

**Are businesses muting themselves? 87% of British and German executives state their organisations rely on more than one critical language, yet 70% agree that language skills are not taught to a sufficient standard**

*Rosetta Stone launches “Business Value in Languages” report which demonstrates proficiency in employees’ native language is not enough to be successful in a global organisation*

**London, UK – January 13, 2015:** It is not enough to speak only English for business success, a Rosetta Stone survey reveals. 87% of polled executives in the UK and Germany report there is more than one critical language in use in their organisation. Almost two thirds (63%) believe their employees need to improve their multi-lingual skills. But making this improvement would be a challenge without a step change in training, as 70% of respondents find that language skills are not currently taught to a standard sufficient for multi-national organisations.

The survey, which polled executives responsible for language training at large enterprises (+500 employees) and was conducted for Rosetta Stone by VansonBourne, also reveals that 79% of respondents believe language skills are critical for business success and that they help:

- improve relationships with customers (79%)
- employee productivity (68%)
- increase sales opportunities (72%)

– all of which have a direct impact on the bottom line. A previous [Rosetta Stone survey](#) revealed that 84% of corporate learners believe language training increases employee engagement, this new data goes further in building a strong business case for promoting continued language learning in the work environment.

Donavan Whyte, VP Enterprise & Education EMEA at Rosetta Stone, says: “Communication is key to virtually every aspect of business—from acquiring and retaining customers to improving employee engagement and performance. At the most basic level, business can’t happen without communication. This is even more of a truism in today’s era of globalisation. Speaking the language of employees, customers and partners is fundamental to doing business effectively.”

Since nearly three-quarters (73%) of respondents stated that they expect new employees to have better language skills in the future, employers will need to invest in more effective language training methods. The survey shows that organisations recognise this, with a huge majority (86%) stating that being able to deploy a single training platform that can be used by all levels of learners is of interest to them.

The survey revealed other interesting data about the state of language use and language training in organisations:

### **Language use in organisations**

- The top three most critical languages after English according to respondents from the UK are German (26%), French (24%) and Spanish (13%). German respondents list English (92%), Spanish (6%) and French (5%) after German
- Healthcare (21%), retail, transport, distribution and wholesale (19%) and computing services and IT (20%) are the industries that have the highest proportion of staff requiring language proficiency
- 95% of German respondents report that there is more than one critical language in use in their organisation.

### **Language training**

- Only around a quarter (20-26%) stated that language training is compulsory in their organisation
- Nearly a quarter (21-24%) report that various types of training are encouraged but not provided at their organisation
- The biggest language training challenges are identified as the length of time it can take (52%) and cost (46% of UK respondents).

For a copy of the full report, please contact:

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### **Notes to Editor:**

500 business decision makers involved in language training in private sector organisations were interviewed September-October 2014. Interviews were performed in two countries: 250 in the UK, and 250 in Germany. Respondents were required to work in organisations of at least 500 employees. Interviews were conducted online using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.

The main study results are summarised in a graph (see. Figure at the end of the text). This is available for download here: <http://org.rosettastone.co.uk/content/INFOGRAPHIC-Business-Value-in-Learning-Report>

### **About Rosetta Stone**

Rosetta Stone Inc. (NYSE: RST) is dedicated to changing the way the world learns. The company's innovative technology-driven language, reading and brain-fitness solutions are used by thousands of schools, businesses, government organisations and millions of individuals around the world. Founded in 1992, Rosetta Stone pioneered the use of interactive software to accelerate language learning. Today the company offers courses in 30 languages, from the most commonly spoken (such as English, Spanish and Mandarin) to the less prominent (including Swahili, Swedish and Tagalog). Since 2013, Rosetta Stone has expanded beyond language and deeper into education-technology with its acquisitions of Livemocha, Lexia Learning, Vivity Labs, and Tell Me More. Rosetta Stone is based in Arlington, VA, and has offices around the world.

For more information, visit [www.rosettastone.co.uk/business](http://www.rosettastone.co.uk/business).

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### **About VansonBourne**

Vanson Bourne is an independent specialist in market research for the technology sector. Our reputation for robust and credible research-based analysis is founded upon rigorous research principles and our ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets.

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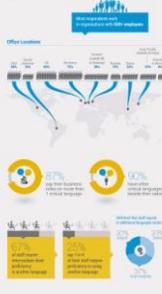
## Multinational means Multilingual

Bring your team into the world arena with language skills

Profound knowledge of a second language is a key skill for global business success. The more you know, the more you can do. Multilingual employees are essential for global success and competitive advantage.

### MULTILINGUAL EMPLOYEES ARE INDISPENSABLE FOR ORGANISATIONS

500 Business units were interviewed in 2014.



### INDUSTRY DICTATES RATES OF ADOPTION

Where language training is particularly needed



### WHICH LANGUAGES LEAD THE WAY?



Employees are not using languages at the required level

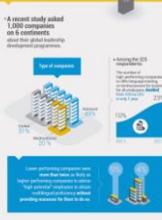


Languages requiring improvement according to top executives



### ON THE OTHER HAND...

A recent study asked 1,000 companies on 6 continents about their global language development programs.



### IN ANY LANGUAGE, WELL-TRAINED, MULTILINGUAL EMPLOYEES PROVIDE A GREAT ROI FOR BUSINESS

