



BUSUU

Language training for your business:

The essential guide

LANGUAGE TRAINING FOR YOUR BUSINESS: THE ESSENTIAL GUIDE

The workplace of today is more globalised than ever before, bringing with it both opportunities and challenges for your business. Investing in language training is a proven way to help your team gain an international edge, build better relationships, and grow with your business.

But how should you go about selecting the right language training programme for your business?

In short, the first step should always involve understanding the benefits or key results that your organisation seeks to gain from a language training programme. Following that, you should familiarise yourself with exactly what you need from a provider, based on what your goals are.

This guide will give you a clear overview of the key benefits of language training and what to look for in a potential provider. It also includes a handy checklist that outlines the key steps in implementing a language training programme to make sure you are set up for success.



Insights brought to you by Busuu

At Busuu, we provide online language training that builds better working relationships and revenue streams.

Our ultimate mission?

To break down language barriers in the workplace so both employees and the wider business can thrive. We do this by offering award-winning courses in 12 different languages, options to tailor content to individual business needs, and the means to measure success with our management platform.

Leading organisations around the world, such as Puma, Uber, OECD and DHL choose Busuu to upskill their workforce in a scalable, cost-efficient way – and for access to metrics they need to prove tangible ROI.



Why language training matters

Developing a training programme that resonates with employees, pleases executives, and brings value across the whole organisation can be tricky. But language training is one of those rare programmes that seems to tick all the right boxes. Before you implement a language training programme, it's important to understand what the benefits are, and how they would impact your business.

It breaks down communications and cultural silos while boosting employee morale

It can be difficult to deliver measurable results when it comes to employee cultural awareness or communication. This is where language training comes in handy for all kinds of companies, from manufacturing to tech companies.

The benefits



Champion diversity and inclusion:

Teams from different backgrounds come together and see each other in a whole new light.



Break down cultural barriers:

language skills provide a window into other cultures, fuelling an understanding beyond just what is being said.



Encourage conversations that count:

language skills help create conversations by breaking down communication barriers.

All in all, the improved internal communication & employee engagement fostered from investing in language training helps to **raise your profile as an employer.**

It empowers people to do business abroad

Relocations and market expansions are always challenging for organisations, employees and their families. The adjustment period can see a decrease in confidence, productivity, and in the worst-case scenarios, wellbeing. In fact, more than 40% of managers sent abroad say they fail to adapt.

Global readiness, in short, cannot be overlooked as a powerful metric contributing to the ROI of company expansions. Preparing your staff to adapt through language training is an obvious solution that will bring measurable results in the long run.

40% of managers sent abroad failed to adapt

It helps craft memorable customer experiences

Customer support can be difficult to get right at the best of times. When a business expands its customer operations into new, unfamiliar markets, it pays to have multilingual employees ready to help customers in their own language.

Looking at a company like Priceline, which owns Booking.com and Agoda, it's easy to see how multilingual customer support pays off. Available in more than 200 countries, they offer multilingual support in over **40 different languages**, with their agents speaking an average of four languages each.

40% their agents speaking an average of four languages each

It signals international expertise to prospects and clients

Any organisation has the ability to outsource translations. But in-house language skills can be the determining factor that closes deals and wins contracts. This is because part of learning a language is also learning about how people communicate. **According to the Economist Intelligence Unit**, 50% of executives believe communication misunderstandings have led to failed deals.

Even across the same continent, cultural differences can be an obstacle to doing good business. Speaking a foreign language will therefore give your teams more than an extended vocabulary: it's the gateway to better international business.

50% of executives believe communication misunderstandings have led to failed deals

What makes a great language training programme?

Investing in any type of training programme is an exercise that you want to get right on the first attempt. Why?

Because doing so lays a solid foundation for you to expand on your training efforts for years to come. If things don't work out, wasted time or resources, or disengaged employees, can prove to be barriers to your future training efforts.

Choosing the right language training provider, to help you achieve your objectives, is a crucial part of the equation. Here are the key features you should look for when choosing a provider.



The programme must provide metrics and ROI

According to Skill Soft's survey of 500 UK businesses executives, only 54% believed that employee training programmes could generate long-term profits for the organisation – citing employee morale and satisfaction as key reasons to implement them instead.

Learning and development (L&D) leaders are therefore under constant pressure to justify spending and demonstrate benefits that your boardroom will actually listen to. Choose a language training provider that allows you to:

- **Track progress:**

As with any training programme, you want to be able to understand how effective your investment is. The ability to track key learning metrics over time will help you with this.

- **Report on functionality:**

Having access to data is one thing, but how you use it to report on your training efforts to the wider business is what really matters. Training providers that make reporting easy and efficient for you can help you save time and effort in the long run.

It should be flexible and scalable

On the one hand, incorporating digital language training programmes guarantees training scalability. However, it's also important to ensure you can adapt the programme to your organisation. This can be done through a variety of features, such as:

- **Customisable content:**

Want to align language with other training topics? A customisable course could let you combine vocabulary and safety at the same time, for instance.

- **Self-management option:**

For large organisations, it can be hard to oversee everyone's learning progress. Some programs have the option to nominate super-users, each of whose goal is to manage small groups of learners and inspire everyone to learn more.

- **Systems integration:**

If you already have training software, you should be able to integrate the language course within your existing system.

It has to prioritise employee engagement

One of the biggest hurdles faced when implementing a learning programme is that of decreasing employee engagement. This is why it helps to put all the odds in your favour by letting them learn at their own pace, and in their own time.

- **Online platform:**

Offline sessions during or around working hours are restrictive and time inefficient. Offering training 24/7 through cloud-based tools lets employees learn whenever they want.

- **Offline support:**

If you go the cloud-based way, it's also important to ensure learning isn't prevented by a lack of connectivity.

- **Mobile support:**

Any form of digital training has to be accessible across mobile and desktop devices, giving employees the freedom to learn at their desks or outside the office.

- **Promote group learning:**

There is increasing evidence that learning with peers boosts long-term engagement. In LinkedIn's recent workplace learning report, 84% of people believe that learning is more engaging when you work together.

It must cover a range of employee needs

Everyone acquires knowledge differently, which is why the best language courses adapt to various learning styles.

These can be met by:

- **Adaptive learning & personal goal-setting:**

Your programme should quickly identify weak points and tailor content they see to fill their knowledge gaps.

- **Microlearning:**

The language learning course should also be reinforced with methodologies that resist the forgetting curve & adapt to busy schedules.

- **Immersion option:**

Conversation with native speakers allows employees to put their skills into practice and reinforce what they've learned.

- **Official certifications:**

Recognise learning milestones with certificates that carry weight both inside and outside your organisation.

At Busuu, we pride ourselves not only on delivering cost-effective online language training, but also on providing management with the metrics they need to prove the value of their efforts.

To learn more about Busuu's language training and how to get your business leaders on board, [contact us here](#).

Checklist:

7 key steps in implementing a successful language training programme

Now that you understand why language training is important and what makes an ideal provider, it's time to understand how to achieve the best possible outcomes when you start your programme. Follow these seven steps to make the best use of the time and resource you have at your disposal.

1. Identify success metrics

Make sure these align with the business or employee objectives that you are focusing on.
You can use the [ACADEMIES framework](#) to establish this.

2. Select participants

You may create learning groups, specific departments or focus on individual employees based on identified L&D needs.

3. Establish learning goals

These can be set by employees themselves or management.
Agree on a metric (proficiency level, confidence, test scores, or even feedback from native speakers).

4. Set roadmaps

Establish how long you need your training period to be, and agree on the checkpoints you'll use when assessing progress and gathering feedback from employees.

5. Pre-assess

Use preliminary tests to find a baseline, the levels that your employees are currently at. This will come in handy later when you evaluate how much progress employees have made post-training.

6. Identify and empower champions

Within the business world, identifying learning “champions” can be a real engagement driver. You should have all the tools you need to identify them – through analytics – and empower them.

7. Monitor engagement

Use all the tools at your disposal to assess progress at regular intervals and track employee improvements over time.

About Busuu



Busuu is the world's largest community for language learning, providing courses in 12 different languages on web and mobile to more than 90 million learners worldwide. Learners can sign up for free, or subscribe to a Premium membership to unlock further features like advanced grammar lessons, Offline Mode, McGraw-Hill Education certification or our adaptive Vocabulary Trainer.

The name "Busuu" originates from the Busuu language in Cameroon, which is sadly nearly extinct. A team from Busuu visited Cameroon a few years ago to meet the community of Busuu speakers and to save the language. We also created a special lesson so you can learn Busuu on Busuu.

The company Busuu was founded by Bernhard Niesner and Adrian Hilti in 2008. Busuu grew quickly to become one of the most recognised global brands in language education with over 90 million users worldwide.

Insights brought to you by Busuu

At Busuu, we provide online language training that builds better working relationships and revenue streams.

Our ultimate mission? To break down language barriers in the workplace so both employees and the wider business can thrive. We do this by offering award-winning courses in 13 different languages, options to tailor content to individual business needs, and the means to measure success with our management platform.

Leading organisations around the world, such as Puma, Uber, OECD and DHL choose Busuu to upskill their workforce in a scalable, cost-efficient way – and for access to metrics they need to prove tangible ROI.

Contact us to learn more about Busuu's language training and how to get your business leaders on board.

