Rosetta Stone | Business

The Influence of English in Business

Having multilingual staff encourages job security, increases efficiency, job satisfaction, productivity and quality of work.

E-LEARNING IS REVOLUTIONIZING EDUCATION AROUND THE GLOBE

82% of employers said that English is the language of business.

The subsequent most important languages are:

- German _____ 22%
- French _____ 21%
- Spanish _____ 11%

›Level of employee training

70% of business execs agree that language skills are not taught at the standard needed for multinational organizations.

63% say employees need to significantly improve their multilingual abilities.

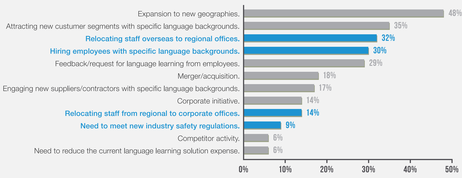
25% of all employees quit their job because there aren't enough learning opportunities including language training.

NOKIA RAKUTEN AIRBUS RENAULT DAIMLER SAMSUNG

These are some companies which have adopted English as their official corporate language.

of executives say that they have improved their productivity after implementing language training.

When is a language-learning solution needed?



› More than 100 executives were surveyed

67% said that miscommunications were leading to **inefficiency.**

65% declare that **language barriers** existed between their companies' managers/executives and other workers.

40% noted that miscommunication made **collaboration** difficult.

24% felt that language barriers made it **difficult** for managers **to get the necessary respect** from their workers.

What are the most significant consequences of these language barriers?

84% of employers say that their companies could not compete in the global marketplace without managers that are proficient in different languages.

What are the main advantages of E-learning?

- Employees can **choose a learning path** directly relevant to their work.
- The **learning pace** is set by the students themselves.
- Learn **whenever** and **wherever** at your own pace.
- It is perfectly **compatible** with work and personal life.
- Increase **retention rates** by 60%.
- It provides **real time** feedback and immediate answer to questions.
- Increase access to educational resources and experiences.

› The language learning evolution

THE PAST

Employees learn foreign languages face-to-face.

THE PRESENT

Employees still learn foreign languages face-to-face, with online options too.

THE FUTURE

Employees will learn languages skills online, with virtual, native-speaking tutors.

"Today, with the competition being worldwide, mastering a language is not only a fundamental requirement to succeed—it is absolutely imperative!
Arturo Cardelus, Executive Vice President Worldwide – Ferrero Integrative Channels.

Sources
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