

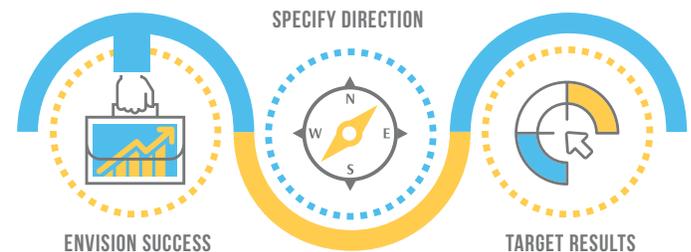
Chart the course for language learning success

Among soft skills most in-demand by employers, communication is at the top of the list. For companies with a multilingual workforce and/or customer base, language training is necessary to meet that demand.

When an organization chooses a Rosetta Stone® language solution, a partnership is ready to launch.

At the outset, customer HR and L&D leaders can share their organization's vision of program success with our **Return on Language Learning (ROLL) team**. The ROLL

team assists customers in defining program success, aligning training with company goals, and laying the foundation for measuring progress.



Ideally, language training aligns with an organization's goals. One of the first questions the ROLL team asks customers is:

Why is your organization using the Rosetta Stone program?

Based on our 25 years of enterprise language learning experience, three answers are most often given.

1	GOAL:	Improve communication between employees
	METRICS:	Levels of employee productivity, collaboration, diversity and inclusion, and workplace safety
2	GOAL:	Improve communication between employees and customers
	METRICS:	Levels of customer service and retention, and market and global expansion
3	GOAL:	Offer language learning as a benefit to employees
	METRICS:	Levels of employee retention, loyalty, morale, job satisfaction

MEASURING SUCCESS

From global market expansion to overcoming internal language barriers, the reasons for language training are many. And no matter what language training success is perceived to be, there is a way to measure it.

Our ROLL team helps organizations uncover the measureable links between language training and business results that exist within each organization. Rates of safety incidents, increased market share, higher levels of innovation, speedier go-to-market strategies, and

increased knowledge sharing are some calculable business results that can spring from employer-provided language training.

Business units have individual, team, and corporate goals to reach. When language training aligns with those goals, the foundation for measuring employee performance indicators is set. Measuring these indicators before, during, and after training paints the most complete picture of learner progress and program success.

Improved performance leads to better results.



KEY PERFORMANCE INDICATORS

Productivity and collaboration – This is the heart of it all. How well does the work get done? Breaking down language barriers translates into more effective teams that create more positive business outcomes, function more collaboratively, and are more responsive to customer needs.

Diversity and inclusion – Most of the growth in the US labor force for the next several decades is expected to come from immigrants and their children. Language training signals how important personal respect and clear communication are to the business, and should be to employees.

Workplace safety – Safety risks are reduced when employees can clearly comprehend signage, instructions, and procedures. Metrics include number of incidents, worker compensation claims, and injury-related absenteeism.

Employee retention – Here is a metric that can quickly indicate language training ROI. Turnover is costly. For millennials (75 percent of the workforce soon), the opportunity for professional development is an inducement to continue contributing to the company they are at.

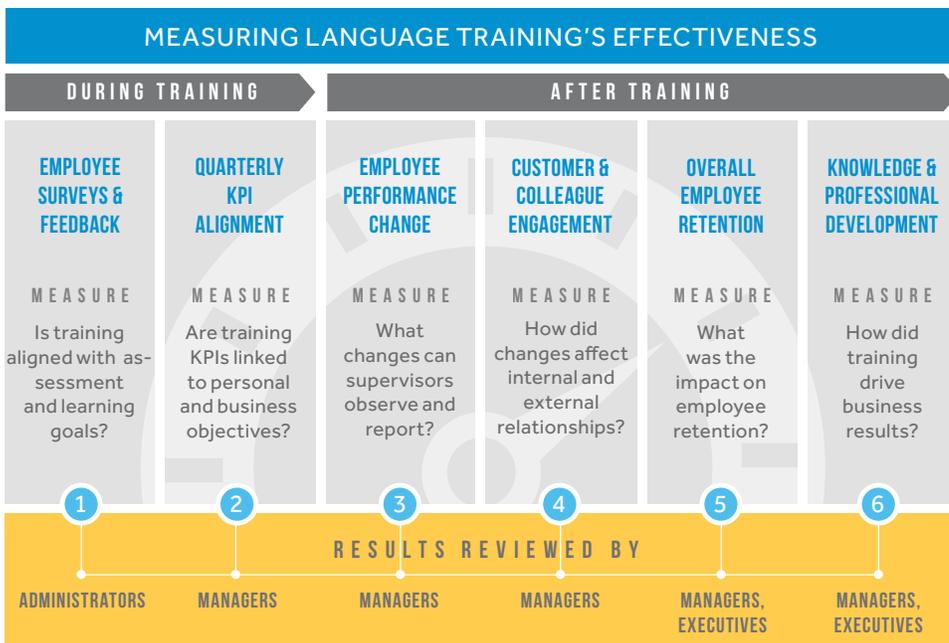
Customer service – How wide is the range of customers a company can serve? A clear limitation to growth is caused by language barriers. Once employees receive language training, more customers can get the service they demand—and return to buy again.

Market and global expansion – By developing employee language skills, organizations are better positioned to attract new customers, enhance their reputation and brand recognition, grow market share, and increase global sales as expats see greater success in negotiations.

DRIVING BETTER BUSINESS RESULTS

Return on Language Learning is a model of measurement that Rosetta Stone applies, in partnership with customer HR and L&D leaders, to determine the effectiveness and impact of employer-provided language training. The ROLL team guides customers through the process to define specific measurable metrics and goals, establish a timeline, and ensure relevant reporting is created for key stakeholders.

By understanding the reasons why our Rosetta Stone® solution for business is chosen, the ROLL team can assist customers in connecting the dots between language training and better business results.



Contact us for more information:

United States and Canada:
(800) 811-2755

Outside the United States and Canada:
+1 (540) 236-5052

RosettaStone.com/Business

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.

RosettaStone.com/Business | (800) 811 2755

©2018 Rosetta Stone Ltd. All rights reserved. Rosetta Stone and other names and marks used herein are the property of Rosetta Stone Ltd. and are used and/or registered in the United States and other countries. BUS-ROLL-Team-FS-1802



Business