Language training is a crowd favorite in any global company’s training mix. But how valuable is it to the business? How does an organization convert the time spent conversing with virtual tutors or playing listening games into actual business value? The 2016 Rosetta Stone Business Impact Survey answered these and other questions by surveying thousands of users of its business products. This e-book shares the key results to help human resource, learning and development, and business line leaders better understand how language impacts business.
How valuable is language training to business? Business leaders and HR professionals have a general sense that the value is high, but they often struggle to quantify it. Proving the value of language training to businesses can be challenging, so we decided to take the guesswork out of it. We went directly to the source and surveyed over 56,000 of our business product users and gained key insights we want to share with you. You will find in-depth analysis of how language training impacts business—including why it greatly motivates key groups within your workforce.
Survey Overview

The 2016 Rosetta Stone Business Impact Survey was sent to 56,296 learners. Total learner responses: 5,409 learners from 908 companies and organizations across the globe.
Languages Learned
Language training normally reflects languages used within companies, and by customers and colleagues. Percentages vary depending on company location and markets served.

Language Readiness
It’s not unusual to study languages earlier in life. In fact, 81% of our survey respondents did. But content learned prior to embarking on a career doesn’t always match what business language learners need to know. Sometimes, much of that content is simply forgotten.

How did earlier courses prepare our users to apply languages learned in their jobs today? Only 46% said they were amply prepared to use that language in the workplace. Let’s dive into the numbers to see how results vary by region, industry, and job function.

Languages Being Learned

<table>
<thead>
<tr>
<th>Language</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (American)</td>
<td>26.52%</td>
</tr>
<tr>
<td>Spanish (Latin America)</td>
<td>16.22%</td>
</tr>
<tr>
<td>English (British)</td>
<td>14.89%</td>
</tr>
<tr>
<td>French</td>
<td>10.91%</td>
</tr>
<tr>
<td>German</td>
<td>5.60%</td>
</tr>
<tr>
<td>Spanish (Spain)</td>
<td>5.02%</td>
</tr>
<tr>
<td>Japanese</td>
<td>4.59%</td>
</tr>
<tr>
<td>Chinese (Mandarin)</td>
<td>3.07%</td>
</tr>
<tr>
<td>Dutch</td>
<td>2.58%</td>
</tr>
<tr>
<td>Italian</td>
<td>2.09%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>1.72%</td>
</tr>
<tr>
<td>Arabic</td>
<td>1.26%</td>
</tr>
<tr>
<td>Russian</td>
<td>1.01%</td>
</tr>
<tr>
<td>Korean</td>
<td>0.71%</td>
</tr>
<tr>
<td>Swedish</td>
<td>0.64%</td>
</tr>
<tr>
<td>Hebrew</td>
<td>0.49%</td>
</tr>
<tr>
<td>Greek</td>
<td>0.39%</td>
</tr>
<tr>
<td>Polish</td>
<td>0.35%</td>
</tr>
<tr>
<td>Persian (Farsi)</td>
<td>0.22%</td>
</tr>
<tr>
<td>Hindi</td>
<td>0.20%</td>
</tr>
<tr>
<td>Tagalog</td>
<td>0.20%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>0.19%</td>
</tr>
<tr>
<td>Turkish</td>
<td>0.12%</td>
</tr>
<tr>
<td>Irish</td>
<td>0.08%</td>
</tr>
</tbody>
</table>

Location Makes a Critical Difference:

North America
- 80% took courses
- 31% amply prepared

Middle East/Africa
- 78% took courses
- 70% amply prepared

Europe
- 90% took courses
- 47% amply prepared

Asia-Pacific
- 76% took courses
- 68% amply prepared
Language Readiness (cont’d.)
Below are the percentages of users who were amply prepared by their prior language courses.

<table>
<thead>
<tr>
<th>BY INDUSTRY</th>
<th>BY JOB FUNCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail: 29%</td>
<td>Legal: 37%</td>
</tr>
<tr>
<td>Finance/Banking/Insurance: 38%</td>
<td>Executive Management: 41%</td>
</tr>
<tr>
<td>Pharmaceutical/Biotech/Healthcare: 41%</td>
<td>Sales/Customer Service: 42%</td>
</tr>
<tr>
<td>Energy &amp; Natural Resources: 42%</td>
<td>Operations: 42%</td>
</tr>
<tr>
<td>Telecommunications: 43%</td>
<td>Administrative: 46%</td>
</tr>
<tr>
<td>Media/Entertainment: 46%</td>
<td>Engineering: 46%</td>
</tr>
<tr>
<td>Transportation &amp; Logistics: 50%</td>
<td>Finance: 46%</td>
</tr>
<tr>
<td>Food/Beverage/Agriculture: 52%</td>
<td>IT: 47%</td>
</tr>
<tr>
<td>Technology/Software: 52%</td>
<td>Marketing: 51%</td>
</tr>
<tr>
<td>Manufacturing/Construction/Automotive:52%</td>
<td>HR: 53%</td>
</tr>
<tr>
<td></td>
<td>R&amp;D/Products Development: 56%</td>
</tr>
<tr>
<td>Hospitality: 62%</td>
<td></td>
</tr>
</tbody>
</table>

Interestingly, here are how two subgroups with an increasingly key presence in the workforce answered:

**Millennials:**
84% took language courses, 51% were amply prepared

**English Language Learners:**
80% took language courses, 50% were amply prepared
Why language training matters to business

Companies repeatedly tell us that language training is a favorite among employees. Just because it is a favorite doesn’t mean it is worth your company’s valuable learning and development dollars. So, what makes a language training program a top priority?

We wondered what users thought about the difference a language program makes in both their overall employee experience and in their performance. Their responses illustrate how individual achievement ties directly to company achievement.

Confidence

When interacting with internal and external stakeholders, confident employees express themselves clearly. Confidence is an internal engine that often generates new ideas or allows them to be shared. Without speaking confidence, the drive to connect and innovate is stifled—to the detriment of the business.

Millennials’ confidence gains surpassed any subgroup: an overwhelming 80% said their language training has made them more confident in dealing with stakeholders who speak the language they are learning. Confidence is key for developing these early-career Millennials into future leaders.

CONFIDENCE GAINS BY REGION:

- Middle East/Africa: 78%
- Asia Pacific: 70%
- North America: 69%
- Europe: 66%

CONFIDENCE GAINS BY INDUSTRY:

- Food/Beverage/Agriculture: 75%
- Retail: 74%
- Telecommunications: 74%
- Transportation & Logistics: 73%
- Finance/Banking/Insurance: 73%
- Technology/Software: 70%
- Manufacturing/Construction/Automotive: 67%
- Energy & Natural Resources: 67%
- Media/Entertainment: 67%
- Pharmaceutical/Biotech/Healthcare: 63%
- Hospitality: 62%

CONFIDENCE GAINS BY JOB FUNCTION:

- HR: 75%
- IT: 73%
- Operations: 73%
- Sales/Customer Service: 72%
- Administrative: 71%
- Engineering: 69%
- Marketing: 67%
- Executive Management: 66%
- Finance: 65%
- Legal: 64%
- R&D/Products Development: 60%

Whose confidence got the biggest boost?

Millennials’ confidence gains surpassed any subgroup: an overwhelming 80% said their language training has made them more confident in dealing with stakeholders who speak the language they are learning. Confidence is key for developing these early-career Millennials into future leaders.
Why language training matters to business (cont’d.)

Performance
Few of us work in a vacuum. Our ability to communicate is essential to achieving individual and company goals. Overcoming language barriers that stand in the way of great performance is an important goal of language training.

PERFORMANCE GAINS BY INDUSTRY:
- Telecommunications: 77%
- Food/Beverage/Agriculture: 76%
- Retail: 74%
- Technology/Software: 72%
- Manufacturing/Construction/Automotive: 72%
- Transportation/Logistics: 71%
- Finance/Banking/Insurance: 71%
- Energy/Natural Resources: 68%
- Hospitality: 66%
- Pharmaceutical/Biotech/Healthcare: 65%
- Media/Entertainment: 64%

PERFORMANCE GAINS BY JOB FUNCTION:
- HR: 74%
- IT: 73%
- Operations: 72%
- Marketing: 72%
- Sales/Customer Service: 71%
- Engineering: 71%
- Administrative: 70%
- Finance: 68%
- Executive Management: 67%
- Legal: 66%
- R&D/Products Development: 66%

PERFORMANCE GAINS BY REGION:
- Middle East/Africa: 82%
- Asia Pacific: 78%
- North America: 67%
- Europe: 66%

Whose job performance got the biggest boost?
English Language Learners: 80%
From line-level workers to white-collar execs, learners responded overwhelmingly that English-language training boosted their overall job performance.

71% say their language training has improved their job performance
Why language training matters to business  (cont’d.)

Productivity

Sixty-seven percent of business leaders in a recent strategy+business survey believe miscommunication contributes to inefficiency. Improving language skills enhances productivity by reducing miscommunication that contributes to suboptimal performance.

Overall – 64% say their language training has made them more productive in their work with teams, partners, and vendors.

In fact, 50% of respondents said they save an average of 3 hours or more per week thanks to efficiency gains resulting from their language training.

TIME IS MONEY: Imagine employees earn $50,000 per year working 50 out of 52 weeks. Improved language skills save them three hours per week, gaining the company over $3,600 per year, per employee, in increased productivity. That’s some serious ROI.

PRODUCTIVITY GAINS BY INDUSTRY:

- Food/Beverage/Agriculture: 72%
- Transportation/Logistics: 71%
- Telecommunications: 70%
- Retail: 67%
- Technology/Software: 65%
- Finance/Banking/Insurance: 65%
- Manufacturing/Construction/Automotive: 64%
- Energy/Natural Resources: 63%
- Hospitality: 61%
- Pharmaceutical/Biotech/Healthcare: 59%
- Media/Entertainment: 51%

PRODUCTIVITY GAINS BY REGION:

- Middle East/Africa: 75%
- Asia Pacific: 68%
- North America: 61%
- Europe: 60%

PRODUCTIVITY GAINS BY JOB FUNCTION:

- HR: 68%
- IT: 68%
- Marketing: 67%
- Engineering: 66%
- Operations: 65%
- Sales/Customer Service: 65%
- Administrative: 64%
- Finance: 64%
- Executive Management: 60%
- Legal: 59%
- R&D/Products Development: 56%

Whose productivity got the biggest boost?

English Language Learners: 73%

Breaking down barriers and smoothing out internal and external communications helped English Language Learners come out on top.
Customer Service
CEOs of some of the world’s most customer-oriented companies believe speaking your customer’s language is the first step in providing great customer service. Businesses that prioritize language training earn increased customer loyalty. Globally, 72.4% of consumers are more likely to buy products and services that display information in their own language.

That means more people are getting the service they demand and are returning to you the next time they buy. While not all employees are customer-facing, this statistic has particular importance within certain job functions and industries:

Why language training matters to business (cont’d.)

Customer Service Gains by Region:
- Middle East/Africa: 68%
- Asia Pacific: 61%
- North America: 54%
- Europe: 39%

Customer Service Gains by Industry:
- Retail: 73%
- Hospitality: 60%
- Food/Beverage/Agriculture: 58%
- Transportation/Legistics: 55%
- Telecommunications: 54%
- Finance/Banking/Insurance: 53%
- Technology/Software: 53%
- Pharma/Bio/Healthcare: 52%
- Media/Entertainment: 51%
- Manufacturing: 49%
- Energy/Natural Resources: 48%

Customer Service Gains by Job Function:
- Sales/Customer Service: 63%
- Operations: 57%
- Engineering: 56%
- IT: 53%
- Administrative: 52%
- Executive Mgmt: 51%
- Legal: 51%
- HR: 51%
- Finance: 50%
- R&D: 40%
- Mktg: 36%

Whose customer service got the biggest boost?

The Retail industry
Retail is the #1 beneficiary of language training that boosts employees’ ability to communicate with customers—73% of those surveyed report being able to serve more customers.
Why language training matters to employees

Employees get excited about the idea of learning a new language. But how does their learning impact their employee experience? Why does language training seem to really matter to employees? Let’s take a look at how adopting this lifelong skill impacts employees in ways that go far beyond their annual performance review.

**Engagement**

Successful language-training programs increase employee engagement. The result: stronger colleague relationships, greater trust with supervisors, and better prospects for career growth within the company.

70% of English language learners reported increased engagement at work thanks to their language learning.

Engagement gains by region:
- **Middle East/Africa:** 74%
- **Asia Pacific:** 68%
- **North America:** 65%
- **Europe:** 50%

Engagement gains by industry:
- **Food/Beverage/Agriculture:** 74%
- **Telecommunications:** 70%
- **Retail:** 69%
- **Finance/Banking/Insurance:** 68%
- **Media/Entertainment:** 67%
- **Transportation/Logistics:** 66%
- **Manufacturing/Construction/Automotive:** 62%
- **Energy/Nat Resources:** 61%
- **Technology/Software:** 60%
- **Pharma/Biotech/Healthcare:** 57%
- **Hospitality:** 56%

Engagement gains by job function:
- **Sales/Customer Service:** 68%
- **HR:** 67%
- **Executive Mgmt:** 66%
- **IT:** 66%
- **Legal:** 64%
- **Operations:** 63%
- **Administrative:** 63%
- **Marketing:** 62%
- **Engineering:** 62%
- **Finance:** 59%
- **R&D/Products Dev:** 54%

Whose engagement got the biggest boost?

**English Language Learners:**

Improved language skills build stronger relationships with colleagues and greater trust with supervisors, which are important factors in the employee engagement equation. 70% of English language learners reported increased engagement at work thanks to their language learning.
### Career Advancement

Successful resumes catalog career achievement and track personal growth. The best employees evaluate present and future employers based on opportunities that help them achieve that growth. Language training can meet that need for employees—while also delivering immediate value to the business.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Advancement Gains</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food/Beverage/Agriculture</td>
<td>71%</td>
</tr>
<tr>
<td>Finance/Banking/Insurance</td>
<td>64%</td>
</tr>
<tr>
<td>Transportation/Logistics</td>
<td>61%</td>
</tr>
<tr>
<td>Energy/Nat Resources</td>
<td>59%</td>
</tr>
<tr>
<td>Manufacturing/Const/Auto</td>
<td>57%</td>
</tr>
<tr>
<td>Retail</td>
<td>57%</td>
</tr>
<tr>
<td>Technology/Software</td>
<td>56%</td>
</tr>
<tr>
<td>Media/Entertainment</td>
<td>56%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>54%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>53%</td>
</tr>
<tr>
<td>Pharma</td>
<td>46%</td>
</tr>
</tbody>
</table>

### ADVANCEMENT GAINS BY REGION:

- **Middle East/Africa:** 72%
- **Asia Pacific:** 62%
- **North America:** 57%
- **Europe:** 46%

### ADVANCEMENT GAINS BY JOB FUNCTION:

- **Operations:** 60%
- **IT:** 60%
- **Engineering:** 60%
- **Sales/Customer Service:** 58%
- **Administrative:** 58%
- **HR:** 58%
- **Legal:** 56%
- **Executive Mgmt:** 56%
- **Finance:** 55%
- **R&D/Products Dev:** 54%
- **Marketing:** 53%

### Whose advancement got the biggest boost?

**The Food/Beverage/Agriculture industry:** With an increasingly global supply chain, and a workforce of diverse cultural origins, respondents from this industry experienced the most significant gains in improved career advancement from their language training.

**57%** say language training has given them skills that improve their prospects for career advancement.
Why language training matters to employees (cont’d.)

**Worldview**

Companies know that employees crave social and professional engagement in today’s multilingual culture. Still, unless employees are selected for a rare expat assignment, opportunities to expand one’s worldview are generally limited. That’s one reason companies offer language training that helps expand employees’ global skills.

**WORLDVIEW GAINS BY INDUSTRY:**

- Media/Entertainment: 74%
- Food/Beverage/Agriculture: 73%
- Transportation/Logistics: 71%
- Retail: 70%
- Technology/Software: 67%
- Finance/Banking/Insurance: 66%
- Manufacturing/Construction/Auto: 65%
- Hospitality: 65%
- Energy/Nat Resources: 65%
- Telecommunications: 64%
- Pharma/Biotech/Health: 63%
- Technology/Software: 67%
- Finance/Banking/Insurance: 66%
- Manufacturing/Construction/Auto: 65%
- Hospitality: 65%
- Energy/Nat Resources: 65%
- Telecommunications: 64%
- Pharma/Biotech/Health: 63%

**WORLDVIEW GAINS BY JOB FUNCTION:**

- Legal: 72%
- Operations: 70%
- Sales/Customer Service: 69%
- IT: 68%
- Executive Management: 67%
- Engineering: 66%
- HR: 66%
- Administrative: 65%
- Finance: 62%
- Marketing: 62%
- R&D/Products Development: 61%

**WORLDVIEW GAINS BY REGION:**

- Middle East/Africa: 73%
- Asia Pacific: 71%
- North America: 69%
- Europe: 58%
Why language training matters to employees (cont’d.)

Employee Retention & Loyalty
An IDG Research Services’ survey revealed that the #1 long-term people strategy priority reported by business line leaders was employee retention. Turnover is expensive; its cost can negatively impact bottom-line financials as well as team morale. Research reveals that professional development helps attract and retain talent. Language training increases loyalty by helping employees achieve lifelong personal and professional rewards.

LOYALTY GAINS BY INDUSTRY:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Loyalty Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food/Beverage/Agriculture</td>
<td>70%</td>
</tr>
<tr>
<td>Retail</td>
<td>68%</td>
</tr>
<tr>
<td>Finance/Banking/Insurance</td>
<td>63%</td>
</tr>
<tr>
<td>Manufacturing/Construction/Auto</td>
<td>60%</td>
</tr>
<tr>
<td>Technology/Software</td>
<td>59%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>58%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>57%</td>
</tr>
<tr>
<td>Media/Entertainment</td>
<td>57%</td>
</tr>
<tr>
<td>Energy/Nat Resources</td>
<td>55%</td>
</tr>
<tr>
<td>Transportation/Logistics</td>
<td>55%</td>
</tr>
<tr>
<td>Pharma</td>
<td>52%</td>
</tr>
</tbody>
</table>

LOYALTY GAINS BY JOB FUNCTION:

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Loyalty Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales/Customer Service</td>
<td>65%</td>
</tr>
<tr>
<td>Engineering</td>
<td>60%</td>
</tr>
<tr>
<td>IT</td>
<td>59%</td>
</tr>
<tr>
<td>Marketing</td>
<td>58%</td>
</tr>
<tr>
<td>Operations</td>
<td>57%</td>
</tr>
<tr>
<td>R&amp;D/Products Development</td>
<td>57%</td>
</tr>
<tr>
<td>Administrative HR</td>
<td>56%</td>
</tr>
<tr>
<td>Finance</td>
<td>56%</td>
</tr>
<tr>
<td>HR</td>
<td>56%</td>
</tr>
<tr>
<td>Legal</td>
<td>55%</td>
</tr>
<tr>
<td>Executive Management</td>
<td>55%</td>
</tr>
</tbody>
</table>

LOYALTY GAINS BY REGION:

<table>
<thead>
<tr>
<th>Region</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Middle East/Africa</td>
<td>70%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>65%</td>
</tr>
<tr>
<td>North America</td>
<td>61%</td>
</tr>
<tr>
<td>Europe</td>
<td>41%</td>
</tr>
</tbody>
</table>

Whose employee retention & loyalty rates got the biggest boost?

The Food/Beverage/Agriculture industry: In an industry known for being labor-intensive and having higher-than-average turnover, boosting retention can mean serious cost savings to a company. 70% of respondents from the Food/Beverage/Agriculture industry reported being more likely to stay thanks to the lifelong language skills they developed on the job.

say they are more likely to remain in their current company due to employer-provided language training.

58%
Millennial Snapshot

Millennials understand that the multilingual workplace is a permanent fixture in their career orbit. These digital natives with an expanding worldview will soon drive much of the business economy. Understanding Millennials’ career priorities and developing training programs that are meaningful makes good business sense.

THE HARD FACTS ABOUT THE MILLENNIAL GENERATION:
• Born 1981-1997, Millennials are now the largest living generation in many countries, surpassing baby boomers. ¹
• Millennials will be 75% of the workforce by 2025 ²
• 50% seek international assignments during their career ³
• 71% are likely to leave a position if dissatisfied with their professional development ⁷
• Training & Development is #1 perk sought after from prospective employers ⁸

Top 4 ways Rosetta Stone® language training impacts Millennials:

1. Preventing Churn: 59% report they are more likely to stay with their employer as a result of their company investing in them by providing lifelong language skills. Millennials that are more satisfied with their learning opportunities and professional development are more likely to stay. Conversely, 71% of Millennials dissatisfied with how they are being developed are actively looking for new positions.

2. Career Advancement: A significantly above-average number of Millennials say they have improved career prospects thanks to their language training (64% vs. a global average of 57%). This should come as no surprise. Training & Development is the #1 perk Millennials seek when evaluating prospective employers – more than a cash bonus or a 401k.

3. Feeding a Global Mindset: Nearly 7 in 10 Millennials (69%) report an expanded worldview thanks to their language training. Since Millennials have a voracious appetite for connecting with others around the globe (50% seek international assignments during their career!) developing language skills helps them set the table for their global future.

4. Building Confidence to Lead: At 80%, Millennials’ confidence gains as a result of language training surpassed all other subgroups. This is critical: they will make up 75% of the workforce by 2025, so their ability to grow and develop into leaders capable of voicing their opinions in a variety of languages will make them more effective managers and innovators.

To learn more about how your organization can use language training to boost your attraction, development, and retention of Millennials, contact us for a free consultation.

Millenials will be 75% of the workforce by 2025
71% are likely to leave a position if dissatisfied with their professional development

13
English Language Learner Snapshot

The World Trade Organization estimates that 70% of the Global 1000 workforce is comprised of non-native English speakers. As English is generally accepted as the language of global business, the need for English-language training is greater today than ever. An organization’s ability to communicate effectively impacts its productivity, innovation, customer service, and sales.

Top 4 ways Rosetta Stone® language training impacts English Language Learners:

1. **Improved Job Performance**: English Language Learners demonstrated the largest gains in job performance compared to any other group surveyed: **80%** (vs. 71% survey average). Whether line-level workers or white-collar execs—all responded overwhelmingly that English-language training boosted their overall job performance.

2. **Increased Productivity**: English Language Learners got the biggest boost of all groups surveyed in terms of their overall productivity: **73%** (vs. 64% average). Breaking down barriers and smoothing out communications, both internally and externally, made English Language Learners come out on top.

3. **Career Advancement**: English Language Learners often represent a more vulnerable class of employees than their already bilingual or multilingual peers. English-language skills can represent a major milestone as they look to advance their careers. Nearly two-thirds (64%) report improved prospects for career advancement thanks to their language training.

4. **Boosting Retention and Reducing Churn**: 63% of English Language Learners report they are more likely to stay with their employer as a result of their company investing in them by providing lifelong language skills (survey average: 58%). This is key, since turnover is costly—between 50% and 150% of an individual’s annual salary. Plus, an above-average 70% of English Language Learners also reported having increased levels of engagement (vs. 63% average).

THE HARD FACTS ABOUT ENGLISH IN THE WORKPLACE:

- 70% of the Global 1000 workforce are non-native English speakers, according to the WTO.  
- Roughly 70 percent of world economic growth in the near term will come from emerging markets, with China and India alone accounting for 40 percent of that growth.
- The #1 reason organizations invest in English-language training is to break down internal communication barriers among employees.
- 77% of organizations report English-language training increases profitability by 25%.

To learn more about how your organization can use language training to build the English-language skills of your workforce, contact us for a free consultation.

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1. Improved Job Performance: English Language Learners demonstrated the largest gains in job performance compared to any other group surveyed: 80% (vs. 71% survey average). Whether line-level workers or white-collar execs—all responded overwhelmingly that English-language training boosted their overall job performance.

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4. Boosting Retention and Reducing Churn: 63% of English Language Learners report they are more likely to stay with their employer as a result of their company investing in them by providing lifelong language skills (survey average: 58%). This is key, since turnover is costly—between 50% and 150% of an individual’s annual salary. Plus, an above-average 70% of English Language Learners also reported having increased levels of engagement (vs. 63% average).
HR Snapshot

Human resources is at the nexus of the most critical challenges businesses face. Of the six most important big-picture trends identified by the Conference Board’s 2016 CEO Challenge Survey, five are human capital related. That means HR has to ensure its own skills keep up with the times—especially in an increasingly global business environment.

THE TOP BUSINESS CHALLENGES FOR HR:
• Develop effective leaders
• Build organizational capacity and individual skills
• Raise employee engagement
• Foster a culture of inclusion
• Address the impact of labor shortages

Top 4 ways Rosetta Stone® language training impacts HR:

1. **Improving Performance:** HR continues to become a more strategic function meant to build organizational capacity. HR may also be asked to work with a wider variety of stakeholders—including those who may speak other languages. Language skills are quickly becoming a critical part of an effective HR professional’s skill set. Unsurprisingly, HR was the #1 job function in performance gains with 74% of HR respondents agreeing their performance has improved thanks to language training (vs. 64% survey average).

2. **Boosting Confidence:** With a broad base of stakeholders, it also stands to reason that HR would benefit greatly from language skills from a confidence standpoint. Indeed, HR was the #1 job function in terms of confidence gains at 75%.

3. **Driving Better Productivity:** With improved language skill comes less time wasted seeking translations or clarifying unclear messages from co-workers. And in a communication-heavy function like HR, that can mean significant time savings and productivity gains. HR is again the top beneficiary, this time in the productivity category, with 68% of HR respondents reporting improved productivity thanks to their Rosetta Stone language training.

4. **Promoting (and Experiencing) Greater Engagement:** As the standard-bearers of employee engagement, it’s no surprise that HR is among the job functions most likely to experience a boost in engagement as a result of meaningful development opportunities. In fact, 67% of HR respondents reported increased engagement thanks to their language training.

To learn more about how your organization can use language training to build critical language skills within your HR function, contact us for a free consultation.
IT departments are adapting at a lightning pace to keep up with technology. One of the many significant challenges they face is how to communicate effectively with the wide variety of stakeholders in their ecosystem.

### The Top Communication Challenges for IT:

- **61%** of IT managers say language barriers cause longer resolution times for customer support.
- **55%** of IT managers say language barriers cause less productive relationships.
- **44%** of IT managers say language barriers cause increased stress levels across the team.
- IT reported the greatest needs of any functional area for intermediate business language skills (57%).

*Source: IDG Research Services, January 2015*

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### Top 4 ways Rosetta Stone® language training impacts IT:

1. **Improving Performance:** IT continues to become a more strategic function meant to drive both bottom line and top line results. With an increasingly global talent pool in IT, many IT team members are native speakers of languages other than English. Unsurprisingly, IT was among the top job functions in performance gains with **73%** of IT respondents agreeing their performance has improved thanks to language training (vs. 64% survey average).

2. **Driving Better Productivity:** Time is at a premium for resource-strapped IT departments. So anything teams can do to make better use of their time delivers real value. IT was among the top job functions with the biggest productivity gains, with **68%** of IT respondents attributing being more productive to their language training.

3. **Improving Resolution Times for Customer Support:** While many people wouldn’t necessarily think of IT as customer-facing, help desks’ main goal is to help resolve their internal customers’ technology challenges. And with language barriers contributing to longer resolution times to close out those support tickets, it’s great to know that **53%** of our IT users say they can now serve more customers thanks to their new language skills.

4. **Career Advancement:** IT professionals are ambitious, and many want to boost their skills to get ahead. IT was among the top job functions in career advancement gains with **60%** of IT respondents agreeing their language training has boosted their prospects for climbing the corporate ladder.

To learn more about how your organization can use language training to build critical language skills within your IT function, contact us for a free consultation.
Sales and Customer Service are the face – and voice – of your company in the marketplace. They are talking to customers day in and day out, and each one of those interactions either bolsters or damages brand loyalty.

**Top 4 ways Rosetta Stone® language training impacts Sales/Customer Service:**

1. **Better Customer Service:** Sales professionals were at the top of the pack in terms of gains in the ability to serve more customers thanks to their language training. More than three in five (63%) can now grow their pipelines because they can connect with customers they couldn’t communicate with before.

2. **Boosting Confidence:** It’s well understood that people buy from people, so having confidence is critical when trying to convince a prospect to choose your product. 72% of sales professionals surveyed said their confidence got a boost thanks to their language training – a welcome bonus that will hopefully lead to a quota-busting year.

3. **Driving More Engagement:** With rep motivation a rising concern among sales managers (#3 on the 2015 Top Sales Challenges Survey, up from #6 in 2012), sales leaders are looking for creative ways to engage their reps while ensuring they stay focused and productive. Language training does both: it helps build critical skills while boosting engagement. In fact, 68% of sales reps surveyed said their engagement at work increased as a result of acquiring language skills.

4. **Inspiring Loyalty:** Similar to the effects on engagement, sales was the #1 job function in loyalty gains, with 65% reporting they planned to stay longer at their company thanks to the fact that their company had invested in them with this meaningful training opportunity.

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**TOP 5 BUSINESS CHALLENGES FOR SALES, ACCORDING TO THE 2015 TOP SALES CHALLENGES SURVEY BY INSIDESALES.COM:**

1. Quantity of leads
2. Hiring
3. Motivation
4. Reporting
5. Training

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To learn more about how your organization can use language training to build critical language skills within your Sales or Customer Service function, contact us for a free consultation.
Successful Operations leaders have to adapt constantly to a fast-changing corporate and external environment. They must master the art of change to help translate strategic vision into action. Operations leaders have a real opportunity to help define the strategy that reinforces a CEO’s vision, and to then take the lead in implementing it.

**Top 4 ways Rosetta Stone® language training impacts Operations:**

1. **Improving Performance:** Operations is a critical driver in optimizing profits. With an increasingly complex and geographically diverse supply chain, Operations teams are interacting with an increasingly expansive ecosystem of co-workers and suppliers who are native speakers of languages different from their own. Unsurprisingly, Operations was among the top job functions in performance gains with 72% of Operations respondents agreeing their performance has improved thanks to language training (vs. 64% survey average).

2. **Driving Better Productivity:** Time is at a premium for fast-moving Operations departments. Anything teams can do to make better use of their time means getting closer to their goals. Operations was among the job functions with the biggest productivity gains, with 65% of Operations respondents attributing being more productive to their language training.

3. **Career Advancement:** Operations professionals are ambitious, and many want to boost their skills to get ahead. Operations was among the top job functions in career advancement gains with 60% of Operations respondents agreeing their language training has boosted their prospects for climbing the corporate ladder.

4. **Feeding a Global Mindset:** 70% of Operations professionals report an expanded worldview thanks to their language training. Since Operations is at the nexus of an increasingly globalized network of suppliers and stakeholders, these employees experience a real boost from developing language skills that help them navigate an increasingly global future.

To learn more about how your organization can use language training to build critical language skills within your Operations function, contact us for a free consultation.
References