

5 Reasons Leaders Invest in LANGUAGE TRAINING



Business Globalization Can Increase Language Barriers

For many companies, language barriers increase as business globalization becomes the norm rather than the exception.

Perhaps a call center agent cannot handle customer contact in an unfamiliar language. Or a manager travels to a face-to-face meeting only to sit across a conference table from clients wanting to speak in their own native language. Even within your organization, teams across global geographies must collaborate to achieve collective goals, but language barriers often stand in their way.

Meanwhile, HR leaders are tasked with recruiting and retaining top talent and L&D managers must align programs with business goals. Each of these scenarios and areas of responsibility have something in common: A clear need for company-sponsored training to develop employees' language proficiency so they can engage successfully with colleagues and customers anywhere.

Thousands of learners were surveyed about the impact of language training with Rosetta Stone® business solutions.¹ Results showed investing in employee language proficiency delivers five key benefits:

- Strengthens business operations
- Stimulates employee engagement
- Increases productivity
- Drives company loyalty
- Attracts globally-aware Millennials



① Strengthens business operations

Employee confidence is crucial to business success, whether interacting with internal or external stakeholders. It's also critical for innovation: Expressing and defending an idea—one that could very well be your organization's next "big thing"—requires great confidence in one's self-expression. Breaking down barriers translates into more effective teams that create more positive business outcomes



70% of business users surveyed said their language training has made them more confident when working with teams, partners, and vendors.

② Stimulates employee engagement

Language training serves the business need to engage in a multilingual economy and helps employees connect to colleagues and customers on a personal level. Why do language skills make a difference to employees? As a catalyst for increased engagement, language training leads employees to deepen relationships with colleagues, build trust with supervisors, and position themselves for career growth.



63% say that being given access to language training makes them feel more engaged in their work.

③ Increases productivity

Sixty-seven percent of business leaders in a strategy+ business survey believe miscommunication contributes to inefficiency. In today's economy, language barriers are likely to lurk beneath efforts to improve production processes and sales methodologies. What difference does language training make?



64% say their language training made them more productive when working with teams, partners, and vendors.

④ Drives company loyalty

In a survey by IDG Research Services, the #1 reported long-term people strategy priority reported by business line leaders was employee retention. Turnover is costly. Fortunately, research has also shown that professional development helps attract and retain talent. Loyalty is a dividend of language training that provides lifelong personal and professional rewards.



58% say they are more likely to remain in their current company, thanks to employer-provided language training.

⑤ Attracts globally-aware Millennials

Millennials understand that the multilingual workplace is where they will work now and throughout their careers, and soon they will drive much of the business economy. Training and development is the top perk sought after from prospective employers by this working group, one that will be 75% of the workforce by 2025.



71% are likely to leave a position if dissatisfied with their development.

Language training benefits business

Employees want to engage in today's multilingual culture. With expat assignments limited, language training is a scalable way for forward-thinking companies to help employees expand their global skills—without having to relocate. Additionally, the web conferencing industry continues to grow at a rapid rate, putting a growing number of employees in virtual meetings with participants from all areas of the company's reach.

Business success depends upon overcoming language barriers that are on the rise.

1. <https://businesshub.rosettastone.com/ebooks-corporate/how-language-impacts-business>



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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.