

The Real-World Business Impact of Language Training



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Introduction

Language training is a crowd favourite in any global company's learning and development mix. But what is the real-world impact of language training? How does an organisation convert the time spent learning a new language to tangible business value?

In 2020, we surveyed thousands of Rosetta Stone® Enterprise learners to learn more about how language learning is creating a real-world impact on thousands of leading global brands who trust Rosetta Stone for their daily language learning needs.



Survey Methodology

We surveyed 31,262 active Rosetta Stone corporate language learners around the world. We received responses from a healthy mix of individual contributors, senior managers, and executives from hundreds of global companies from 13 different job categories across several global regions including Europe, North America, Central America, and Asia-Pacific. While the majority of survey respondents have just begun their language journeys, about 37% of these respondents were advanced business learners.



Gender

Age Range

Female 44%

18-25 years 8%

26-34 years 25%

35-44 years 31%

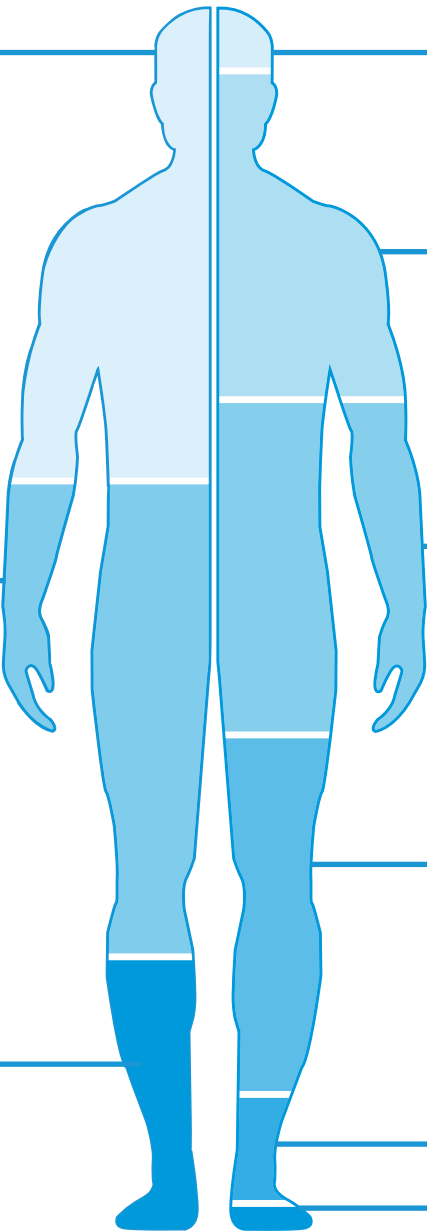
Male 44%

45-55 years 26%

Declined to self identify 12%

55-65 years 9%

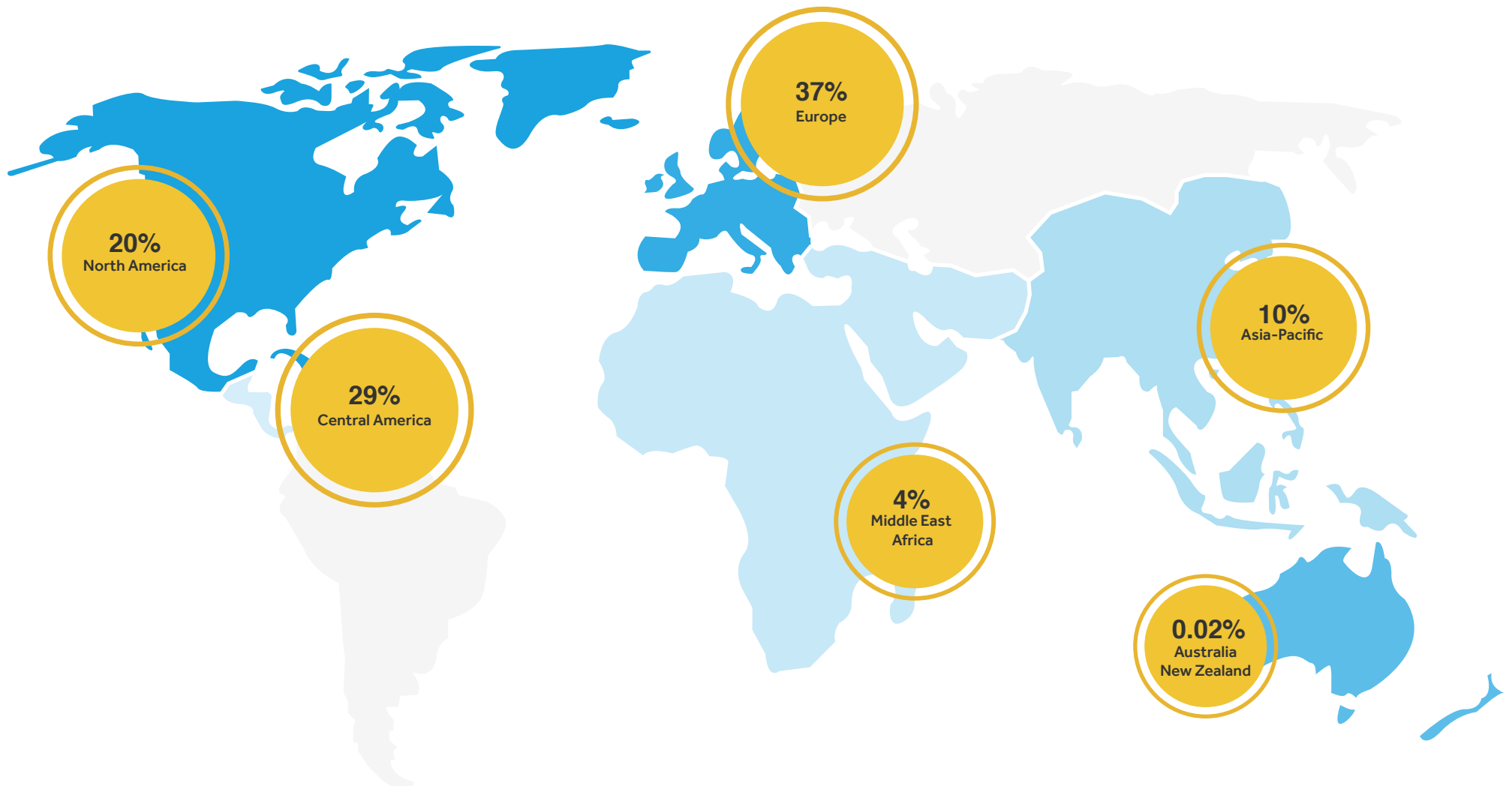
66+ years 1%



Job Level



Location



Key Takeaways

Language training from Rosetta Stone is a popular professional development offering.

88% of Rosetta Stone learners would like their employers to continue offering language learning.

Enterprise language learners are seeing a tangible impact on their daily productivity.

- **83%** of learners who require on-the-job language skills report time savings on at least one critical business task
- **70%** who do not require language as part of their daily job functions still report additional time savings on a practical work task

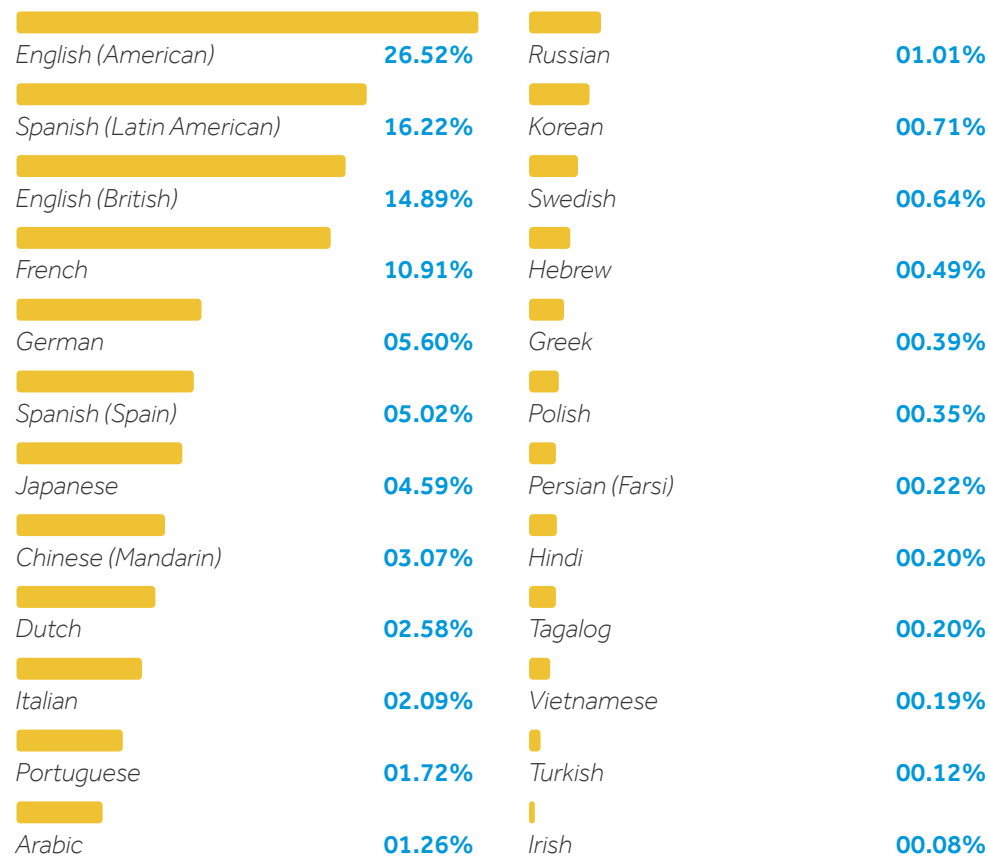
The vast majority of language learners also have an improved perception of employers who offer language training as a benefit. Offering language learning to all employees directly impacts DE&I and employer brand-building initiatives across the organisation. This holds true even for employees who don't rely on language training to perform core business tasks at work.

Language Readiness

Research shows that employees with previous language learning experience are better equipped to learn a new language for professional development purposes.

Languages Learned

Language training normally reflects languages used within companies, and by customers and colleagues. Percentages vary depending on company location and markets served.



Source: Rosetta Stone® Enterprise Learner Survey Report 2020

Language Readiness by Location

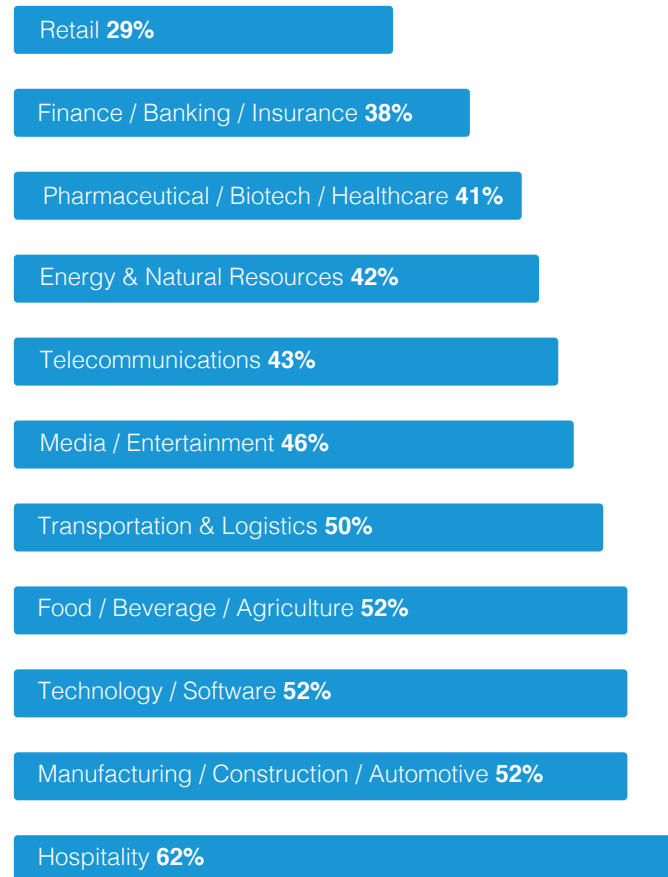
It's not unusual to study languages early in life. But content learned prior to embarking on a career doesn't always match what business language learners need to know. Sometimes, much of that content is simply forgotten. In many cases, a learner's physical location has a direct impact on someone's readiness to learn a new language as in adult in a professional environment.



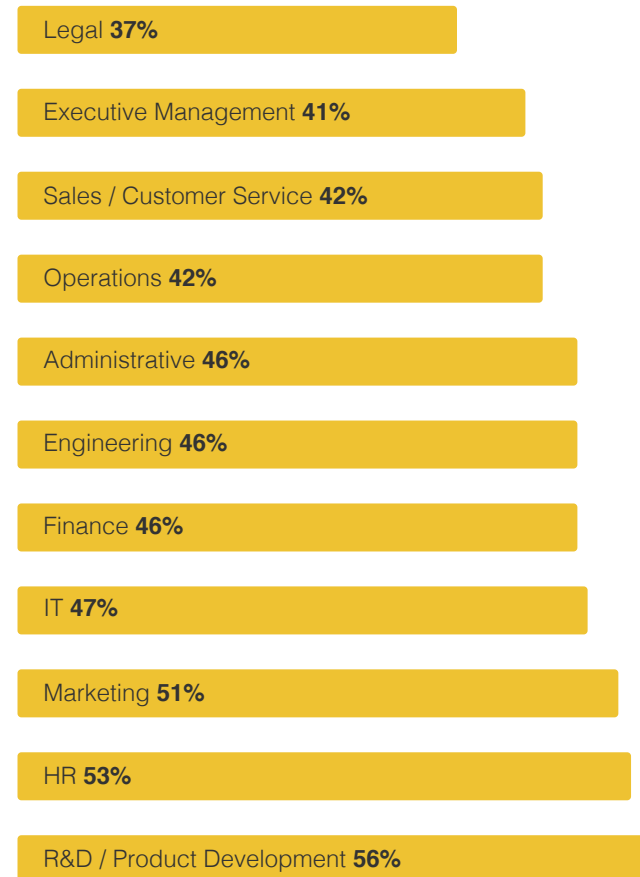
Source: Rosetta Stone® Enterprise Learner Survey Report 2020

Language Readiness by Industry and Job Function

By Industry



By Job Function



9 Reasons to Learn a New Language

There is no one-size-fits-all approach to engaging your employees with on-the-job language training. But having a crystal clear understanding of each learner's motivation has helped many organisations deploy effective language programs across complex, global businesses.

Ability to read and write business communications



69%

Increased speaking confidence in business settings



68%

Improved communication with co-workers



67%

Streamlined communication with customers



66%

Better connection with company



62%

Increased productivity



60%

Ability to lead multilingual teams



57%

Source: Rosetta Stone® Enterprise Learner Survey Report 2020

Language Training and Your Employees Brand

Your corporate brand is more than a catchy tagline or an attractive logo. It's a chance to distill your company down to its essential parts. Your brand includes not just your product and how it's viewed by the public but also your company's values. A corporate brand is your first and best chance to impress customers and earn new business.

Our 2020 survey also revealed that language training can go a long way to help you cultivate a better perception of your employer brand. In fact, more than two-thirds of respondents say they feel more engaged at work, and perceive their company takes a real interest in their employee development.

EMPLOYEES WHO NEED LANGUAGE TO PERFORM JOB TASKS



Source: Rosetta Stone® Enterprise Learner Survey Report 2020

Language Training and Employee Productivity

For employees who rely on language training to perform basic job functions, streamlining productivity across core business tasks remains a primary learning motivator. The majority of survey respondents writing and responding to emails is the biggest area where language training benefits employee productivity.

TIME SAVED ON BUSINESS TASKS

Writing emails



Giving instructions



Working with vendors



Customer Service calls



Performance feedback



Taking customer orders



Training new hires



Source: Rosetta Stone® Enterprise Learner Survey Report 2020

Why Language Matters to Enterprise Organisations

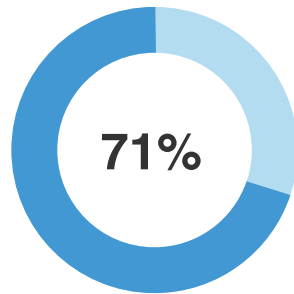
Companies repeatedly say that language training is a favorite professional development initiative among their workforce. But just because something is popular doesn't make it a good business fit for your organisation.

So what makes language training a top priority for leading businesses?



Job Performance

Few of us work in a vacuum. Our ability to communicate is essential to achieving individual and company goals. Overcoming language barriers that stand in the way of great performance is a critical language training goal.



say language training improves
job performance



PERFORMANCE GAINS BY REGION:

Central / South America **75%**

North America **69%**

Middle East / Africa **67%**

Asia Pacific **60%**

Europe **52%**



WHOSE JOB PERFORMANCE SAW THE BIGGEST BOOST?

English Language Learner 80%

From line-level workers to white-collar executives, learners responded overwhelmingly that English-language training boosted their overall job performance.

Employee Productivity

Recent research from The Journal of Experimental Psychology shows that employees who feel a sense of connection to their company increase productivity by 25%. For global companies, improving language skills to reduce the impact of language barriers is essential to increasing employee engagement.



Imagine employees earn \$50,000 per year working 50 out of 52 weeks. Improved language skills save them three hours per week, gaining the company over \$3,600 per year, per employee in increased productivity. That's some serious ROI.



PERFORMANCE GAINS BY REGION:

Middle East / Africa **75%**

Asia Pacific **68%**

North America **61%**

Europe **60%**



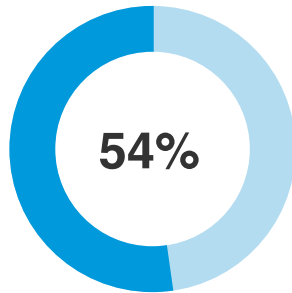
WHOSE PRODUCTIVITY GOT THE BIGGEST BOOST?

English-Language Learners: 83%

Learners who rely on language skills to perform work tasks saw time savings on critical job tasks.

Customer Experience

Leaders at some of the world's most customer-focused companies believe speaking your customer's language is the first step in providing great customer service. This means more people are getting the service they need and are returning to you the next time they buy.



say language training helps them serve a wider range of customers.



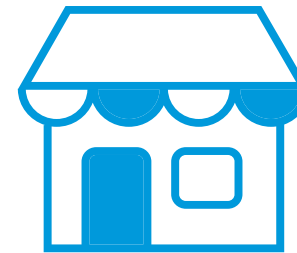
PERFORMANCE GAINS BY REGION:

Middle East / Africa **68%**

Asia Pacific **61%**

North America **54%**

Europe **39%**



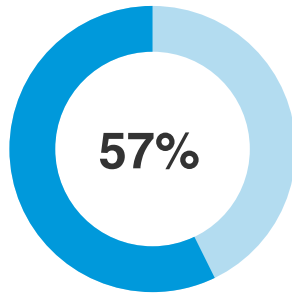
WHOSE CUSTOMER SERVICE GOT THE BIGGEST BOOST?

The Retail industry

Retail is the #1 beneficiary of language training that boosts employees' ability to communicate with customers ± **73%** of those surveyed report being able to serve more customers.

Upward Mobility

Winning resumes catalog career achievements and personal growth. The best employees evaluate present and future employers based on opportunities that help them achieve that growth. Language training can meet that need for employees while also delivering immediate value to the business.



say language training gives them skills that improve their prospects for career advancement



PERFORMANCE GAINS BY REGION:

Central / South America **80%**

Middle East / Africa **71%**

North America **69%**

Asia Pacific **63%**

Europe **50%**

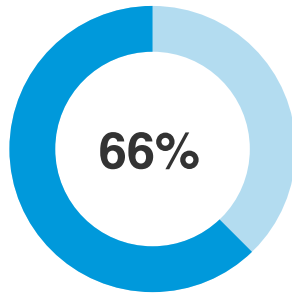


WHOSE ADVANCEMENT GOT THE BIGGEST BOOT?

The Food Beverage Agriculture Industry : With an increasingly global supply chain, and a workforce of diverse cultural origins, respondents from this industry experienced the most significant gains in improvement career advancement from their language training.

Expanded Worldview

Companies know that employees crave social and professional engagement in today's multilingual culture. Still, unless employees are selected for a rare expat assignment, opportunities to expand one's worldview are generally limited. That's one reason companies offer language training that helps expand employees' global skills.



say language training expanded their worldview



PERFORMANCE GAINS BY REGION:

Middle East / Africa **73%**

Asia Pacific **71%**

North America **69%**

Europe **58%**



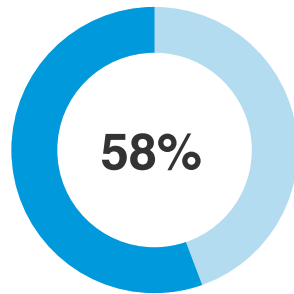
"WHOSE WORLDVIEW GOT THE BIGGEST BOOST?"

The Construction Industry:

70% of respondents from the construction industry report an expanded worldview thanks to language training from Rosetta Stone.

Employee Retention

Turnover is expensive. The associated costs negatively impact bottom-line financials as well as team morale. Language training increases loyalty by helping employees achieve lifelong personal and professional results.



say they are more likely to remain in their current company due to employer-provided language training



PERFORMANCE GAINS BY REGION:

Middle East / Africa **70%**

North America **69%**

Central / South America **63%**

Asia Pacific **62%**



WHOSE EMPLOYEE RETENTION & LOYALTY RATES GOT THE BIGGEST BOOST?

The Food Beverage Agriculture Industry: In an industry known for being labour-intensive and having higher-than-average turnover, boosting retention can mean serious cost savings to a company. 70% of respondents from the Food / Beverage / Agriculture industry reported being more likely to stay thanks to the lifelong language skills the developed on the job.

Summary

Award-winning language tools from Rosetta Stone have proven to help leading, global brands tackle complex challenges that come with managing global teams. Put your organisation on the path to evolving communications on a global scale and empowering your global workforce to thrive in a truly inclusive environment. As a result, you'll position your company to maximise collaboration by employee engagement in a way that aligns with your larger business strategy.

www.rosettastone.co.uk/enterprise

