

## Case Study

### EXECUTIVE SUMMARY

## Ladies Professional Golf Association (LPGA)

[www.lpga.org](http://www.lpga.org)

1,842 members

# Rosetta Stone Partners with the LPGA to Enhance Global Communication

### About the Ladies Professional Golf Association (LPGA)

The Ladies Professional Golf Association (LPGA) is the longest-running women's sports association in the world, comprised of more than 260 world-class LPGA Tour professionals, 282 members of the Duramed FUTURES Tour, the developmental tour of the LPGA and nearly 1,300 Teaching and Club Professionals, dedicated to increasing the involvement of women, girls and youth in golf.

With a global business footprint and an unmatched talent pool, the LPGA has established itself as the premier women's professional golf organization in the world.

### Situation

The LPGA experienced an explosion of growth this decade and now boasts one of the most culturally diverse player populations in all of professional sports. LPGA Tour members represent nearly 30 different countries, with competitions held in at least 10 different countries. While cross-cultural awareness and communicating effectively is not a necessary skill to play golf, it is core to an LPGA professional golfer succeeding in a global sports business.

### Solution

Committed to the cross-cultural awareness of its members, the LPGA established the Kolon LPGA Cross Cultural Professional Development Program (Kolon LPGA CCPDP), aimed at providing members with the opportunity to learn new languages with Rosetta Stone® Enterprise language-learning software.

### Results

Since the inception of the program, more than 100 Tour members have learned a language, with LPGA Teaching and Club Professionals taking advantage of access to more than 30 languages to enhance their teaching, coaching and management positions in the golf industry. In addition, LPGA staff and Duramed FUTURES Tour members and staff have all taken advantage of the Rosetta Stone program, reflecting the organization's commitment to cross-cultural awareness. Rosetta Stone Enterprise software offers a flexible and scalable solution that has allowed for portability and instruction anywhere, making it easy for players and instructors to learn a language, no matter what their travel schedule is like.



## CASE STUDY DETAILS

### **LPGA Realizes Benefits of Language Learning in a Global Business Environment**

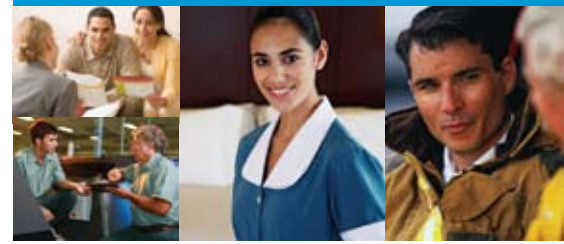
As the longest-running women's sports association in the world, the Ladies Professional Golf Association (LPGA) strives to increase the involvement of women, girls and youth in golf by showcasing the best golf professionals in the world. With LPGA Tour members representing more than 30 countries, the organization realizes the importance of supplying its members with the skills necessary to communicate in the global sports business.

Committed to strengthening cross-cultural awareness among all of its members, the LPGA introduced a ground-breaking program — Kolon LPGA Cross Cultural Professional Development Program — to reinforce its mission of serving as role models, on and off the course. With more than 30 languages at their fingertips, members can now leverage language learning to enhance their personal and professional lives.

### **Rosetta Stone Enterprise Provides LPGA with a Flexible Language-Learning Solution**

As an integral part of the Kolon LPGA Cross Cultural Professional Development Program, Rosetta Stone® Enterprise has allowed more than 100 Tour players to learn a language, no matter their work and travel schedules. By providing an immersion-based environment, members are able to unlock their natural language-learning ability and equip themselves with the skills they need to effectively communicate with players and media throughout the world.

By providing members with the tools they need to successfully represent the LPGA on an international level, the organization continues to strengthen its commitment to inspire, empower, educate and entertain both on and off the course.



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**To speak to a language-learning consultant about the right solution for your organization, please contact us.**

(800) 811-2755  
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