

## Language training connects Penske's VP of Labor Relations to his employees on a deeper level.

*Steve Lozon, VP of Labor Relations for Penske Truck Leasing, shares his Spanish language-learning journey using Rosetta Stone® Foundations for Business – and highlights the credibility his new language skills give him with his diverse workforce.*

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Steve Lozon,  
VP of Labor Relations, Penske

### What prompted you to learn Spanish?

It was a combination of a few things: the exposure in my position to Spanish-speaking workers, and the fact that the program launch caught me at a point in time where I was seeking a new challenge.

### What has your learning experience been like?

I took four years of Spanish in high school, and had absolutely no exposure since then, so I didn't know what to expect. I figured it would be CDs where you repeat back. But it wasn't that at all! The methodology and design made it nice and easy on the first couple modules. It was a quick bridge into how Rosetta Stone teaches, and it allowed me to re-familiarize myself with some of the basic concepts. Plus, it's very intuitive. The program recommends things to you, whether it be the next lesson, a tutoring session, or reading stories.

***"Language skills give you credibility. It's humanizing with your labor force, customer base, and other stakeholders."***

### Do you have a favorite part of the program?

I don't know if I've done every type of activity, such as the uncurated chat. But I do have some go-to favorites. I do the recorded stories. In fact, I record myself and refuse to move on until I get the highest score. Tutoring sessions are also good. If you get too cocky about how well you're doing, this will bring you back to earth to speak in Spanish for 30 minutes!

### How do you fit it into your schedule?

At first, I put it on a 28-day repeat at lunch time, for 30 minutes. That's enough time to do three lessons plus a story or game. It got me addicted, so to speak. Then after that, I would make the time! Of course, the challenge then would come when I would travel. But now, I can use the mobile app because I finally have an iPhone®.

### What advice would you give other language learners who are learning for business?

You absolutely CAN do it. If you think you can't find 30 minutes a day to work in language training, you're kidding yourself.

### How has this impacted you in your role as VP of Labor Relations?

Tangibly, it's a great relationship-builder with my international counterparts who see that I'm making an effort. They typically are bilingual and speak English. They appreciate the effort and help me. Intangibly, I love to compete. I get three tests a day, and it gives me a boost. It feels good. I prove to myself I can still learn. This was a great way to do it without sitting in a classroom.

### What effect has this had on the Spanish-speaking labor force at Penske?

It has really helped in quickly developing a relationship. I'm in a corporate staff position, and I deal with our other HR staff in the US and Mexico, and there is always sort of a divide. It kind of humanizes someone who is bit of a corporate extraction who they may perceive doesn't live in the real world. It's a real bridge-builder.

***"The learning is important, but the symbolism of it is huge. We are a global company."***

### What advice would you give other business leaders on the value of language training?

The learning is important, but the symbolism of it is huge. We are a global company. We serve a diverse market. We strive at becoming an inclusive place to work. Language skills give you credibility. It's humanizing with your labor force, customer base, or other stakeholders.

## About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organizations.

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