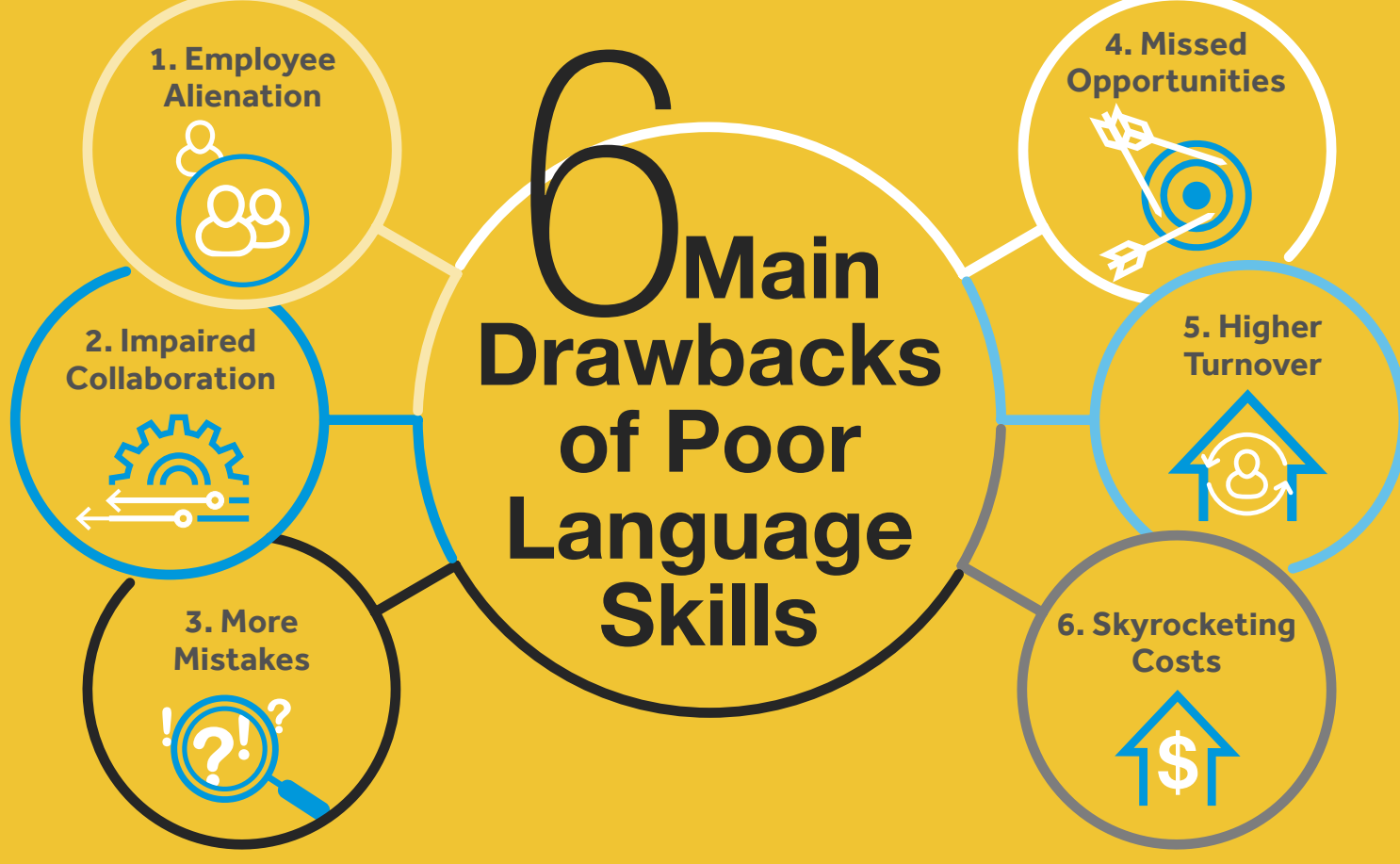


Boosting Employee Productivity Through Language Training



When a company stakes out a greater global presence, **employee language skills must be up to the task.** Otherwise, businesses risk missing out on market opportunities, future growth, and recruiting tomorrow's workforce. Why invest in company-sponsored language training? **Consider these consequences:**

6 Main Drawbacks of Poor Language Skills

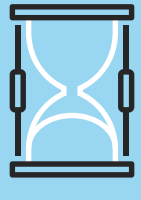


- 1. Employee Alienation**
Workers who can't communicate beyond the basics will feel isolated from fellow workers and the company mission.
- 2. Impaired Collaboration**
Alienated employees will find it harder to work collaboratively, leading to productivity downturns.
- 3. More Mistakes**
Poor communication skills can lead to more mishaps on the job.
- 4. Missed Opportunities**
Workers will be less likely to share ideas, robbing the company of full use of their skills.
- 5. Higher Turnover**
Poor language skills inevitably lead to higher turnover and lower retention rates.
- 6. Skyrocketing Costs**
Communication problems can lead to projects that come in over budget and don't meet expectations.

71%

Percentage of millennials who look for companies with **strong language-learning opportunities**

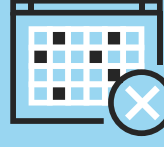
MILLENNIALS AT WORK: RESHAPING THE WORKPLACE. PRICEWATERHOUSECOOPERS, 2011. [HTTPS://WWW.PWC.DE/DE/PROZESSOPTIMIERUNG/ASSETS/MILLENNIALS-AT-WORK-2011.PDF](https://www.pwc.de/de/prozessoptimierung/assets/millennials-at-work-2011.pdf)



Insufficient Time

The stresses of modern life leave employees with little free time to develop language skills on their own.

Inconvenient Class Schedules



Language classes, such as adult education, invariably conflict with workers' schedules.

5 Obstacles to Offsite Language Training



Family Obligations

Outside responsibilities hamper employees who want to pursue language training on their own.

Limited Outside Training Options



The overwhelming demand for language training and limited supply of qualified instructors prevent many from seeking outside help.

Unreliable Training



Many evening and adult education classes are underfunded and have limited resources, such as class materials and teachers.

Percentage of American companies in a Forbes survey that said **miscommunication reduced productivity**

42%

"LANGUAGE MEANS BUSINESS." A ROSETTA STONE SPONSORED SECTION PRESENTED BY STRATEGY-BUSINESS. [HTTPS://BUSINESSHUB.ROSETTASTONE.COM/WHITE-PAPERS-BUSINESS/LANGUAGE-MEANS-BUSINESS](https://businesshub.rosettastone.com/white-papers-business/language-means-business)

5 Benefits of Company-Sponsored Language Training



Fewer mistakes and safety issues

Workers who understand their company's policies, procedures, and expectations reduce the incidence of mistakes minimizing liabilities and lawsuits.

Lower turnover



When a company invests in their training and shows a real commitment to their advancement, workers stay on the job longer.



Stronger employee harmony

Language can be the bridge that helps workers feel part of a team, making for a more cohesive and integrated work culture.

Faster problem resolution



Workers with language proficiency can enhance customer service satisfaction across the board, saving the company time and money.

Higher employee value



Employees with sharpened language skills will contribute fully in all areas of the company, turning them into more valuable assets over time.

TOP 5

Non-English languages preferred in business: **German, French, Spanish, Portuguese, Japanese**

BEST IN CLASS: HOW ENTERPRISES SUCCEED WITH LANGUAGE-LEARNING PROGRAMS. FORBES INSIGHTS IN ASSOCIATION WITH ROSETTA STONE, MARCH 2017. [HTTPS://WWW.FORBES.COM/FORBESINSIGHTS/ROSETTA_STONE_ENTERPRISE/INDEX.HTML](https://www.forbes.com/forbesinsights/rosetta_stone_enterprise/index.html)



Scalability

Rosetta Stone helps businesses scale programs to meet employee demand and requirements.

5 Advantages of Rosetta Stone Training



Flexible Solutions

Rosetta Stone customizes its language training program to meet most circumstances for businesses, ensuring the best use of company resources.



Anytime/Anywhere Training

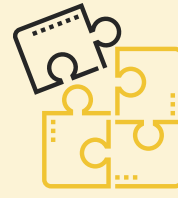
By using Rosetta Stone, workers can get training almost anywhere and at any time, thereby accelerating their progress and commitment

Unlimited Accessibility



Workers can access their training on any device they want, therefore enhancing their language skills.

Customized Learning



Rosetta Stone provides tailored language programs in the form of eLearning, virtual tutors or instructor-led training—whatever works best for the business.

To Learn More



Download your copy of the eBook, **Put the Power of Language Training Into Getting the Job Done.**



Visit rosettastone.com/business or **schedule a consultation** with one of our solutions experts.

Follow us on