



# How to create a language learning community for your business



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Creating a language learning community for your business is a great way to ensure your employees can grow their skills together.

Here at Busuu, we believe that live group lessons are a great way for employees to gain and improve their language skills, by building a community that can support each other; helping working relationships as well as language knowledge.



# 1. Why?

## Why build an online community?

Building an online community is a great way to bring colleagues together where they can discuss language lesson content, test out their language speaking skills and ask any questions they may have.

These sessions can also be very helpful when deciding on the business topics you want to discuss; by talking together you can gain a clearer idea of what areas of business your team would benefit from learning about. For example, being part of our Busuu community means that employers can purchase real-time group lessons where we can teach you the language you need for your specific business area.

Engaging in peer-to-peer learning is a great way to improve language skills as well as build your communication within your team, an essential business skill for discussing issues between clients and colleagues.



## 2. How

### How to create a language learning community

Once you've decided you want to create a language learning community, how do you go about ensuring this is set up properly and will start to benefit your team immediately?

There are many ways to go about setting this up, here are a few examples to help you get started:

- Get your departments together and decide on the important/relevant topics of business you want to focus your language learning on
- Having regular feedback sessions with your group will help to improve lesson plans and identify any areas that need to be added to future schedules

- Foster an open environment so that every employee in the group feels able to join in and ask questions
- Promote accountability so that all members are prepared for the upcoming lessons



# 3. Benefits

## What are the benefits of language learning communities?

No matter what the size of your team is, there are many benefits to setting up a language learning community, key benefits include:

- Having employees with improved business language skills will help to grow your business opportunities, networks and audience
- Improve revenue and business interest with increased language skills to help with business projects worldwide
- Enable you to meet up with colleagues either in person or online to further language and communication skills
- Live / real-time lessons mean that social learning can take place - with employees benefitting from the opportunity for live teaching and asking questions
- A group learning space is also ideal for getting answers to any questions quickly - without having to wait for a response from the lead or another member
- As a result of the types of questions that are being asked during lessons, plans can be put in place to cover areas that may not have been considered initially
- Group learning with fellow employees will help give a community feel to lessons - offering a supportive network with increased and improved collaboration



**Thinking about how people can make the most out of these live, real-time lessons will help you to consider the advantages of learning a language as part of a team:**

### **Improving speech**

During group language learning activities, group members will typically speak a lot more, thereby improving their spoken language skills and their communication in the process, including negotiation skills that will certainly come in handy during business meetings and discussions.

### **More power to the group members**

By developing a working group lesson structure, the needs of individual students can be catered for, meaning lessons can focus on the issues or areas of business that affect your employees most.



## Reduced anxiety and increased motivation

Employees can often feel less anxious when speaking within a group of their peers, meaning they'll gain more opportunities for improving their spoken language skills. Live lessons can also have a positive effect on motivation levels as employees generally feel less competitive in a group setting and more likely to encourage each other. With accountability improved in group lessons, independent learning is also more likely to increase, making these lessons extremely beneficial and a more collaborative process.

## Use authentic language materials

When you're practising your particular business language skills, always make sure you use authentic materials as they will better prepare you for talking to native speakers of that language. Likewise, if you want to better your writing skills, seek out quality writing in your chosen language so that you can imitate the structure and format of the writing to improve your proficiency.

## Feedback

Group learning provides the perfect setting for gaining frequent feedback which helps aid learning for all. Asking for feedback on a regular basis, particularly if you're working on an important business project, will help to perfect your language skills.

For busy professionals, working as part of a team, on a structured language lesson plan, will mean an improved knowledge of the particular area of business you're learning about.

Creating a language learning community for your employees to learn about your own particular business area, together and in real-time, will move your company's language skills to the next level.





## Ready to start your learning journey? Enter Busuu for Business.

At Busuu for Business, we have expertly designed a digital language training programme to please. We believe language learning should be enjoyable, inclusive and beneficial both for companies and employees alike.

[Contact us](#) to learn more about our programmes and how they can help measure, track and boost employee engagement, contact us today.

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