



About General Motors

For more than a century, General Motors has played a pivotal role in the global auto industry. GM works tirelessly each day to earn customers for life—all by building iconic brands that inspire passion and loyalty through a winning combination of delivering breakthrough technologies, and serving the communities in which GM employees live and work across the globe.

▶ www.gm.com

A decade of language training success

A long-lasting language partnership.

For 10 years—with an already-robust track record of building a global company culture of collaboration, productivity, and learning—GM worked alongside Rosetta Stone to deliver language training solutions that empower employees to build language skills.

Flexible, immersive language training that works.

All GM employees can request a Rosetta Stone license. Plus, global language program administrators engage with each team directly to provide tools that help structure local programs that meet each team member's learning needs. As a direct result of this effort, GM has realized a 726% return on their language learning investment.

General Motors' learner engagement playbook.

By utilizing a host of Rosetta Stone Enterprise products employees can learn a language at the pace and place of their choosing. Still, the challenge is keeping new learners engaged in the process.

GM keeps workplace language learners engaged by:

- Monitoring employee progress closely
- Reallocating licenses to engaged users to optimize product use
- Enacting region-specific engagement strategies to motivate learners
- Encouraging employees to embrace the flexibility of the product—enabling users to learn at the pace, place, and on the device of their choosing

Results

- GM saved \$3.5 million a year based on employee productivity
- 92% of learners believe Rosetta Stone helps them improve job performance
- 81% of learners believe Rosetta Stone saves them an hour or more a week in lost productivity
- Employees use Rosetta Stone 9x more often than the average e-learning user

"I've worked for some of the world's most innovative companies with a sharp eye on individual learner development. It's been exciting to watch as Rosetta Stone has helped us evolve our language learning programs across our organization."

—Keith Ondra, Learning Leader for
GM Learning Technology & Development

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.