

# Is English the language of business?

## Nearly a quarter of the world speaks English.

With roughly 2 billion speakers worldwide, English is now the de facto language of business. While historical and political factors have clearly impacted the spread of the English language across the globe, it's also true that English-language learning is a major organisational value-add.

**For starters**, equipping your workforce with language learning tools helps them develop critical speaking and listening skills at work and in their personal lives as they live, work, and travel abroad.

Plus, many global organisations use English language learning as an essential component of their global DE&I strategies. By giving everyone in your organisation access to critical English language learning tools—regardless of physical location and mother language—you are equipping them to grow in their careers while giving everyone a voice in your business.

## The global English-speaking landscape by the numbers.

English has become the language for business because it's in high demand for businesses and individuals internationally.

### Here are some eye-catching statistics on the matter:

- Research from the 21st Century Education Research Institute revealed that roughly **70% of Chinese parents** in Beijing want their children to speak English.
- English is the dominant language of **more than 60 countries**.
- English is the only language attracting **more than 1.5 billion speakers worldwide**.
- **Leading global organisations** rely on English to conduct business worldwide. This includes household names like Honda, Nokia, Nissan, Airbus, and more.

Learn more at

[www.RosettaStone.co.uk/Enterprise](http://www.RosettaStone.co.uk/Enterprise)

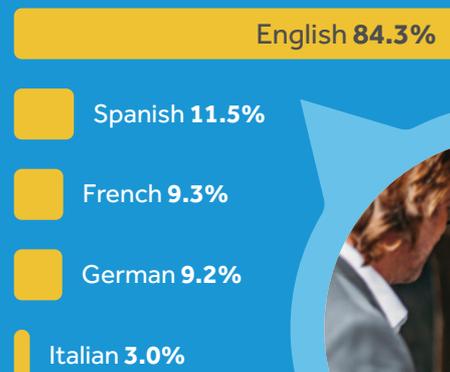
## Why should your employees learn English?

English-language learning has skyrocketed in popularity because it is critical for international business growth and communication. **In 2019, the global English-language learning market generated roughly \$8.8 Billion in revenue.**<sup>1</sup>

Employees entering the global workforce want to ensure that they can adapt to an ever-expanding global marketplace and adapt to new, challenging roles no matter where they go in the world.

## English is a crowd favorite at Rosetta Stone® Enterprise

Not only is the international business community prioritising English-speaking skills, but Rosetta Stone® Enterprise learners also place a high value on learning English as well.

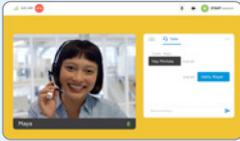


Source: Rosetta Stone User Data



## Choose an award-winning solution built for global teams.

With English-language learning tools from Rosetta Stone, you can help your global teams succeed while giving them critical skills they can take with them for life.



### Blended learning meets the learning needs of every employee.

Seamless, immersive learning experiences guide learners from assessment to proficiency employing a proven, unified method.



### CEFR-based language assessments.

There's no one-size-fits-all approach to identifying your global team's language abilities. Use the global standard to measure speaking proficiency with assessment standards that truly identify your team's diverse language training needs.



### Smart, transparent dashboards help track learner progress.

Track, manage and equip each employee to succeed at learning a new language with transparent learner dashboards that display every learner's progress towards English-speaking proficiency.

## Rosetta Stone® Enterprise offers language skills for the real world.



Unlimited access to 24+ languages



TruAccent® speech recognition helps learners perfect their pronunciation



Learner placement and ongoing assessments focus on proficiency, goals, and desired pace.



Expert-graded writing and speaking activities offer personalised feedback



Advance business and conversational content support career goals



Learn at the pace and place of your choosing.



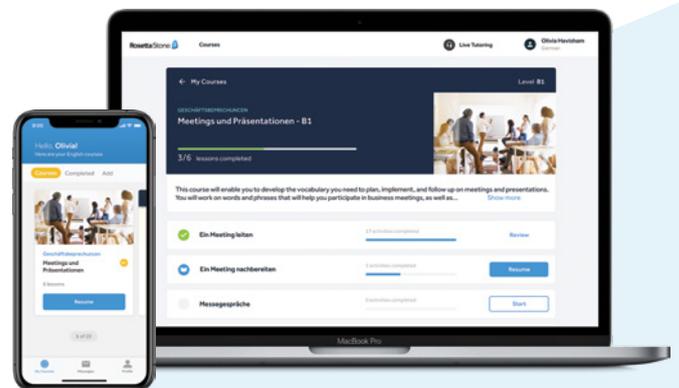
Live Coaching from native speakers keeps the conversation real

#### References:

1. Statista Research Department, Dec 4, 2020
2. Rosetta Stone User Data

## Why Rosetta Stone® Enterprise?

Rosetta Stone is dedicated to using the power of language and literacy education to change people's lives. Millions of inspired learners have used our online and mobile solutions at home, in the workplace, and in schools around the world. Inspire your learners to develop critical, English-language skills with the world's most trusted language learning software.



Learn more at

[www.RosettaStone.co.uk/Enterprise](http://www.RosettaStone.co.uk/Enterprise)

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