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LANGUAGE BOOST FOR BRITISH BUSINESS

New research by leading language-learning provider, Rosetta Stone, has shown that only 35% of Brits speak a second language, but almost two thirds of us would like to learn a foreign language, believing it would improve confidence (60%), provide more career opportunities (64%), as well as enhancing our travel experiences (73%).

Although travel is a key motivator for language learning, the importance of linguistic abilities in the workplace has also been identified as a key driving force with well over half of those surveyed (55.3%) placing language skills as being of key importance in the workplace. Interestingly, less than 3% of those surveyed placed little or no importance on languages in the working world.

In those organisations where language skills are used in the course of business, more than half of employees (52.1%) need to apply their language skills within their job role. This need is increasing, with over 60% of us seeing a rise in linguistic requirements at work over last year.

French, Spanish, Italian, German and of course English, reign supreme when it comes to the most commonly used languages in British business with Polish, Mandarin, Hindi and Russian proving to be close contenders.

Sylke Riestler, Managing Director for Europe of Rosetta Stone, said, "This mix of languages highlights the changing face of language education in the UK, and the variety of languages used within the British business environment. Times are changing, and business and employees alike can get ahead of the game by equipping themselves for the growing need for language skills amongst employees."

Within organisations that have already taken the leap towards multilingualism, the research highlighted that such skills could be used across any level of the organisation from administration tasks to director level employees, although linguistic skills were most commonly found in the administrative and management functions.

Sylke Riestler continues: "Administrators and managers need to be able to communicate effectively with people at all levels of an organisation. Whether administrators need to speak to global suppliers, or managers want to share best practices with colleagues who work in international offices, clear communication is imperative and often requires knowledge of more than one language."

-ENDS-

Notes to Editor:**About Rosetta Stone:**

Rosetta Stone is changing the way the world learns languages. Rosetta Stone provides interactive solutions that are acclaimed for the power to unlock the natural language-learning ability in everyone. Available in more than 30 languages, Rosetta Stone language-learning solutions are used by schools, organisations and millions of individuals in over 150 countries throughout the world. The company was founded in 1992 on the core beliefs that learning a language should be natural and instinctive and that interactive technology can replicate and activate the immersion method powerfully for learners of any age.

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