

UNIT 1
Language
Basics



UNIT 2
Greetings and
Introductions



UNIT 3
Work and
School

UNIT 5
Travel



UNIT 6
Past and Future



UNIT 7
Friends and
Social

UNIT 9
Home and
Health



UNIT 10
Life and World



UNIT 13
Tourism and
Recreation



UNIT 14
Professions and
Hobbies



UNIT 17
Business and
Industry



UNIT 18
Arts and
Academics



Communication and Language Development

ICD & Rosetta Stone Partnership

*Michael Pack
North American Partner*



1

- Why is it important
- What are its benefits
- Survey results

Why learn a language

tolerance **friends**
empathy **enjoyment**
influence **awareness**
empowerment
pleasure
insight **understanding**
pride **adaptability**
advantages
scope
employability
opportunities
perspective
confidence
memories
freedom

Business Benefits

BENEFITS OF INVESTING IN LANGUAGE TRAINING

- LESS RISK OF OSHA VIOLATIONS
- MORE HARMONIOUS WORKPLACE
- FASTER ASSIMILATION BY EMPLOYEES
- GIVES WORKFORCE TOOLS FOR SUCCESS
- LEADS TO HIGHER RETENTION RATES

The Numbers

DPR - Language training contributed to a reduction of safety incidents, Provided a 140% ROI over instructor led classes. Managers noticed non native English speakers had improved confidence in their ability to speak English and perform job-tasks with English speaking coworkers

"Who we build is as important as what we build. Rosetta stone has been a successful tool that has enabled DPR employees to communicate and connect with people inside and outside our company." - -Liz Tershel, Program Administrator

Gilbane - 72% of managers predicted increased engagement with Spanish speaking contractors, 55% increase in pronunciation and 50% increase vocabulary and 30% increase in speaking skills

"Selecting Rosetta Stone was a natural extension of our Gilbane Cares philosophy. "

BUT why is it important for the individual??

What's right for you?

OPTION #1



Offer English as a second language classes outside of work on the employee's own time

**INCONVENIENT &
TIME CONSUMING**

OPTION #3



Provide online training during business hours

**CONVENIENT, PRACTICAL
& INDIVIDUALIZED**

Personal Benefits

- Career Advancement
- Career Change
- Planning for Retirement
- Preparing to go back to college
- Accent reduction



WHAT WOULD IT MEAN TO YOUR COLLEAGUES IF LANGUAGE OPENED UP THESE OPPORTUNITIES AND BECAME MORE AVAILABLE?

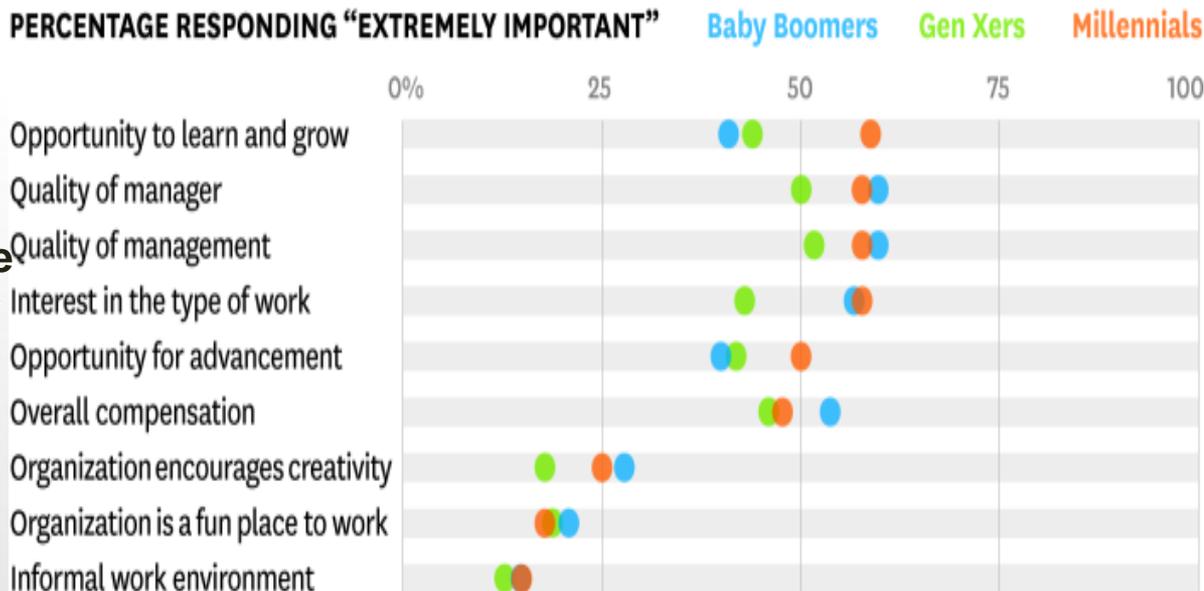
The Numbers

- **Career Advancement**
 - **Spanish-English bilinguals outperform English monolinguals**
- **Strengthen Decision Making Abilities**
 - **The Catherine Caldwell-Harris Study**
- **Being prepared to communicate with the workforce of tomorrow**
 - **Millennials**
 - **Immigration Labor force growth**

What Different Generations Look for When Applying for a Job

According to a survey of 1,700 U.S. workers.

PERCENTAGE RESPONDING “EXTREMELY IMPORTANT”



SOURCE GALLUP

© HBR.ORG

Online Benefits

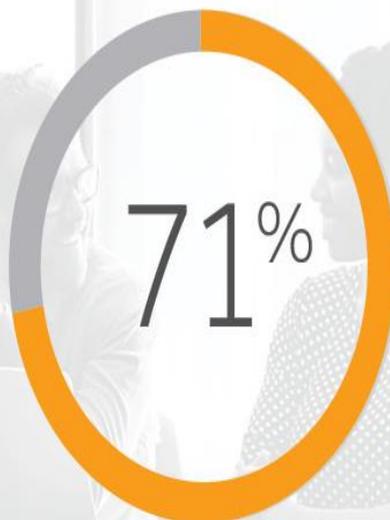
- Flexibility
- Opportunity to gain technical skills
- Assessment
- Personalized and Self Paced
- Comfort and Opportunity to Concentrate
- Track Personal Progress
- Support



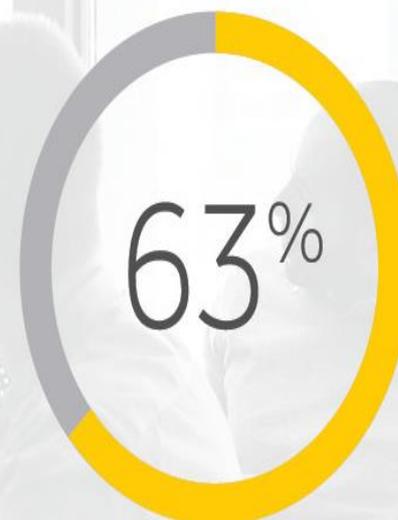
Professional Survey Results



made them more confident working with teams, partners, and vendors



helped them perform better in their job



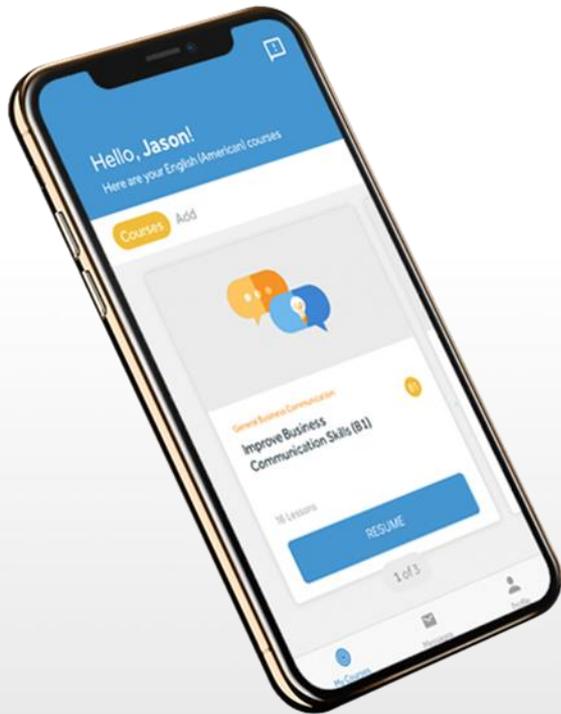
made them feel more engaged in their work

54% said that language development gave them skills that improved their prospects for career advancement

2

- What is it
- How it works
- Blended Learning
- Goal-Driven Business Content
- Unlimited tutoring
- End-to-End Mobile

Rosetta Stone | Catalyst



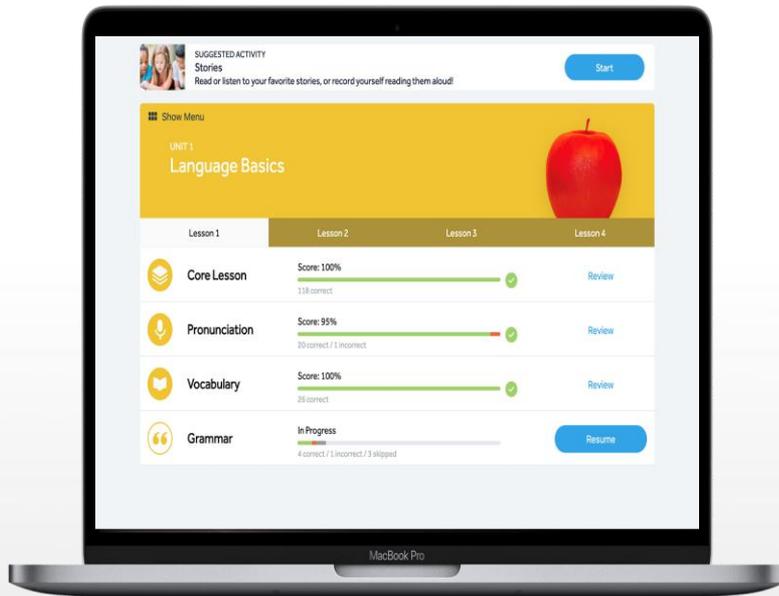
Catalyst offers learners a best-in-class **blended learning experience** powered by Rosetta Stone's **Dynamic Immersion™** engine

- Available Through Organizational Partnerships Only (ICD)
- Utilized to Help Individuals Learn or Improve Their Skills in Another Language (e.g. Spanish)

AND

- To Help Users Improve Their Business Communication (e.g. Writing Emails, Writing Resumes, Giving Presentations, Interviewing)

Blended Learning



Self-paced Digital Education



Virtual Human Interactions

Micro-Activities

Bite sized learning

Starting a Conversation, Part I
12/16 COMPLETED

- Try Again
- Reading Aloud Completed
- Reviewed Speaking Completed
- Fill in the Blank Completed
- Fill in the Blank Completed
- Arranging
- Multiple Choice Completed
- Arranging Completed
- Multiple Choice Completed
- Multiple Choice Completed
- Multiple Choice Try Again
- Reading Aloud



Matching
Match the options correctly.

hard; difficult

tough

to mention (someone or something) in a positive way

speak highly of

a new thing or person that is included in a group, space, or plan of action

to manage (something) with little or no difficulty

addition supervise

Fill in the Blank
Choose the correct answer for each blank. Use what you learned in the lesson.

I work as a project manager for a large software company. I like my boss, but he can be really at times. In order to projects , he asks each member of the team to send him daily reports of what we've done. He rarely anyone. However, last week he told me that I did a great job managing my last project and asked me to a project that one of the new project managers has just started. I was surprised by his kind words!

Matching
Match the options correctly.

hard; difficult

to mention (someone or something) in a positive way

a new thing or person that is included in a group, space, or plan of action

to manage (something) with little or no difficulty

to be considered briefly

tough keep running smoothly

cross one's mind addition

speak highly of supervise

Reading Aloud
Read and listen, and then record yourself reading aloud.

Hi, honey! I wish I could speak to you right now. I have some good news. I spoke to the guy that supervises the Paris project managers today. I thought it was going to be a tough conversation, but actually, it was pretty easy. He was really friendly. He even knew who I was. When I told him I worked with Ana on the Amazonia project, he said, "You were the project manager on that one, right?" He told me that Ana spoke very highly of me, which made me feel confident enough to ask him about a job in Paris. When he asked me if I was

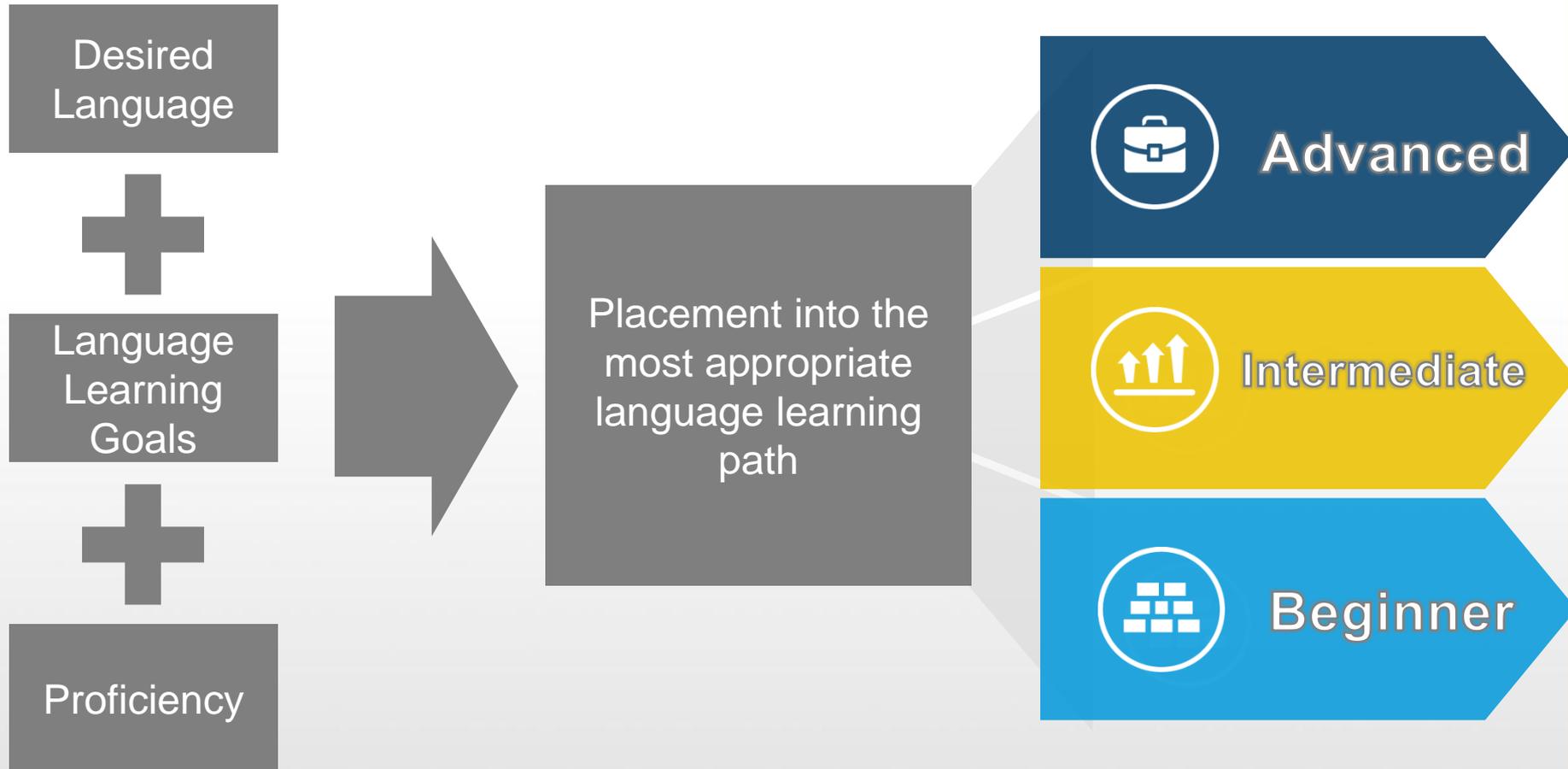
Stop recording

Rosetta Stone | Pillars of Language Learning

- Reading
- Writing
- Listening
- Speaking



How It Works – Personalized Learning



Precise Assessment & Milestones

Rosetta Stone 

Certificate of Achievement

has completed the Rosetta Stone English Proficiency Test on March 24, 2016 and has demonstrated growth in English language proficiency.

YOUR CEFR LEVEL

B1

PREVIOUS CEFR LEVEL: B1



YOUR SCORE

211/400

PREVIOUS SCORE: 157/400

Day 1

Day 150

Day 300



Higher Reliability Than the Reading and Listening Portions of TOEFL and BULATS

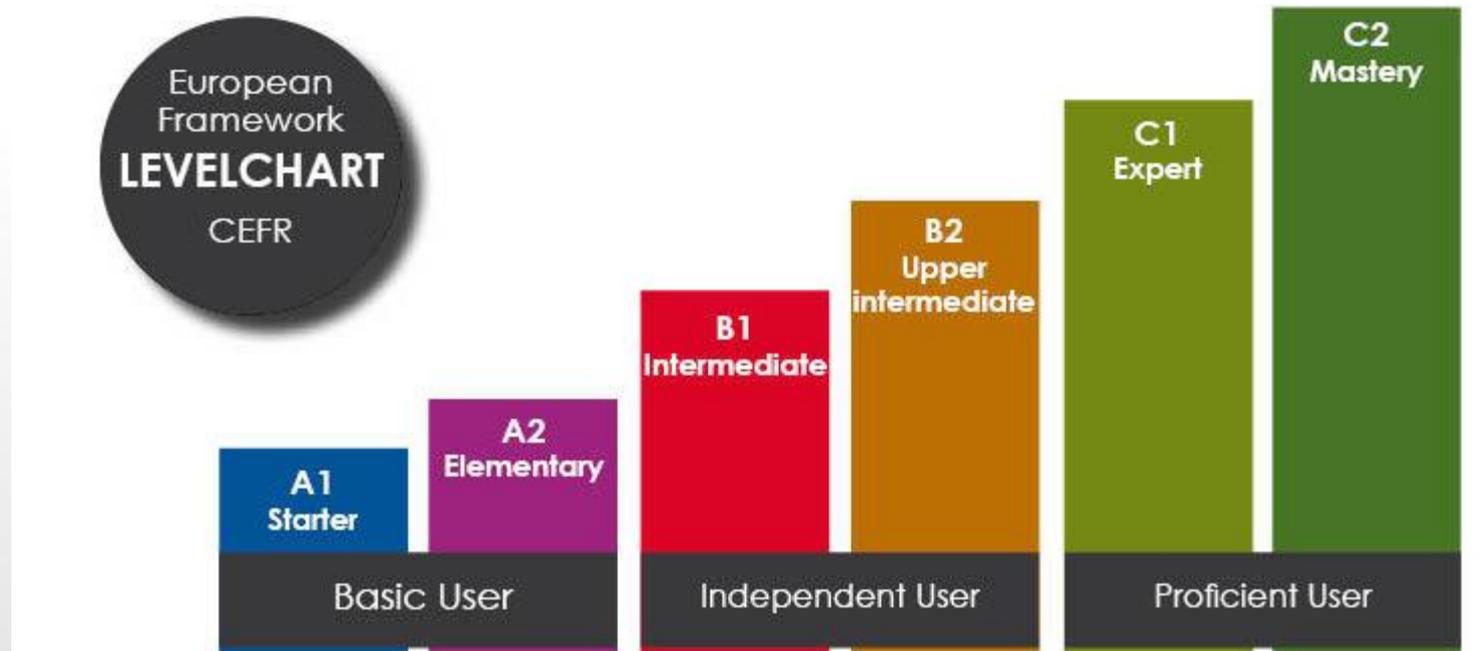
CEFR-Aligned

Measures Holistic Progress

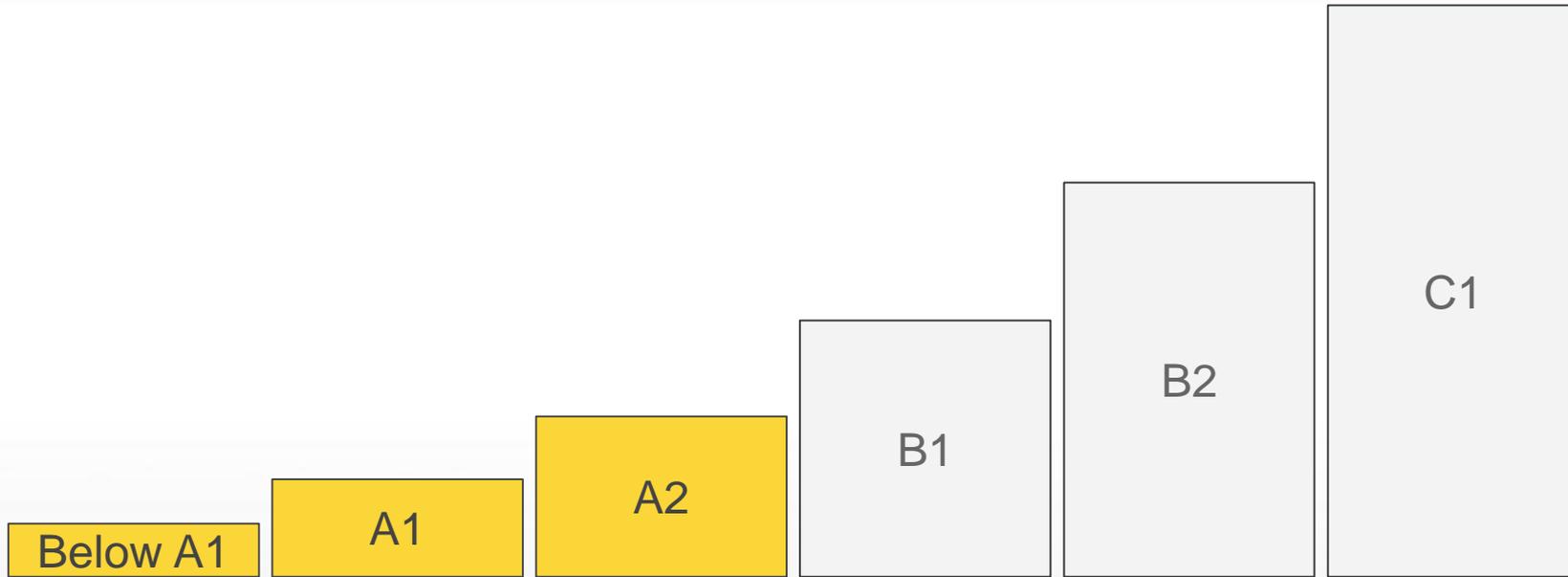
Prompts Every 5 Months

Rosetta Stone

- Follows the CERF Scale
 - Common European Framework for Reference Languages

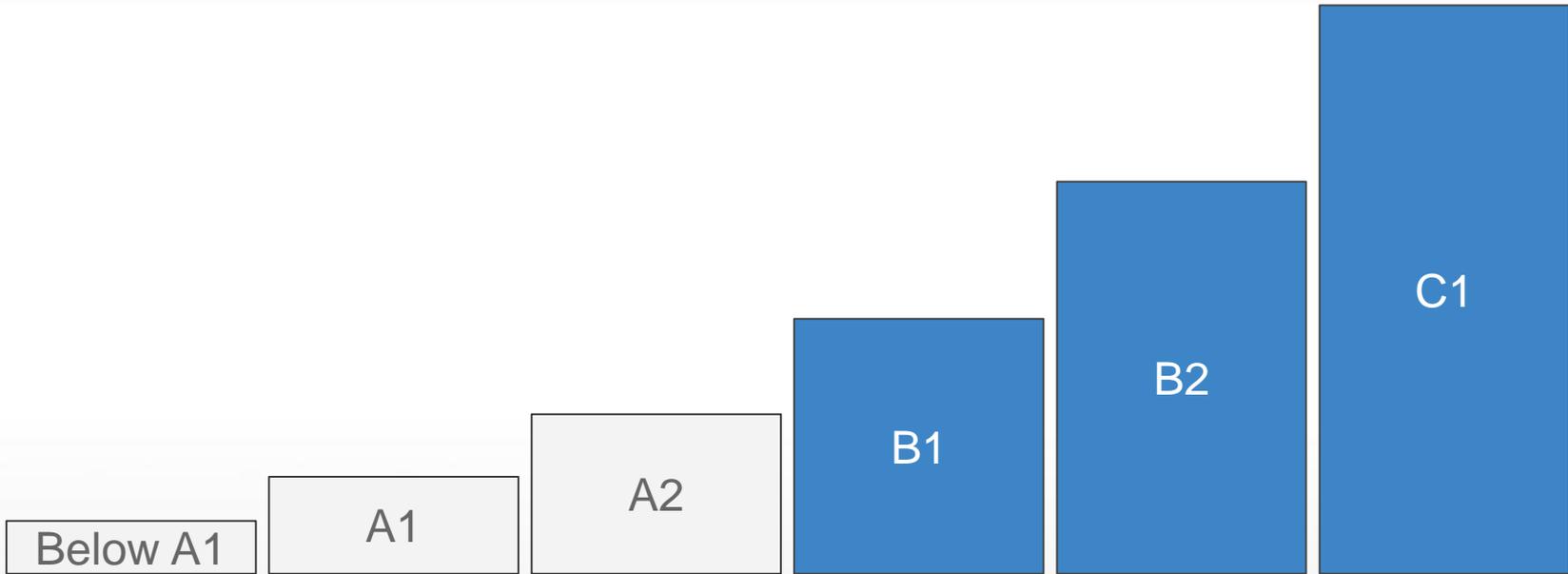


Foundations CEFR



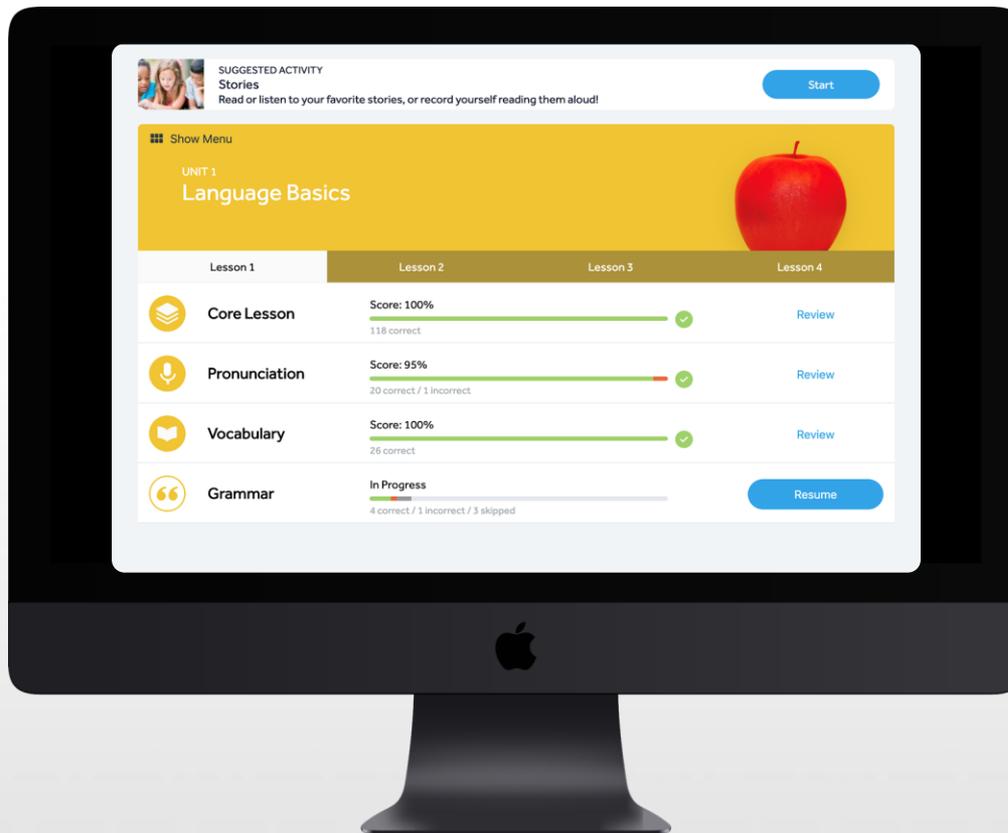
Below A1	A1	A2
I can read and spell basic introductory language.	I can understand familiar names, words and very simple sentences, for example on notices and posters. I can fill in forms with personal details, for example entering my name, nationality and address.	I can find specific, predictable information in simple everyday material. I can write short, simple notes and messages relating to matters in areas of immediate needs.
Can pronounce the sounds of the alphabet.	I can use simple phrases and sentences to describe where I live and people I know. I can recognise familiar words and very basic phrases.	I can use a series of phrases and sentences to describe in simple terms my family and background. I can understand phrases and high frequency vocabulary.

Fluency Builder CEFR



B1	B2	C1
<p>Understand most short reports.</p> <p>Make notes on routine matters, such as taking/placing orders.</p>	<p>Understand the general meaning of a report even if the topic isn't predictable.</p> <p>Write a simple report and begin to evaluate, advise, etc.</p>	<p>Deal with all routine requests for goods and services.</p> <p>Understand most reports that they are likely to come across.</p>
<p>Follow a simple presentation/demonstration.</p> <p>Offer advice to clients within own job area on simple matters.</p>	<p>Express own opinion, and present arguments to a limited extent.</p> <p>Give a simple, prepared presentation on a familiar topic.</p>	<p>Contribute effectively to meetings and seminars and argue for or against a case.</p> <p>Engage in an extended conversation on matters within her/his authority.</p>

Course Overview



Teaches Through Context
Setting And Problem
Solving

Activities Build Off Of
Core Lesson

Focuses on
Pronunciation, Grammar
And Other Skills

Menu Shows Activity,
Score and Progress

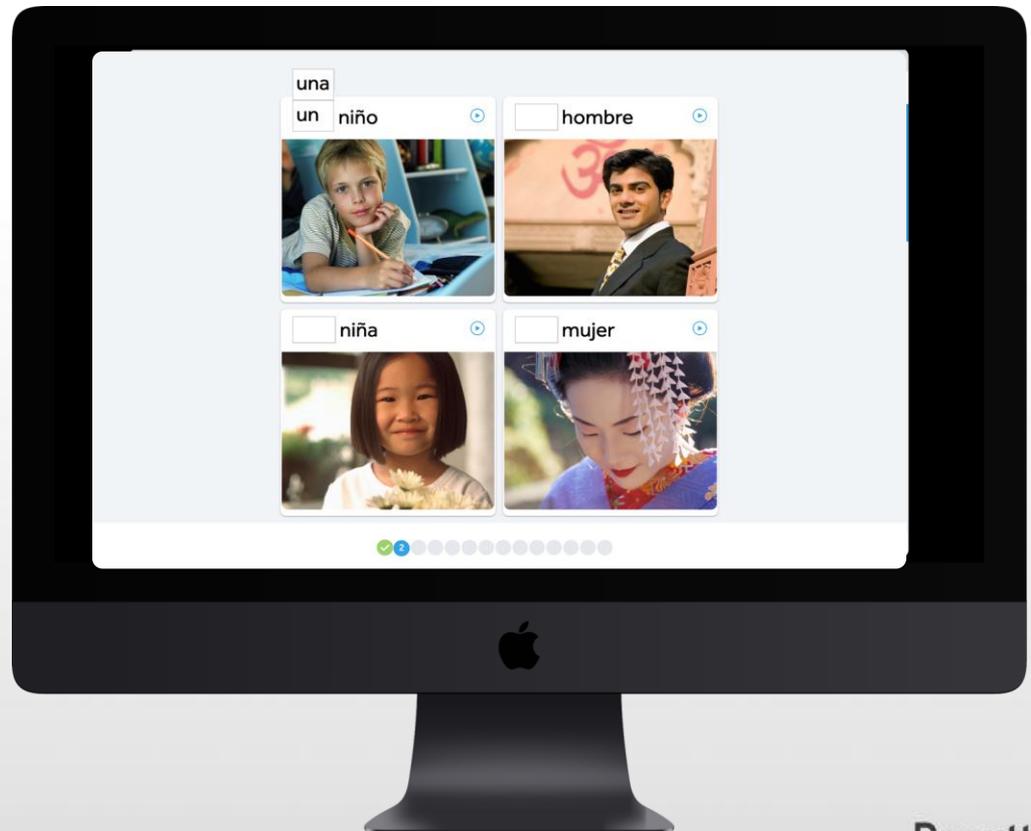
Foundations | Unit Overview

20 Units

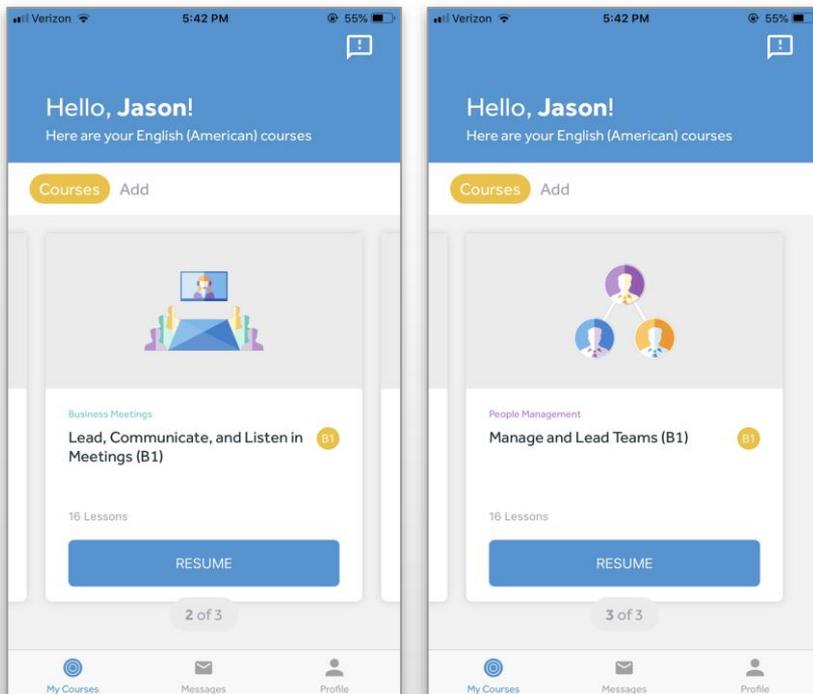
Learners Are Placed
Into The Most
Appropriate Unit

Able To Jump Forward
Or Revisit Units As
Needed

Topics Range From
“Greetings” to
“Business and Industry”



Fluency Builder | Goal-driven Courses



Lead, Communicate, and Listen in Meetings (B1) ✓

Learn to communicate in meetings by developing your listening skills and your

16 Lessons

Manage and Lead Teams (B1) ✓

Improve your English by learning language to manage people and lead projects.

16 Lessons

Leading Meetings and Presentations (B1) +

The Language Program Presentations and Meetings will enable you to interact in a

8 Lessons

Talk about Safety in Manufacturing (B1) +

Learn valuable vocabulary and language skills for the manufacturing industry.

2 Lessons

Write Effective E-mail and Business Letters (B1) +

Improve your business English by writing emails and letters, reading examples, and

14 Lessons

Talking with Clients, Customers, and Partners (B1) +

Lessons

8 Lessons

Typical Business and Employment Interactions (B1) +

The Language Program Interpersonal Skills and Negotiation will enable you to fluently

11 Lessons

Example Goal Topics

- **Customer Service Skills**
- **Business Communication**
- **Understanding & Giving Presentations**
- **Arranging Travel & Hosting Visitors**
- **Leading & Participating in Meetings**
- **Phone Calls and Conference Calls**
- **Writing Emails & Letters**
- **Writing and Interpreting Reports**
- **Managing and Being Managed**



Example Industry's

- **Administrative Professions**
- **Building & Construction**
- **Energy & Fuel**
- **Industry, Manufacturing and Logistics**
- **Human Resources**
- **Sales and Marketing**

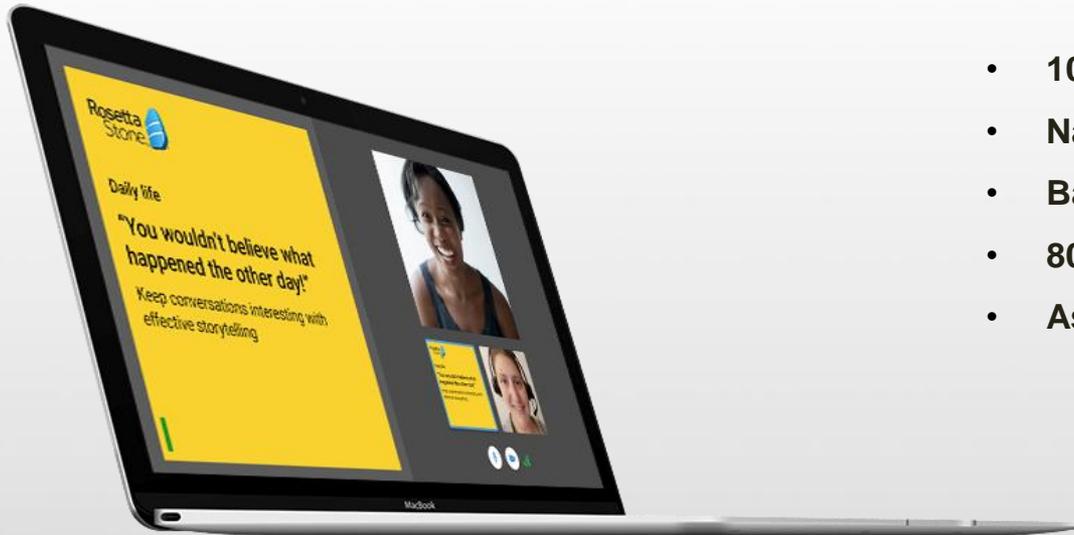


Unlimited Tutoring

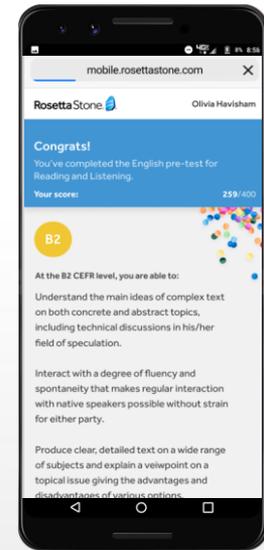
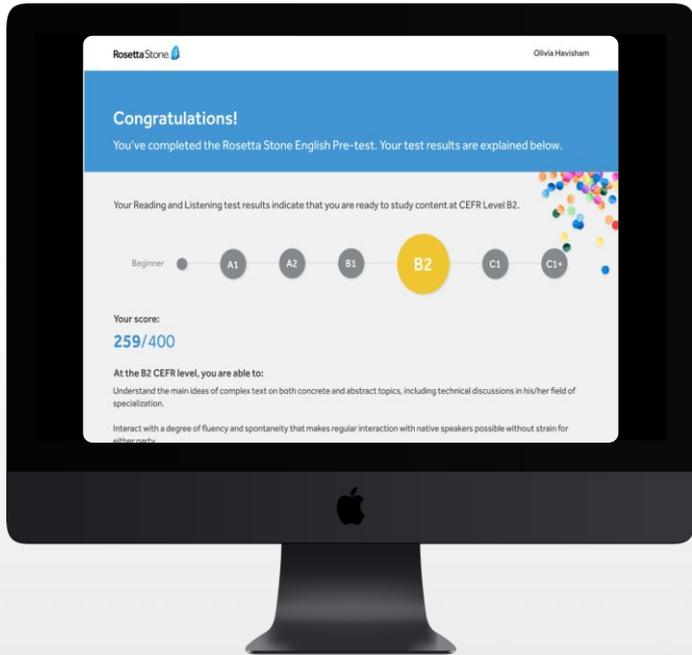
- **25 Minute Online Session**
- **Scheduled at Learners' Convenience 24/7**
- **Ability to practice one on one or in small groups of learners at the same level**
- **Practice speaking to gain conversational confidence**
- **Unlimited Access- learners can attend as many sessions as they like!**



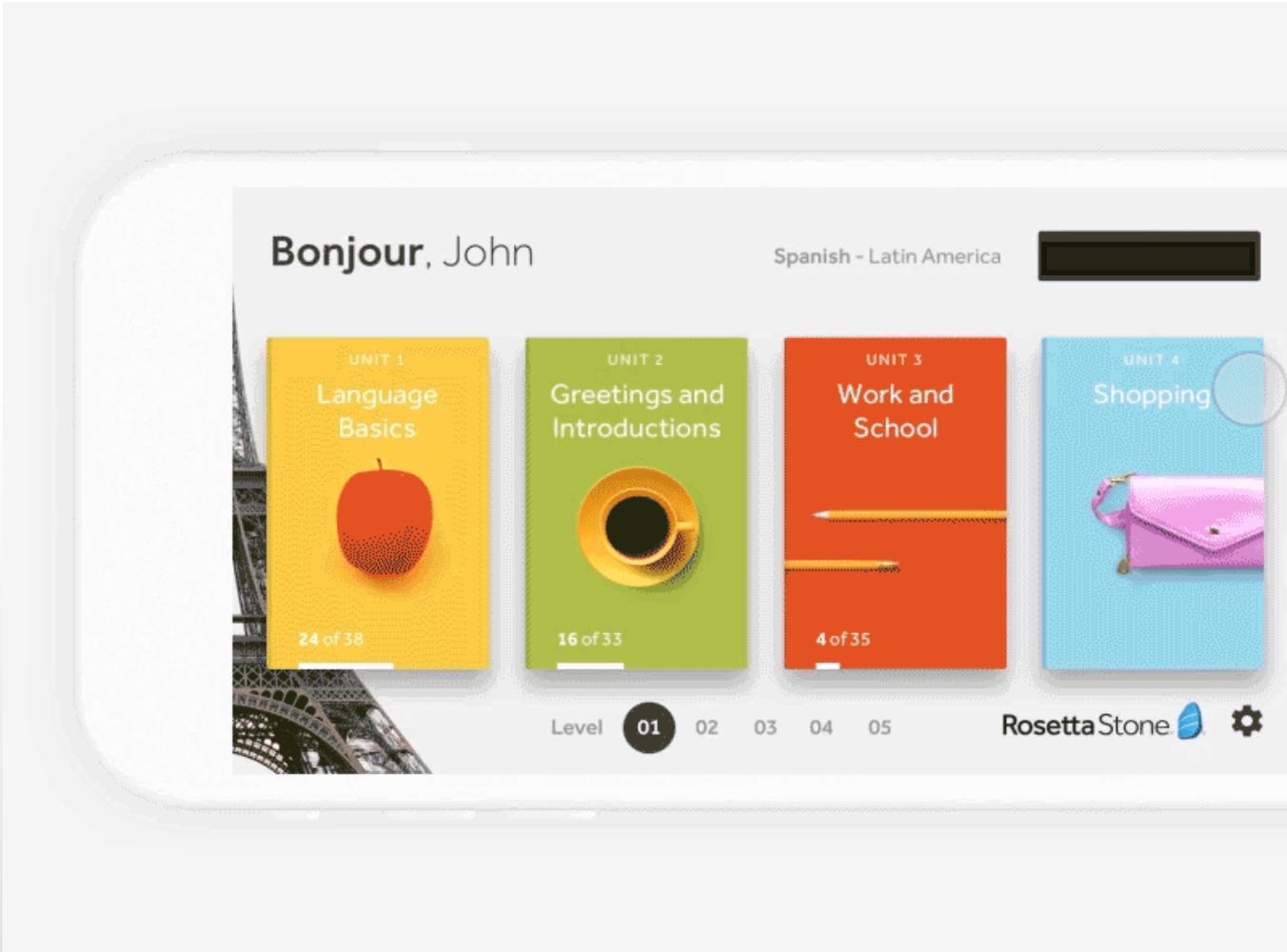
- **10k+ Sessions A Month**
- **Native Speakers**
- **Bachelors, 2-years Of Experience**
- **80+ Hours Of Training**
- **Assessed Yearly**



End-to-End Traditional Computer to Mobile



Mobile Foundations



Mobile | Extended Learning

MENU ☰

Extended Learning

Seek & Speak



Phrasebook



Stories



Audio Companion





Mobile Phrasebook

Phrasebook

Hear a native speaker pronounce common phrases and then practice saying them yourself.



Meeting People

11 Phrases



Being Polite

12 Phrases



Time and Money

14 Phrases



Dining Out

24 Phrases



Staying in a
Hotel

6 Phrases



Getting Around

40 Phrases



Shopping

24 Phrases



Health and
Safety

35 Phrases



What's Next?

3

- Where do we go from here?
- Q&A

What's Next? | How to Implement

- **Meet with me to learn more**
- **Promoting and Gathering Interest**
- **Standardized Ordering Process**
 - **Group or 1:1**
 - **License Procurement Form**
 - **Net-90**
- **Sharing and rewarding Success**
 - **Recognizing High Achievers**

