

Online Learning Helps Companies Meet Global Challenges



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 online language learning helps companies meet global challenges:

1 Online learning is adaptive

It's a considerable challenge for an in-person trainer to know where each learner's skills lie, particularly in something as complex as language. That's why an online learning solution's first step should be to assess each learner's existing skills. Following that, the solution should then create the appropriate course to meet a learner's needs, rather than waste time on content the learner has already mastered.

2 Anytime, anyplace

It is common for employees to be dispersed in various locations or constantly on the move. It can be hard to get those people together for in-person training at a fixed time and place. With an online solution, access is available to learners wherever they are, even when they are on the go.

3 Return on investment

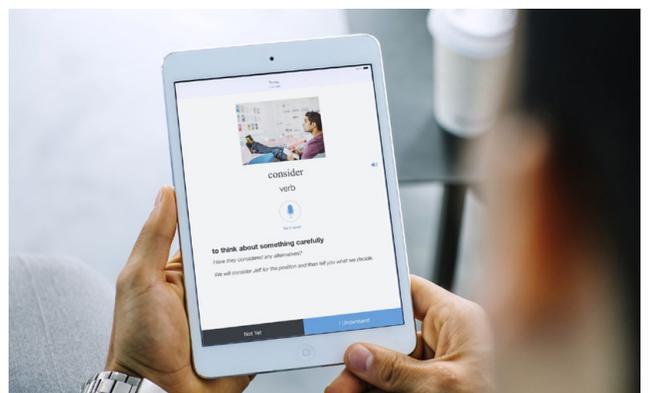
Effective reporting and learner monitoring make it easier to compute a company's online learning return on investment. Administrators and others with access should be able to track performance, gains, and usage across teams, geographies, and languages.

4 Industry-specific content

In-person language courses are often one-size-fits-all, teaching learners basic words and phrases. When a person is conducting business, moving around a country can require a deeper grasp of language and culture. Online learning solutions can tailor courses to a learner's vertical or industry—aligning content with the tasks an employee will perform.

5 Speech recognition

Some companies may think that they lose the ability to practice speaking skills when language training moves online. In fact, going digital actually provides more opportunity to practice—as long as the selected learning solution offers voice recognition technology with instant feedback and live tutoring. Having more chances to actually speak their new language builds a learner's confidence quickly.



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