

Complete Solution Maximizes Language E-Learning



Around the world, billions of dollars in lost revenue can be traced to a firm's lack of language skills. Emerging markets have made great inroads into the international economy—but consider the impact productivity losses can have as workforces become more diverse. What happens when team members speaking different languages are unable to communicate effectively?

Fortunately, closing these language gaps has never been easier. E-learning can turn language challenges an organization may face into positive growth experiences by providing easy-to-access language training for the workforce.

Here are five reasons why our language-learning program is effective:

- 1 Online learning is adaptive**
Instead of an in-person class with a dozen or more learners—all expected to progress at the same pace—online learning affords a customized approach based on each learner's existing skills. In our highly rated Rosetta Stone® Catalyst™ solution for business, assessment is the first step when a new learner begins. After that, a learning path is prescribed for their strengths and weaknesses, and allows each learner to progress at their own pace.
- 2 Access while on the go**
With employees around the globe working in different time zones, E-learning is the clear frontrunner for learner convenience—especially when compared with the challenges of gathering learners in a classroom for in-person training, at a set time and place. Online and mobile downloadable content is available so learners can fit lessons and activities into their own schedule, whether at home, in a hotel, or on an airplane.
- 3 Calculable return on investment**
Thorough reporting features in our Catalyst program make employee progress and proficiency easy to view, document, and analyze. This ensures efficient administration and streamlined implementation, and also allows a business to ascribe that progress to costs and productivity. With those measures, return on investment is easily calculable.
- 4 Industry-specific content**
Our Catalyst program has a wealth of content that allows custom curricula to be developed for the needs of the learner and the business. For instance, if a business is in the medical field, that content needs to be presented differently than it would for hospitality businesses. Rosetta Stone Catalyst has the flexibility to make that happen.
- 5 Speech recognition**
Speaking skills often set language learners apart. In an in-person class, learners have a limited time to actually speak their new language—let alone receive constructive feedback. Combining Catalyst speech-recognition technology with the availability of live tutoring, a learner has many opportunities to practice speaking—and to receive instant feedback that helps to perfect pronunciation.



To stay on top of what's new in language learning for companies, follow Rosetta Stone Business on



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