

UNIT 1
Language
Basics



UNIT 2
Greetings and
Introductions



UNIT
Work
Scho

UNIT 5
Travel



UNIT 6
Past and Future



U
F
S

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



*How
digital learning leads
to global business
success*

Catalyst

Define title

Rosetta Stones Digital Journey

Why digital learning?

Key pillars of Digital learning

The importance of a success Implementation

How this impacts business – survey results (Global Business Success)

A Digital Transformation Journey

1992



Today



Why Digital?

5 Advantages of Rosetta Stone Training



Scalability

Rosetta Stone helps businesses scale programs to meet employee demand and requirements.



Flexible Solutions

Rosetta Stone customizes its language training program to meet most circumstances for businesses, ensuring the best use of company resources.



Anytime/ Anywhere Training

By using Rosetta Stone, workers can get training almost anywhere and at any time, thereby accelerating their progress and commitment



Unlimited Accessibility

Workers can access their training on any device they want, therefore enhancing their language skills.



Customized Learning

Rosetta Stone provides tailored language programs in the form of eLearning, virtual tutors, or instructor-led training—whatever works best for the business.

Or why not Traditional?



Insufficient Time

The stresses of modern life leave employees with little free time to develop language skills on their own.

Inconvenient Class Schedules



Language classes, such as adult education, invariably conflict with workers' schedules.

5 Obstacles to Offsite Language Training



Family Obligations

Outside responsibilities hamper employees who want to pursue language training on their own.

Limited Outside Training Options



The overwhelming demand for language training and limited supply of qualified instructors prevent many from seeking outside help.

Unreliable Training



Many evening and adult education classes are underfunded and have limited resources, such as class materials and teachers.

The four Pillars



Personalized

Specifically designed pathways identify learner's goals and needs

- Guides learner's development with constant, actionable feedback
- Delivers user experience that motivates learners
- Targets learner's strengths and weaknesses (e.g., placement tests)

Data-driven

Self-paced

Adaptive



Effective

Moves learners towards learning goal

- Tracks learner data and offers learners meaningful feedback on their progress
- Utilizes methodologies supported by cognitive science and empirical data
- Participating in research and development to help us improve and enhance our offerings

Mastery

Rigor

Accountability

The four Pillars



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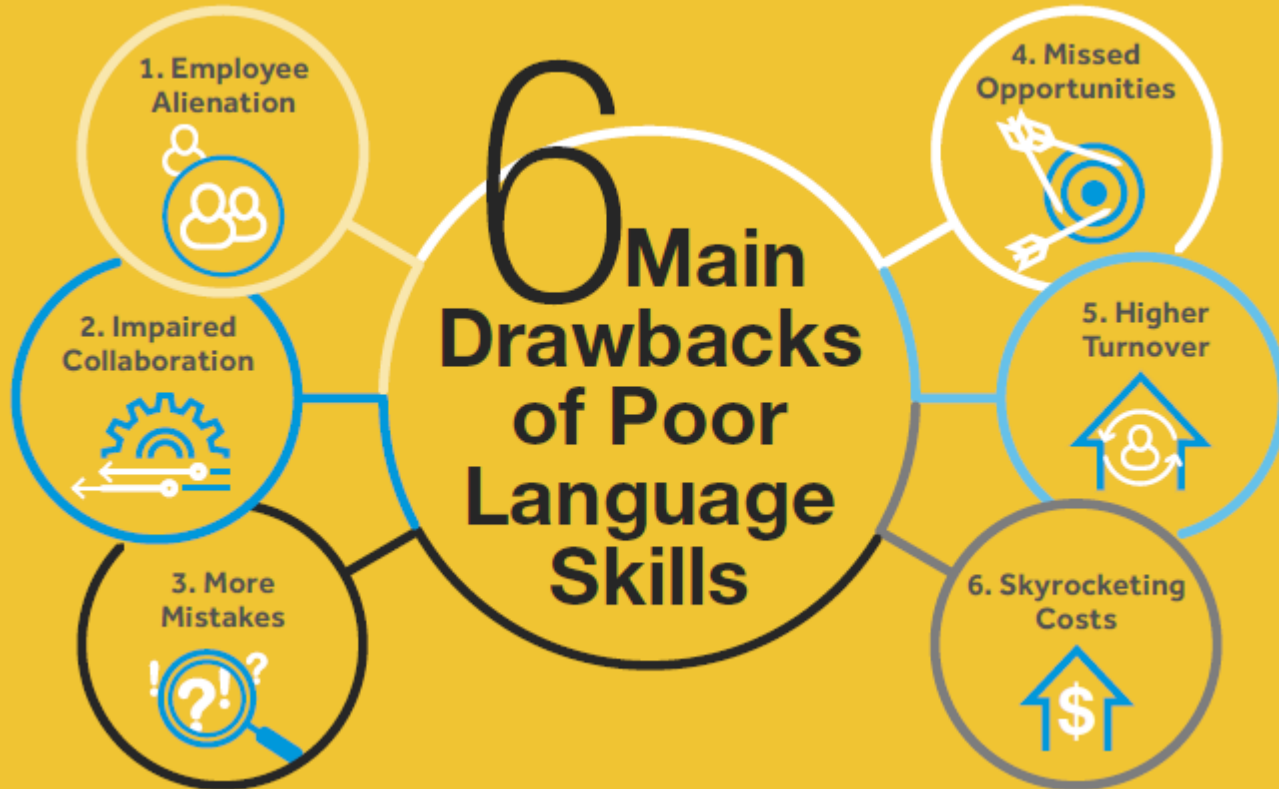
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Mastery

Rigor

Accountability

Understanding the skills Gap



What gets measured gets done

Welcome to Administrator Tools



Reports

View progress for your learners.



Groups

View groups.



Users

Add and edit members of your organization.



Licenses

View licenses.



Settings

View settings.



100
hours

Total Time Across all Products



58
hours

Total Tutoring Session Time



224



98

351



The importance of a success Implementation

1 Determine the Value of Language Learning



INDICATE THAT THE ENTIRE COMPANY
REALIZES THE BENEFITS OF
LANGUAGE TRAINING



FEEL REASONABLY CONFIDENT THAT
THEY ARE ABLE TO ALIGN
LANGUAGE-LEARNING PROGRAMS TO
THE COMPANY'S STRATEGIC DIRECTION



HAVE REPORTEDLY USED LANGUAGE
TRAINING AT THEIR COMPANY

The importance of a success Implementation

2 Conduct a Language Audit

HOW DO THE COMPANIES SURVEYED ASSESS EMPLOYEE BASELINES AND STARTING LEVELS?



60%

CONDUCT
IN-HOUSE TESTING



50%

OUTSOURCE TO A
THIRD-PARTY VENDOR
OR TOOL



47%

RELY ON
SELF-IDENTIFICATION



43%

LISTEN TO MANAGEMENT
FEEDBACK

The importance of a success Implementation

3 Set Realistic Goals



WHY EMPLOYEES ARE MOTIVATED TO LEARN A LANGUAGE

- Improve their communications confidence
- Earn a promotion or advance their careers
- Increase internal communication



WHY COMPANIES PROVIDE LANGUAGE TRAINING

- Better customer service outcomes
- Improved employee engagement
- Increased business productivity

The importance of a success Implementation

4 Achieve a Successful Implementation

Tips for Successful Implementation:

- Develop language learning objectives
- Formally encourage and measure your language training program
- Choose a scalable solution to meet changing business needs
- Build language learning into employee development plans
- Track key performance indicators (KPI)
- Give employees the ability to learn anywhere

The importance of a success Implementation

5 Measure Success, Evaluate Effectiveness

HOW COMPANIES TRACK EMPLOYEE SUCCESS:



RELY ON MANAGEMENT FEEDBACK



DO NOT MEASURE LANGUAGE-LEARNING
IMPACT ON THE INDIVIDUAL EMPLOYEE
OR ON THE COMPANY AS A WHOLE



USE CUSTOMER FEEDBACK

What is success?

A WINNING FORMULA



LANGUAGE
LEARNING



IMPROVED
COMMUNICATIONS



IMPROVED
COLLABORATION



BETTER BUSINESS
OUTCOMES

Rosetta Stone Learner Insights Survey: Overview

- The survey was delivered to 13,788 Foundations and Catalyst learners who have used the product for a minimum of 4 hours. 1,641 people completed the survey for a 12% response rate.
- Among the industries most prominently represented are 1)Technology/Software (18%) and 2) Manufacturing/Construction/Automotive (11%).
- Over a third of respondents are working in Central/South America/Caribbean (36%), followed by Europe (30%).
- A little over half the sample (56%) are studying English.
- **Many of the survey questions were analyzed by different subgroups in addition to analysis of all respondents together. See job relevant learners w/20+ hours and/or English learners for top scores outside of specific markets like Central/S. America.**



Executive Summary

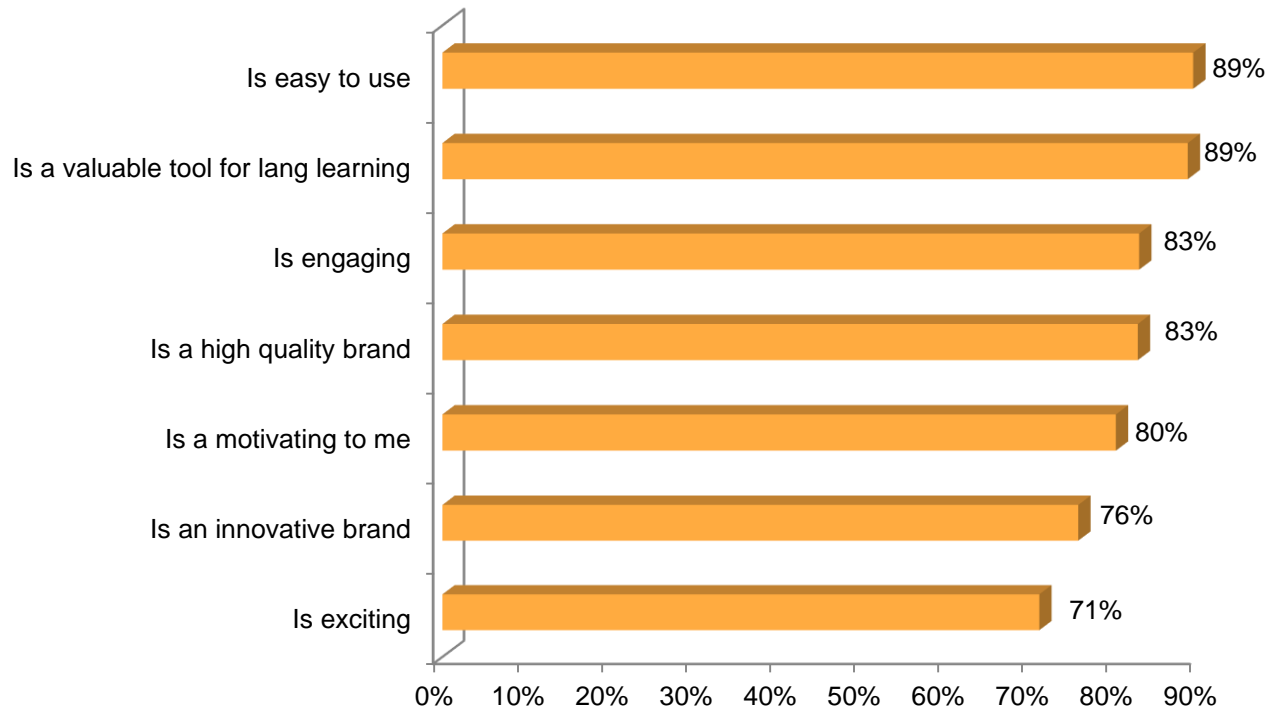
- A major benefit of providing employees access to Rosetta Stone is that it makes them feel positively about their employer and their role in the company. They are **more engaged in their work** as a result of being provided Rosetta Stone language training, and they perceive that their employer takes an interest in their development because they offer Rosetta Stone.
- They also report productivity-related benefits. For instance, most respondents (71%) attest that Rosetta Stone **adds more value in the work they do** with teams, partners, and vendors (among those who confirmed Rosetta Stone language training is relevant to their job duties). This is 73% among those who use the program more than 20 hours, and 76% among English learners.
- On average, our learners say they **save 3.6 hours a week** on tasks due to their Rosetta Stone language training. This average is **4 hours a week** among those for whom using RST is **relevant to their job**, **4.4 hours** among **English learners**, and an impressive **5+ hours** saved by those customers in **Central/South America and Middle East/Africa** (*note: small sample size for this location*).

Executive Summary continued

- Likelihood to recommend Rosetta Stone is high (75%+) across the board, especially for peer-to-peer recommendation (*varies by subgroup*).
- Rosetta Stone has stronger brand impressions than the top competitors, including Duolingo and Babbel (*varies by subgroup*).
- Rosetta Stone's top strengths are consistently (*% varies by subgroup*):
 - Ease of use
 - Perceived as a valuable tool for language learning
 - Engaging product
 - High quality product



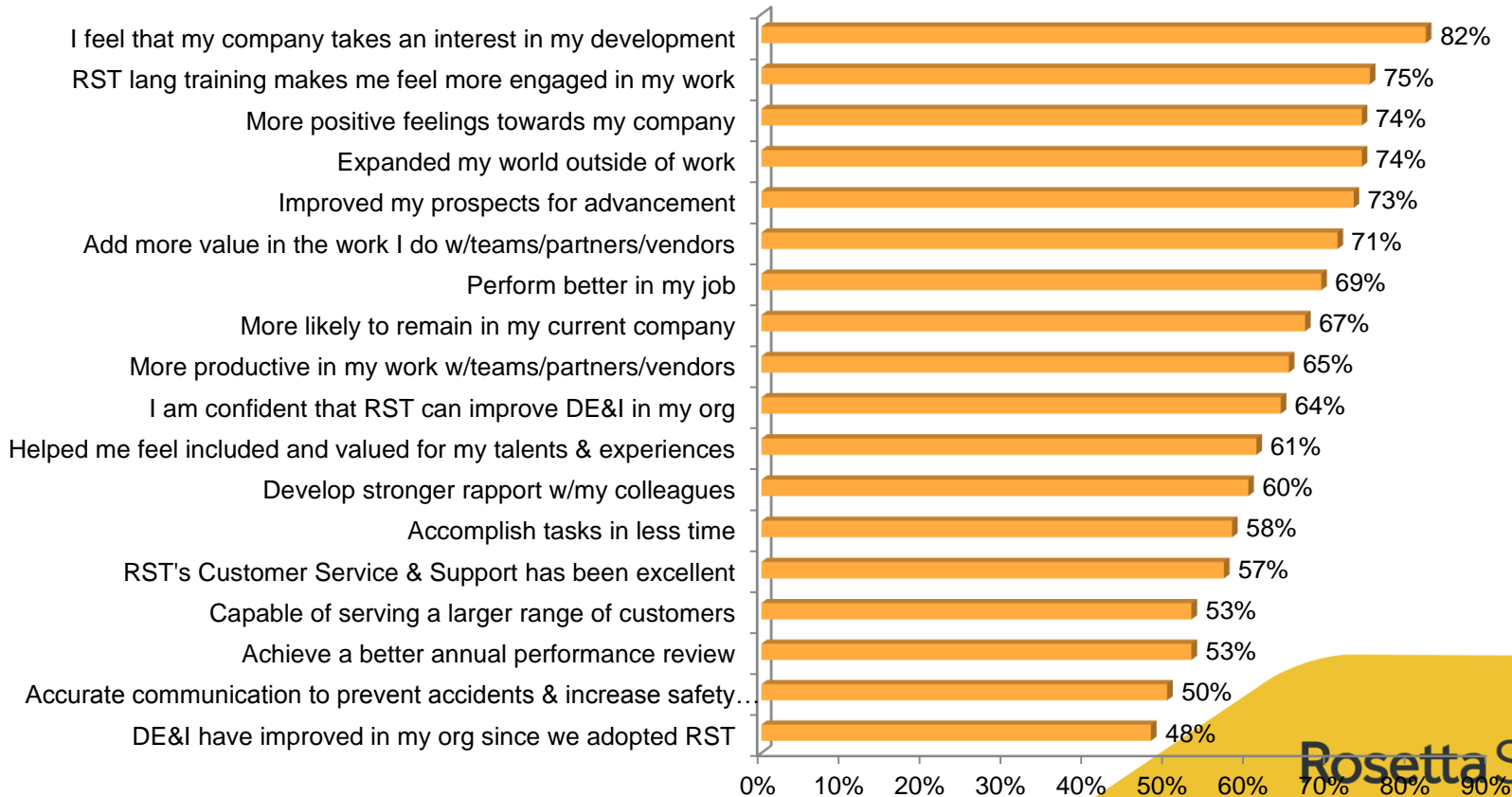
RST impressions: job relevant learners (n=1,231)



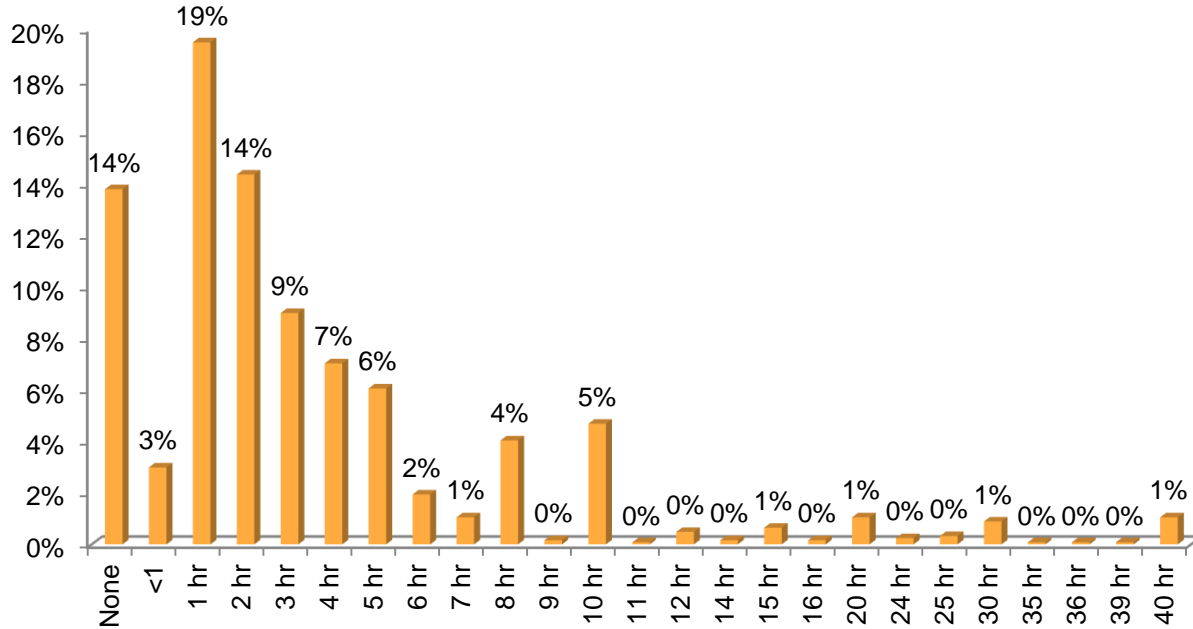
While the relative order remains consistent, those learning for their job give Rosetta Stone even higher brand ratings compared to the general sample.

Q. To what extent do you agree or disagree that each of the following statements describes Rosetta Stone?

RST perceived benefits among those using the program for work: % Strongly Agree/Agree (n=1,231)



Estimate of Hrs saved each week: job relevant learners (n=1,231)

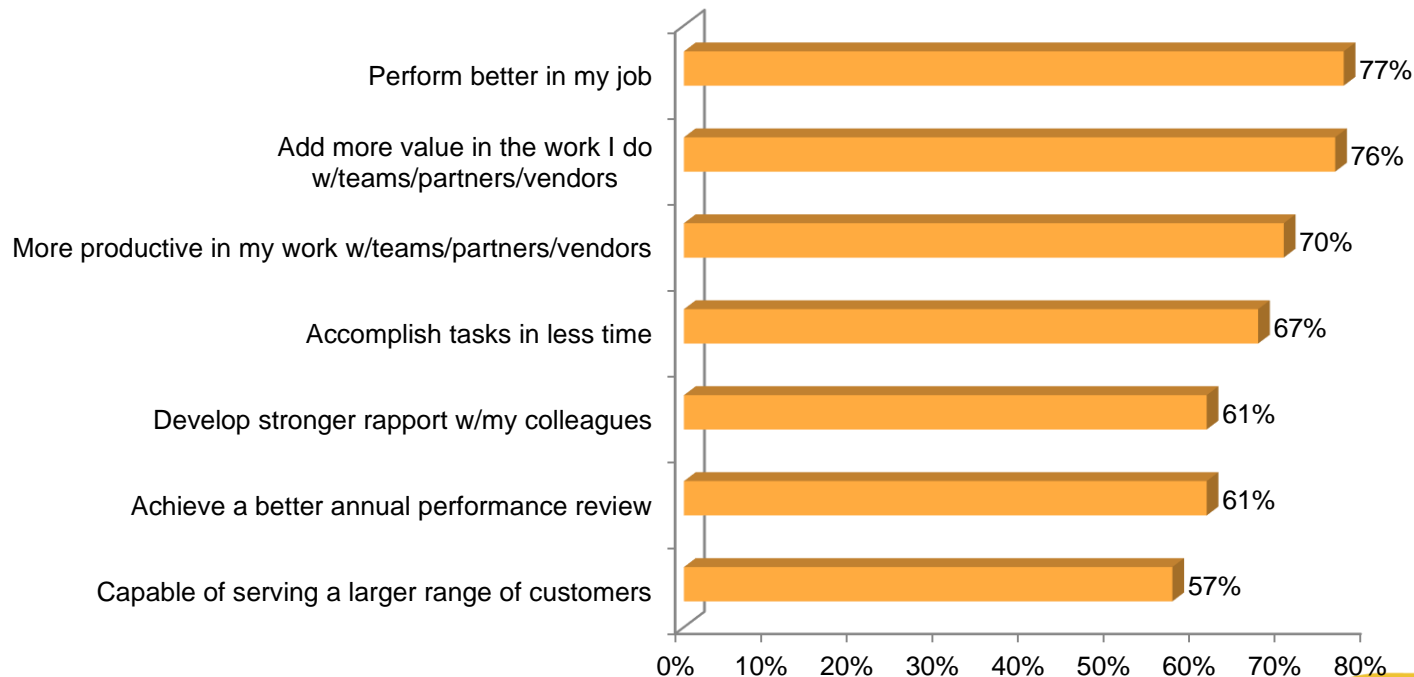


Average Hours saved among this group of learners is 4.

Notably, 86% find some time savings at work due to learning with Rosetta Stone.

Q. If I had to quantify it, I would say I save an average of __hours each week on the completion of tasks involving stakeholders who speak the language I am learning, as a result of my Rosetta Stone language training.

RST perceived benefits at work for job-relevant English learners (n=780)



Q. Considering the language you are currently learning with Rosetta Stone, how important are each of the following learning outcomes to you? (Not at all important, Slightly important, Moderately important, Very important, Extremely important)