



Language Proficiency Projects Global Confidence



Opportunities in global markets are on the rise, but managers' language and cultural skills gaps remain wide. Professionals developing world language proficiency increase their cross-cultural competency and contribute more directly to their organizations' global success.



Business



5 REASONS TO DEVELOP WORLD LANGUAGE PROFICIENCY

Language training provides organizations of all sizes a way to increase employee engagement and retention, and improve productivity, collaboration, and customer service. Companies preparing employees for global management positions benefit from world language training because it:

- 1 ACCENTS PROFESSIONAL DEVELOPMENT
- 2 LINKS TO ORGANIZATION INITIATIVES
- 3 COMPLEMENTS GLOBAL STRATEGY
- 4 PROMOTES CLOSER COLLABORATION
- 5 ADVANCES CUSTOMER RELATIONSHIPS





ACCENT PROFESSIONAL DEVELOPMENT

With employee retention identified as a top business concern, looking for ways to reduce costly turnover is always on HR's radar. Research reveals that professional development helps to attract and retain talent.

Including world language learning in global management training increases loyalty by preparing employees for a broader world of business opportunities. Personal growth matters to employees when they choose to take a new job, and later when they consider staying. Language learning provides managers in training additional personal development and gives the business a measurable benefit.



87%
OF HR LEADERS
call improving retention a critical or high priority.¹



91%
OF HIGH PERFORMERS
said working for an employer that offered learning and development opportunities was important to them.²



LINK TO ORGANIZATION INITIATIVES

In a multicultural, multilingual business environment, diversity and inclusion initiatives foster greater understanding. Business leaders are mindful of such programs' effectiveness. While these initiatives often focus on internal practices within organizations, they also position employees for external business success.

Globally, this positioning includes developing cultural and world language proficiency. In a 2017 survey, Deloitte Insights shared that "geographic diversity is increasingly important as more organizations become global."⁴ As company strategies encompass market and global expansion, it is easy to encounter diversity and inclusion obstacles that differ by location and region. How companies respond to those challenges is an indicator of international success.

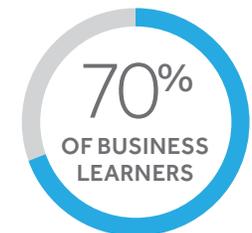
A lack of diversity in thought and points of view also represents a bias. Expressing and defending an idea—one that could very well be an organization's next "big thing"—requires great confidence in one's self-expression. This effect has even greater impact when someone needs to speak a new language. When global management training is developed, consider what approach to world language learning will be most effective for employees.



69%
OF EXECUTIVES
rate diversity and inclusion as important issues³



+80%
INCLUSIVE TEAMS
outperform their peers by 80% in team-based assessments.⁵



70%
OF BUSINESS LEARNERS
said language training increases their confidence with teams, partners, and vendors.⁶



COMPLEMENT GLOBAL STRATEGY



“In a highly decentralized global workforce, the need to communicate clearly across the world is paramount.”

— VP of Learning and Collaboration,
International tech company

For companies already present in global markets, and for businesses with a strategic eye on international expansion, preparing managers well is crucial for future success. Adding world language learning to global management training prepares employees to work with international teams and customers. Forbes Insights surveyed 200+ global executives to understand the impact of language training on their businesses and employees.⁷

5 Steps Toward World Language Training

- 1 ESTABLISH VALUE OF LANGUAGE TRAINING. **92%** said language training benefits entire company.
- 2 CONDUCT A LANGUAGE AUDIT. **50%** outsourced to a third-party vendor or tool.
- 3 SET REALISTIC GOALS. **64%** confident they align to strategic direction.
- 4 ACHIEVE SUCCESSFUL IMPLEMENTATION. **46%** noted improved employee performance.
- 5 EVALUATE EFFECTIVENESS. **59%** received improved customer feedback.





PROMOTE CLOSER COLLABORATION

A 2017 article in Harvard Business Review nailed it: There's collaboration, and then there is collaboration for collaboration's sake.⁸ With new software tools introduced monthly, all seemingly designed to make work more productive (and collaborative), what can be more effective for understanding a colleague or customer concern than direct conversation?

For business managers located around the globe, world language proficiency is critical for true collaboration. In the most successful partnerships, collaboration itself can eventually improve a manager's language proficiency as engagement with native speakers becomes more frequent.



ADVANCE CUSTOMER RELATIONSHIPS

One of the toughest obstacles to overcome in a business conversation is a language barrier. But do businesses really want to outsource their personal client relationships? If both parties aren't speaking the same language, it's difficult to make progress. Better to be the business that trains global managers to overcome language barriers in order to deliver the desired business outcomes.



86% OF EMPLOYEES & EXECUTIVES cite lack of collaboration or ineffective communication for workplace failures.⁹



63% OF BUSINESS LANGUAGE LEARNERS surveyed said language training makes them feel more engaged in their work.¹⁰

10 MOST POWERFUL LANGUAGES

1. ENGLISH



446 MILLION NATIVE SPEAKERS

2. MANDARIN



960 MILLION NATIVE SPEAKERS

3. FRENCH



80 MILLION NATIVE SPEAKERS

4. SPANISH



470 MILLION NATIVE SPEAKERS

5. ARABIC



295 MILLION NATIVE SPEAKERS

6. RUSSIAN



150 MILLION NATIVE SPEAKERS

7. GERMAN



92 MILLION NATIVE SPEAKERS

8. JAPANESE



125 MILLION NATIVE SPEAKERS

9. PORTUGUESE



215 MILLION NATIVE SPEAKERS

10. HINDI



310 MILLION NATIVE SPEAKERS

Conclusion

Managers with world language proficiency are better equipped to collaborate across cultures, strengthen communications, enhance productivity, and drive innovation. What languages are today's global customers speaking? What languages will tomorrow's speak?



To learn how Rosetta Stone® world language solutions align with global management training, visit: RosettaStone.com/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.

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