



### About UCB

UCB is a global biopharmaceutical company, with a focus on neurology and immunology. UCB's ambition is to transform the lives of people living with severe diseases. We focus on neurology and immunology disorders – putting patients at the center of our world. We are Inspired by Patients. Driven by Science.

▶ [www.ucb.com](http://www.ucb.com)

## Invest in language upskilling to drive a culture of learning

UCB is a global biopharmaceutical company with a focus on neurology and immunology. Headquartered in Brussels, it operates around the world, developing pharmaceutical products to help people living with conditions such as arthritis, epilepsy, and Parkinson's disease.

### **The Challenge:** to support a learning culture that allows employees to communicate effectively with colleagues, suppliers, and customers in international locations

As a global organisation with operations in approximately 40 countries, UCB conducts business in the wide range of languages spoken by its diverse customer base, suppliers, and approximately 7,500 employees throughout the world. Regardless of where they are based, many employees should have a good command of English, as well as the local language in which they do business. UCB initially engaged Rosetta Stone in 2012 to establish a language program to help employees in China learn English. This initiative was so successful that the company expanded the opportunity to employees on a global scale.

As UCB appreciates the importance of language to culture, one of its primary objectives was to help its employees enjoy more rewarding and confident conversations with their international contacts. The company also had a strong need to help provide mobility resources for employees moving to new countries. Rosetta Stone helped satisfy these needs.

As a company committed to the development of its people, UCB believes strongly in fostering a learning culture. Through language learning, the HR department saw the opportunity to further these intentions. Employees were offered the chance to build skills that would benefit them not only in their professional lives, but also in their personal development.


### **The Goal:** to identify and meet the language learning needs inside the global organisation

UCB identified a language skills gap in its workforce, but it didn't know the scope of the challenge. Rosetta Stone recommended conducting a needs analysis and helped survey line managers to assess how language skills might benefit their teams and the company. Of those who participated, 80 percent felt that language training would be valuable for their departments.

Further results of the needs analysis concluded that for a language training program to benefit every learner, regardless of location and existing ability, it would need to provide:

- **Global access** so that learners from any region could participate
- **A wide range of languages**—primarily English, French, German, Spanish, Chinese, and Japanese
- **Flexibility** to allow employees to fit learning into their work and home lives

*(continued)*



*“At UCB we believe that people develop and grow through learning. Language learning motivates people to explore and understand new things. It stimulates the mind, and who knows what new ideas and innovations might result?”*

- Paula Hemdal, Senior Director,  
Head of Enterprise Quality  
Solutions at UCB



- Appropriate **levels of training** to suit mixed abilities and support learners with a range of goals – from those wishing to master basic, commonly used phrases to those wanting to develop more advanced language skills
- An **engaging experience** to motivate learners to continue with their development
- The ability to **scale and support** additional learners as needed
- **Reporting and measurement** at a departmental level so that teams across the organisation could monitor their own results

UCB decided to build on the success of its existing program in China by making language learning through Rosetta Stone available across the entire company. This opened up language training to the approximately 7,500 learners.

### The Approach: offer language learning opportunities to employees across the organisation

UCB gave its employees the opportunity to learn a language through Rosetta Stone for enterprise learners. While employees can choose to study any of the 24 languages available through the program, the most popular for UCB employees are those most commonly used for business: English, French, German, Spanish, Chinese, and Japanese.

As a digital program accessible on any device, employees can choose when and where to study with Rosetta Stone, including at work, on the go, or at home. They are able to fit in learning with their professional and personal commitments.



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Rosetta Stone helped UCB to define its requirements through needs analysis and supported the initiative by promoting the new training opportunity to employees.

"I tried the program myself first to check that it would be the right fit for us as a company," says Paula Hemdal, head of enterprise quality solutions at UCB. "It was fantastic. I love the simplicity of it; I use it on my tablet every morning and find that it is easy to use and also engaging. It's never boring, even when you're repeating something to master it."

### The Result: building confidence and fostering a learning culture through language upskilling

Language learning through Rosetta Stone has proven to be a popular choice among UCB employees, with nearly 400 learners taking advantage of the opportunity. UCB has the flexibility and capacity to support more learners as word continues to spread.

Though UCB advertised the program through internal communications, word of mouth contributed significantly to raising awareness of the training opportunity. Learners became ambassadors for the initiative, demonstrating the positive results of UCB's drive to foster a learning culture.

Furthermore, the UCB language learning project:

- Provides easy access to administrative tools, including measurement and reporting, so that departments can monitor their progress
- Improves communication and helps learners impress contacts overseas with their enhanced language abilities
- Enables learners to practice speaking their new language through the available online tutoring
- Boosts employees' confidence when communicating with colleagues, suppliers, and customers
- Supports UCB's objective of encouraging continuous learning to motivate employees and foster innovation in the workplace

### About Rosetta Stone

Rosetta Stone is dedicated to using the power of language and literacy education to change people's lives. Millions of inspired learners have used our online and mobile solutions at home, in the workplace, and in schools around the world.