



LANGUAGE TRAINING DELIVERS BIG RETURNS

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2 PM EST

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Business

Agenda

- Language training benefits both employees & employers
- How to align language training with overall business strategy
- How to update training programs to take advantage of new technologies




Global Leaders Offer Language Training





Language Training Benefits Employees & Employers







What are some of the
benefits you think
language learning would
provide?

Please share in chat!





A survey by Rosetta Stone found that companies' investments in employee language proficiency delivered five key benefits:

- Strengthened business operations
 - Stimulated employee engagement
 - Increased productivity
 - Boosted company loyalty and employee retention
 - Attracted globally aware Millennials, the fastest-growing subset of workers
- 



Strengthened Business Operations

Company Info: Online Retailer

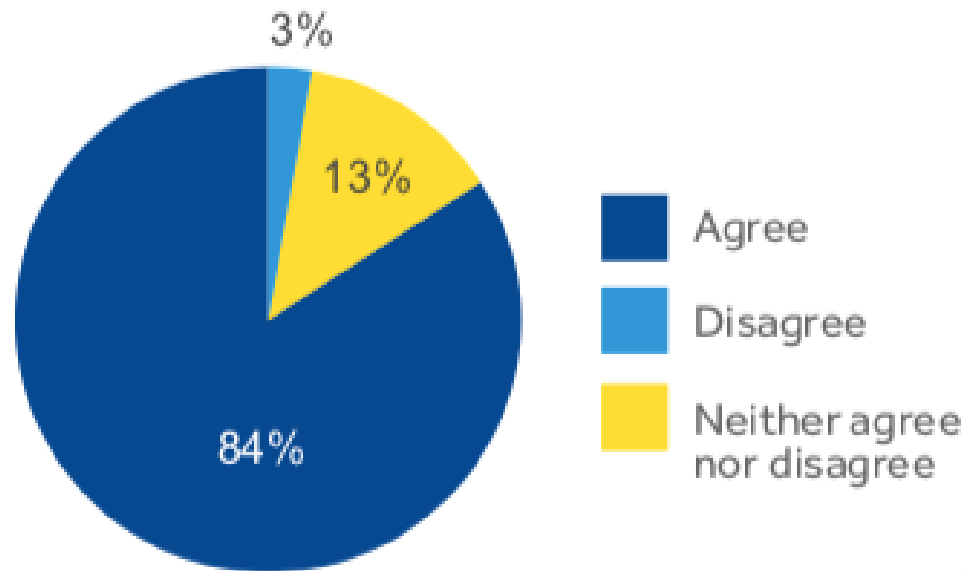


- Extreme turnover
- Introduced language learning program to provide English language lessons to workforce
- 86% of the learners still retained three months post program.
- 225% ROI for this program
- Not only did the turnover decrease dramatically (win for employer), but employees learned English (win for employee)



Stimulated Employee Engagement

Learning a language makes me feel more engaged in my work.



Stimulated Employee Engagement

- 71%: Better career tracks / assignments
- 41%: Promotions
- 26%: Salary increases
- 20%: Bonuses



Increased Productivity

- 70% said they were able to reach a larger range of customers than before their language training.



Increased Productivity

"In the past I would have to call someone else over to assist my Spanish-speaking customers. I now feel comfortable enough to take on that task myself."

"I'm able to understand coworkers as well as customers. It enables me to provide better customer service as well as help coworkers."

"It helps me understand my customers that don't speak English. My customer service has increased, and I am better able to ease frustration."

"I feel so proud of myself when I can help customers and speak to them in their native tongue. One customer even gave me a huge hug. This made my day."



Boosted company loyalty and retention



Turnover is costly. Loyalty is a dividend of language training that provides lifelong personal and professional rewards.

58% of respondents said they are more likely to stay, thanks to employer-provided language training.

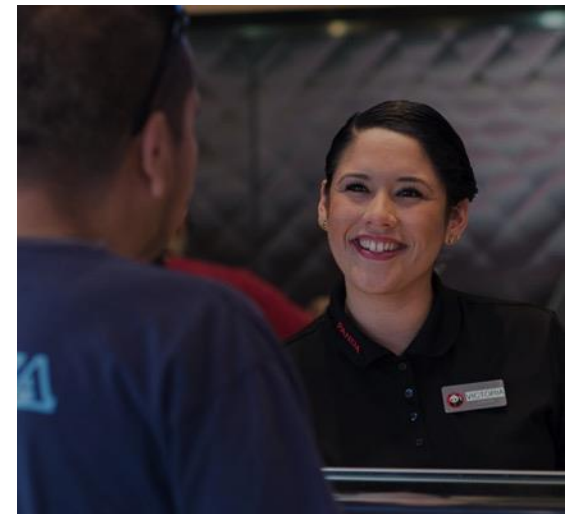


Boosted company loyalty and retention

In industries such as foodservice, employee turnover is extremely high. Language learning drives collaboration and helps employees develop their careers, keeping them engaged.

One of our clients, Panda Restaurant Group, was able to reduce employee turnover by 19% using Rosetta Stone.

They were able to measure this because they defined KPIs and goals up front with their implementation manager. They also centralized the program and had visibility into each employee's progress.



Attracted Millennials

- **80% of Millennials** said that language learning made them more confident in dealing with stakeholders who speak the language they are learning.
- **17% of Millennials** are likely to leave a position if dissatisfied with their development.





Align Language Training With Business Goals

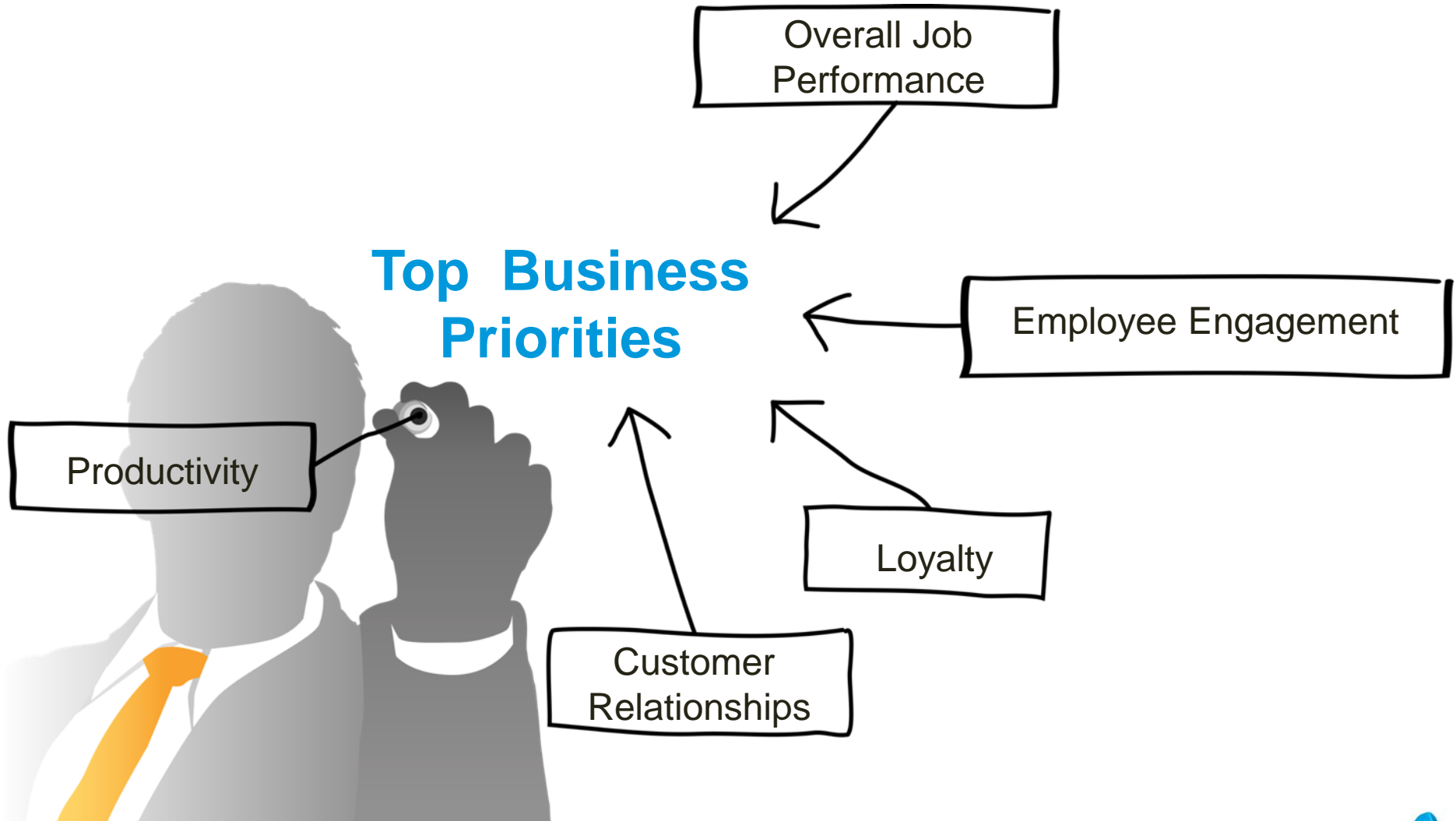


Success Steps

- **Identify relevant metrics**
- **Set program goals**
- **Create an action plan**



Tie Business Goals to Key Performance Indicators



Strategic Planning



- Discuss goals
- Metrics definitions
- Communication strategies
- Account review expectations
- KPIs



Start Usage for 2017 – Track Metric and document on plan

End of 1st Quarter - Track Metric

End of 2nd Quarter – Track Metric

End of 3rd Quarter – Track Metric

End of 4th Quarter – Track Metric

Analyze Results and Re-determine Next Year's KPIs to Measure

12/15/2016 - 1/1/2017

3/1/2017 - 3/15/2017

6/1/2017 - 6/15/2017

9/1/2017 - 9/15/2017

12/15/2017 - 12/31/2017

12/31/2017 – 1/15/2018

Measure
Baseline
1/1/2017

1st Quarter
Review
3/1/2017

2nd Quarter
Review
6/1/2017

3rd Quarter
Review
9/1/2017

Analyze &
Determine
ROI
1/1/2018

Day 1 30 60 90 120 150 180 210 240 270 300 330

2018



Implementation

- Learner and administrator communication
- Getting Started Guide
- Follow up with profile completion
- Adoption



Post Implementation Follow-up



- Analysis of how well the program was implemented
- Feedback
- Analyze the first data
- Set the strategy for the quarter

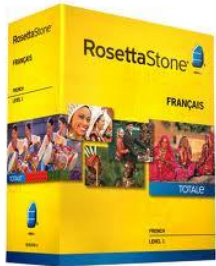




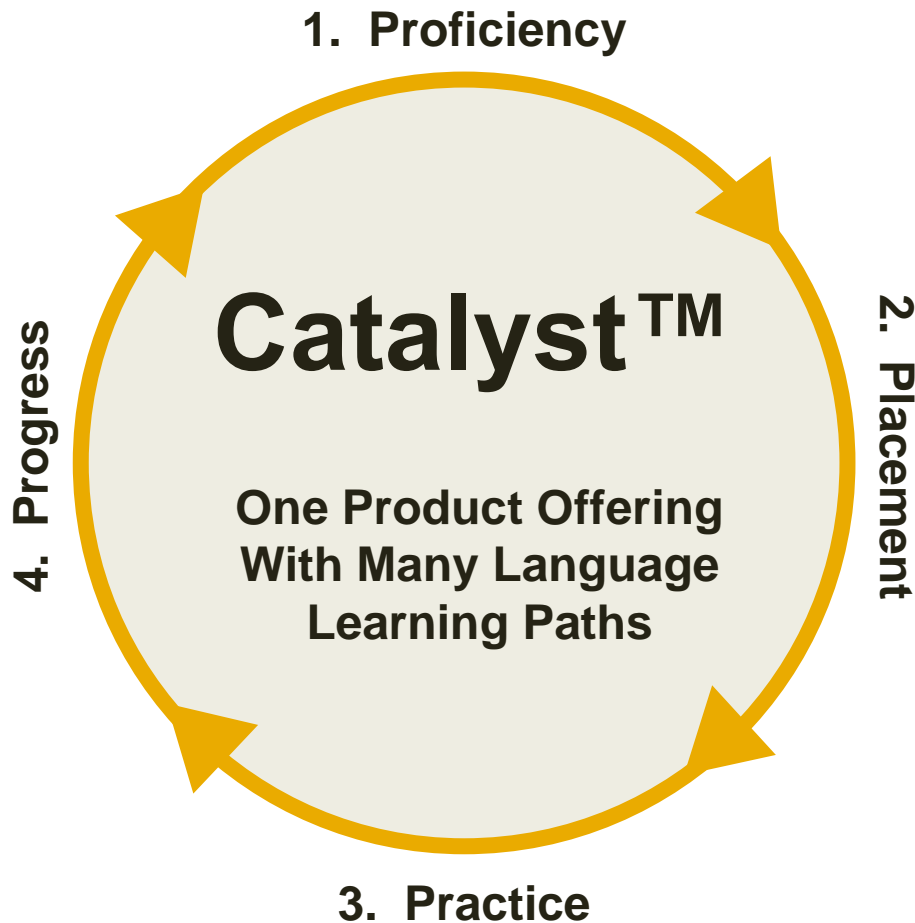
Updating Learning Programs with Technology



We've Come A Long Way!



Rosetta Stone® Catalyst™



Scalable

24 Languages

Beginner to Advanced Content

Dynamic Immersion / Communicative Approach

Individual Learning Pathways

Assessment and Progress Testing

Unlimited Virtual Tutoring

Proactive Client Success Program

Tracks Progress and Growth to Ensure ROI



Multimedia Platform Is Ideal for Four Skills

Listening

Vamos a las ruinas.



Vamos a la catedral.



Expressing probability

How is **probability** expressed?

- By adding one of these adverbs to a sentence: **probablemente** (probably), **aparentemente** (apparently), **sans doute** (no doubt), **vraisemblablement** (very likely), etc.

Example:

Il y aura **probablement** des vents forts et des éclairs.

Ils ont **sans doute** passé un mauvais week-end avec toute cette pluie.

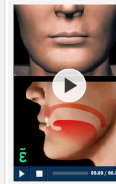
- By using one of these expressions:
il est possible que + subjunctive (it is likely that)
il se pourrait que + subjunctive (might)

Speaking

19/40 | Phonetics Exercise

Listen Pronounce Words

Step 1 - Observe Step 2 - Pronounce



The tongue is pressed against the lower incisors. The mouth is slightly open. The lips are spread apart. The air exits via the mouth and the nose.

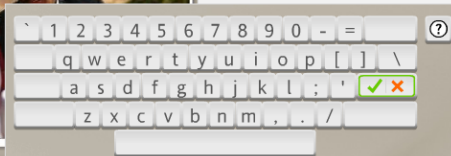
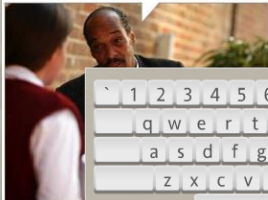
Below is some information from a proposed project budget. It looks like more money is needed for the project than is available. As the project manager, read the information provided, then explain it to upper management. Use vocabulary and language patterns from this lesson to 1) soften the bad news about the budget, 2) make a prediction, and 3) offer one or more suggestions. Speak for less than two minutes.

Computers: \$10,000
Software: \$10,000
Office supplies: \$5,000
Employee training: \$5,000
Total needed: \$30,000
Total available: \$20,000

Skip Start Recording

Writing

Ellos viajan por Asia



Reading

Broaden your cultural knowledge.

Text Summary Complete Text

Le football, une passion nationale



Entertainment **Soccer**

Key words: Coupe du monde | sport national | clubs nationaux | engouement | supporters | "les Bleus" | championnats | effervescence | Zidane | Euro 2000 |

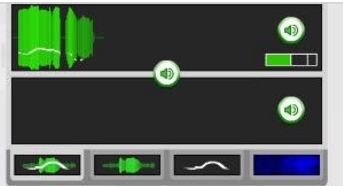
La France remporte la Coupe du monde de football 1998 !

Le football est un véritable **sport national**. Les différents **clubs nationaux**, tels que l'Olympique de Marseille ou le Paris Saint-Germain, connaissent un fort **engouement**. C'est principalement au niveau international que le football rassemble le plus de **supporters**. L'équipe de France de football, surnommée dorénavant "**les Bleus**" en raison de la couleur de son maillot, est devenue très populaire depuis qu'elle a récemment gagné deux **championnats**. Le 12 juillet 1998, la France remporte, pour la première fois de son histoire, la Coupe du monde de football.



Speaking Practice Drives Confidence

El hombre come.

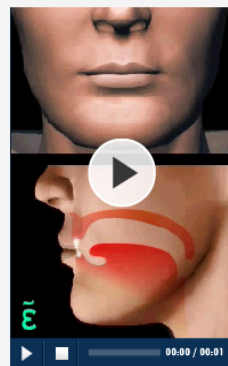


19/40 | Phonetics Exercise

[Listen](#) [Pronounce](#) [Words](#)


Step 1 - Observe


Step 2 - Pronounce




m

The tongue is pressed against the lower incisors. The mouth is slightly open. The lips are spread apart. The air exits via the mouth and the nose.

 mexicain

 américain

 canadien

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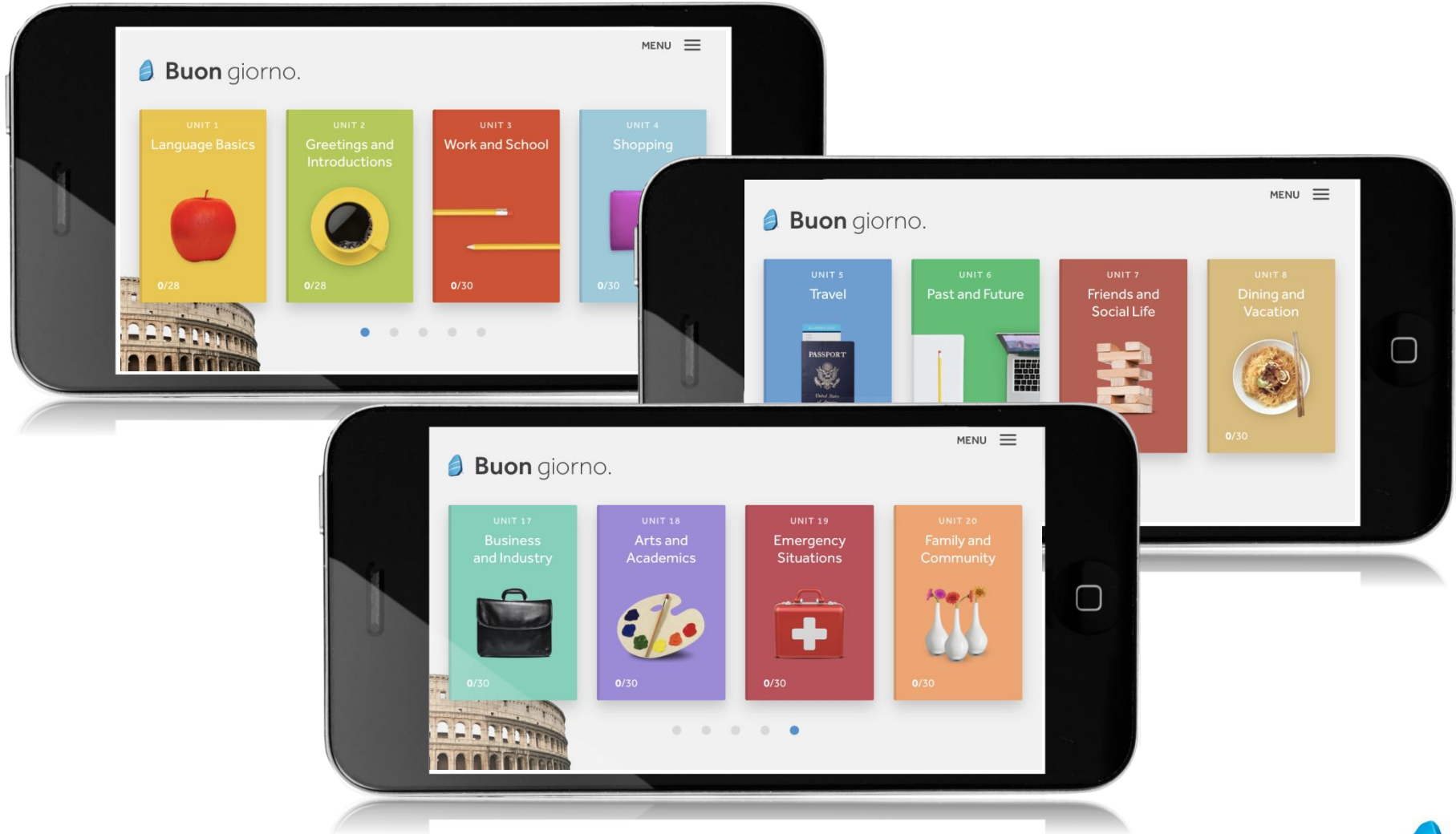
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Skip

Start Recording



24/7 Access – Ubiquitous Learning



Real Conversations Activate Language

- Rosetta Stone supports more than 140,000 live online tutoring sessions each year
- Sessions correspond with the learner's language, lesson, and level
- Tutoring enables students to practice their skills in an online classroom setting

The image displays the Rosetta Stone tutoring interface. At the top, a 'Schedule a session' panel shows 'Unit 1, Lesson 2' with 92 available sessions. It includes filters for Lesson 2 and Lesson 4, a start date of 2015-12-01, and start times from 8:00 AM to 10:00 PM. To the right, a list of participants includes Ivana, Janie, and Moni, with a count of 2 learners and 0 observers. Below this, two live tutoring sessions are shown. The first session, titled 'Improve Your Pronunciation', features a tutor named Vanessa K. (Host) and a participant named Vanessa K. (Host). The second session, titled 'Could & Might: Practice', features a tutor named Darlene T. (Host) and a participant named Darlene T. (Host). Both sessions show a list of participants and a chat window.



TruACCENT™

Perfect your pronunciation and sound like a native with our accent training technology.



Questions?





Thank You.

For more information,
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or

mrogers@rosettastone.com

To learn more please visit: RosettaStone.com/Business



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