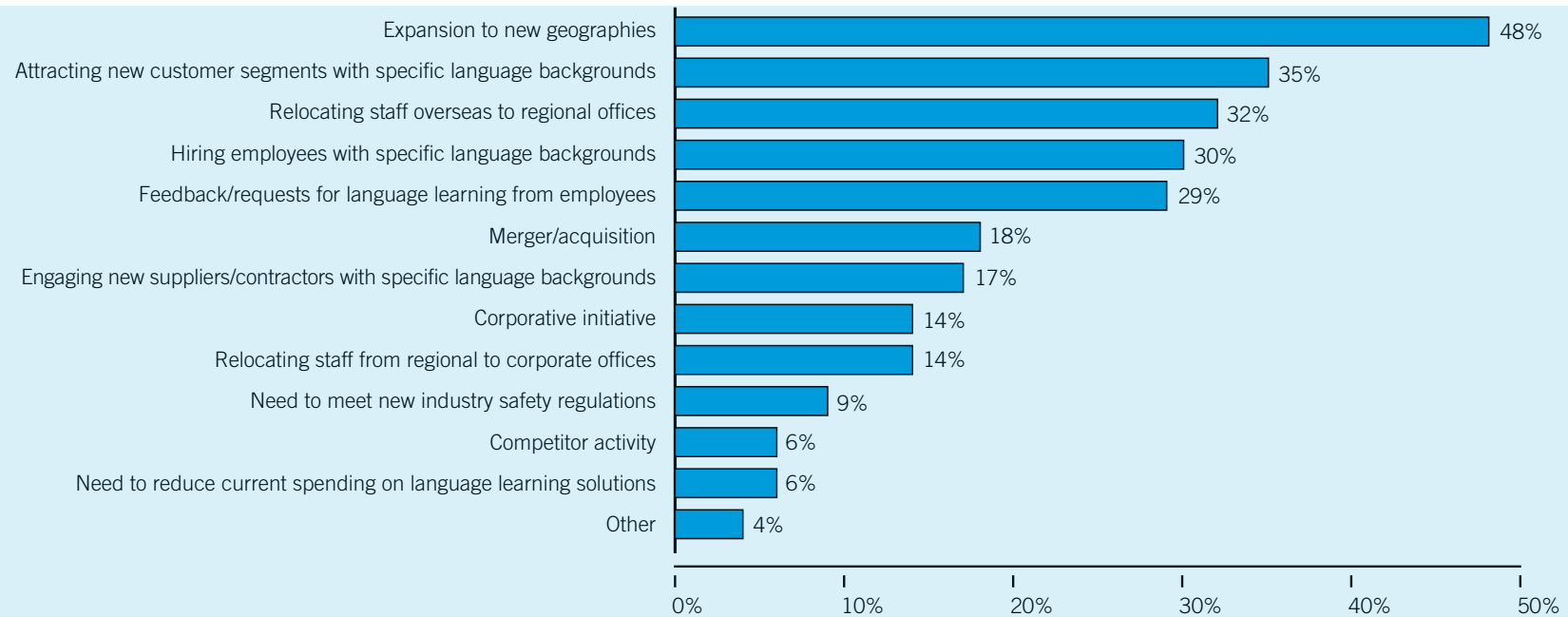
Overwhelmingly, 83% of respondents expect that beginner to intermediate proficiency will enable the majority of employees to achieve their objectives. Only a small percentage expects advanced proficiency.

Language Proficiency Needed for Employee Success



When is a language-learning solution needed?

While survey consensus indicated the most common event to trigger the need for a language-learning solution is expansion into new geographies, there was some difference between functional leaders in what the second most common trigger was. Leaders in HR, Training, and Learning and Development shared that in their experience, requests for language learning from employees was the second most common trigger. However, leaders in other functional areas experience that relocating staff overseas and attracting new customer segments are the next most common events to trigger the need for a language-learning solution.



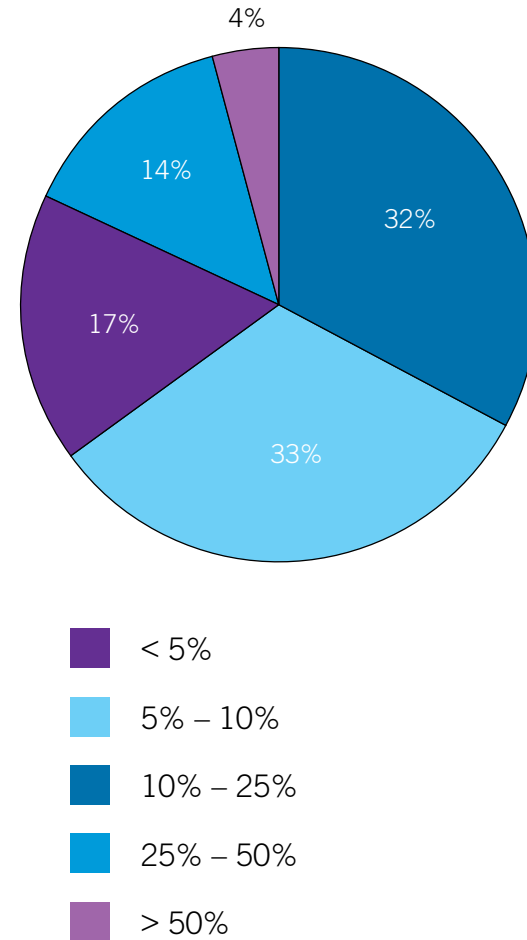
Who needs to learn a new language?

Well, in today's globalizing world, the response may very well be, who doesn't. That response was not an option on the survey, so respondents told us that the functional areas that would most likely need training are customer service and support, operations, sales, and human resources, though the general workforce, general management, engineering and research, and marketing were mentioned as well.

50% of survey respondents agreed that **at least 10% of their entire employee base would benefit from using a language-learning solution.** 59% of the survey respondents reported that their companies have over 5,000 employees globally. That equates to a minimum of 500 employees in need of a language-learning solution for each company.

These needs are only expected to increase. Based on research done by PricewaterhouseCoopers, availability of key skills as a potential threat to business growth prospects has moved from a ranking of #8 in 2010, to #4 in 2011. In order to retain talent, 59% of CEO's plan to change their people strategy to deploy more staff to international assignments. For these employees to succeed overseas, it is imperative that they have language training.

What % of your employee base will benefit from language training?



How can I solve my company's language challenges?

It's clear that language barriers are becoming more and more of an issue as a result of globalization. Many companies struggle to find a solution to these issues once they've decided to strategically tackle them. To learn how your company can solve its language-learning challenges, please contact **Rosetta Stone at (800) 811-2755, or visit RosettaStone.com/Enterprise.**

