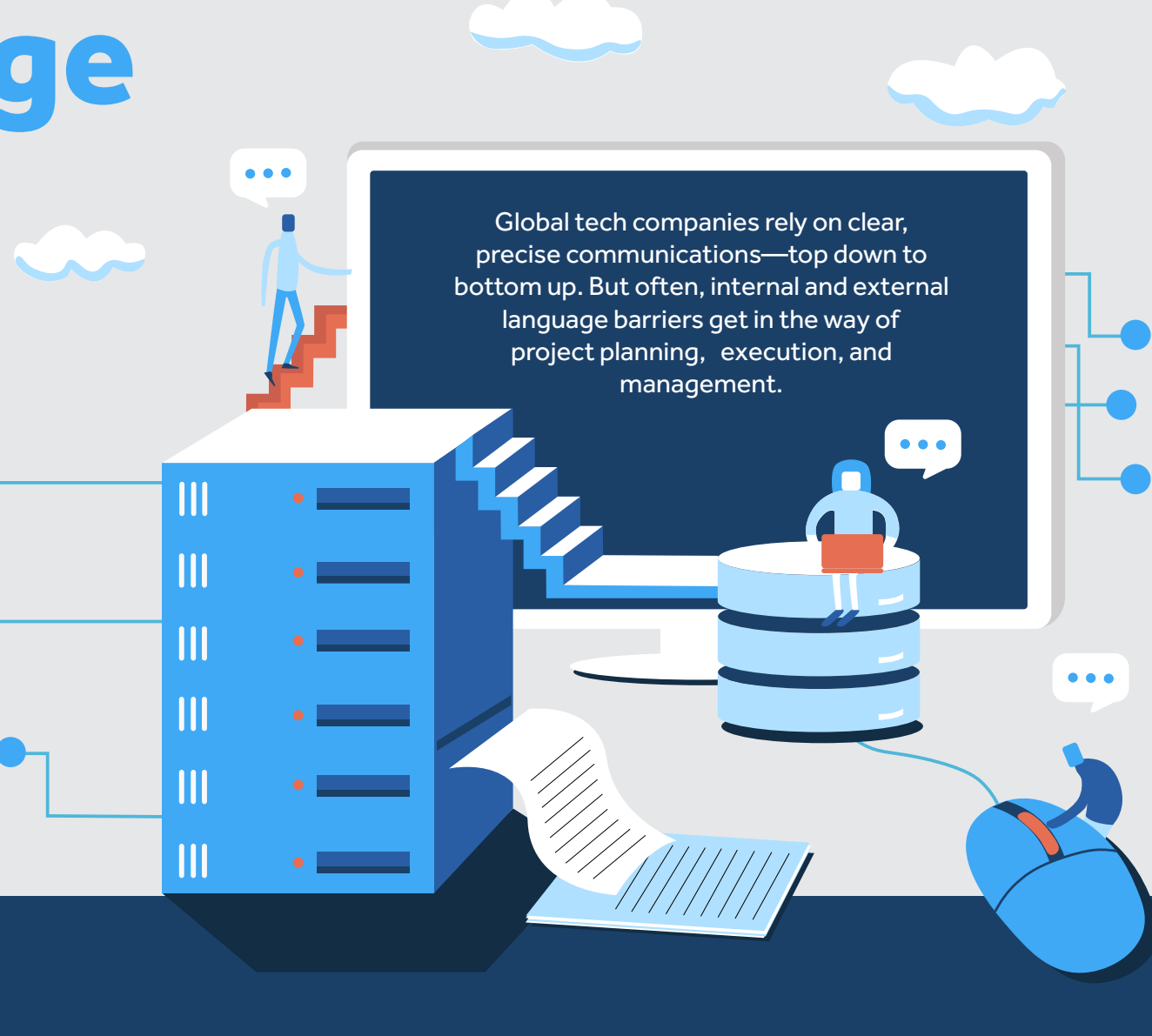


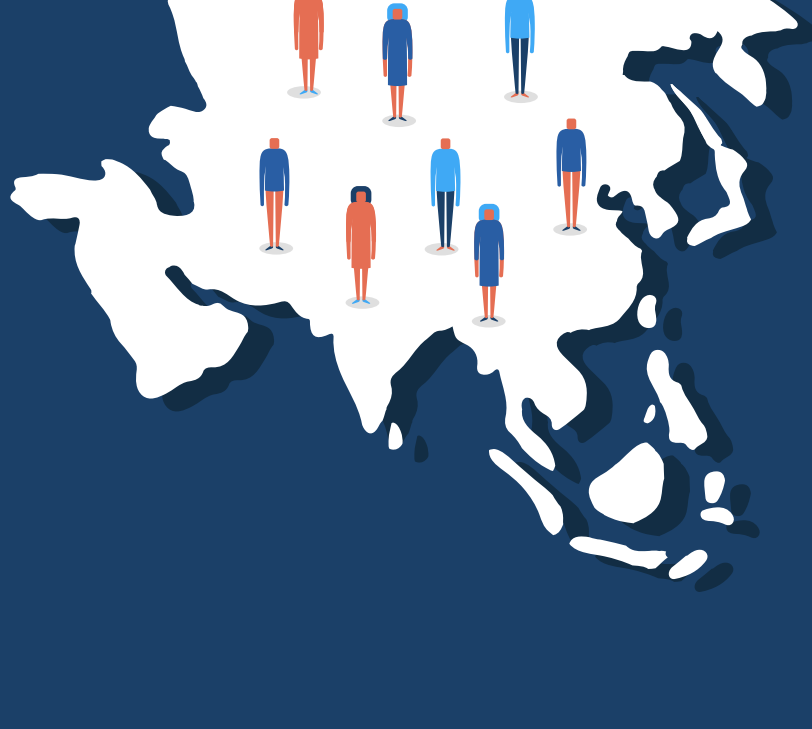
Language Skills for the Tech Talent Toolkit



Global tech companies rely on clear, precise communications—top down to bottom up. But often, internal and external language barriers get in the way of project planning, execution, and management.

Debugging Language Differences

High salary/highly sought after Engineering and R&D professionals have a high probability of being from the APAC region and India. Offshore operations in the LATAM/APAC regions need English-language training for employees at all levels.



IT managers identified a range of problems caused by language barriers, including:

61% said longer resolution times for customer support^B

55% said less productive relationships

44% said increased stress levels across the team



Retention. Retention. Retention.

The drive to attract and retain top tech talent is intense. Millennials consider personal development the top benefit an employer can provide. Language training helps to reduce turnover costs, including:

- Loss of institutional knowledge
- Lapses in team coverage or services
- Expense of training new hires
- Negative impact on client relationships



59% of IT employees are more likely to stay at current company due to language training^A

64% of millennials attribute their improved career prospects to language training

69% of millennials say becoming proficient in a foreign language expands their worldview



Opt-in to Language Training

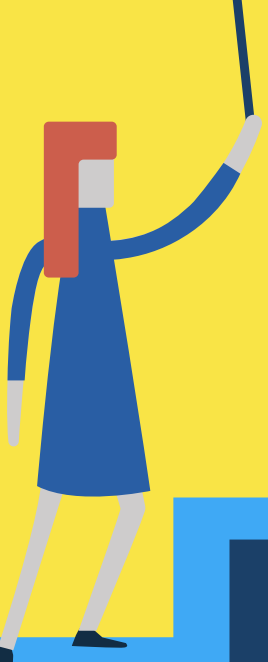
IT professionals are ambitious and expect to develop new skills to get ahead. Language training, including through a company resource portal, boosts their professional and personal growth while also delivering value to the business.

68% boosted their productivity

73% improved overall job performance

60% climbed the corporate ladder

How did Rosetta Stone language learning affect IT users' on the job?^A



Ramp Up M&A Integration

M&A activity is on the rise, with tech and talent acquisitions key strategic goals. English is the language of global business, making English language training essential when combining workforces.

Include language training in workforce integration plans:

Conduct a language audit to identify language gaps

Consider regional as well as global language needs

Establish a common lingua franca, if possible



77% of organisations report English-language training increases profitability by 25%^B

70% of the Global 1000 workforce is non-native English speakers^B

Importance of talent acquisition as part of M&A strategy more than doubled from 2016 to 2017^C

Making the Right Call

Call centers, help desks, and other shared services value improved response and resolution times. Employees who were given Rosetta Stone language training saw improvements in key areas.^B

53% saw gains in the tech service

54% serve more customers overall

61% saw service gains in APAC

Language Training Without Borders

Rosetta Stone tech customers have access to:

Language training platform accessible anytime, anywhere

Proprietary speech technology to perfect pronunciation

Immersion learning so employees speak right away

Live tutoring with native speakers in customer-scheduled sessions

Language training prepares tech talent to manage global business, facilitate communication in English at offshore locations, and improve companywide productivity and collaboration.

To learn how Rosetta Stone language training solutions prepare tech talent to communicate effectively onshore and offshore, visit:



[RosettaStone.co.uk/Business](https://www.RosettaStone.co.uk/Business)

Sources

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 B. Rosetta Stone, How Language Impacts Business
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