



**MEASURING THE ROI OF  
LANGUAGE LEARNING**

**CONFIDENCE &  
CONNECTEDNESS**

GLOBAL  LT



# AGENDA

01

ABOUT US & INTRODUCTIONS

02

THE COST OF MISCOMMUNICATION IN THE WORKPLACE

03

THE “WHY” AND PFIZER’S STORY OF LANGUAGE TUTORING

04

HOW ARE SUCCESS AND ROI MEASURED?

05

Q&A

# ABOUT US



Relocation Focused  
Since 1979



Founded by a  
Cuban Immigrant,  
Hortensia Albertini

*Certified Minority Business Enterprise*



Sustainably-led,  
Diversity-driven

**Any Language, Any Place, Any Way**

**Be Human, Stay Human**

## Complete Global Solution

- Language Training
- Cultural Training
- Language & Cultural Experiences
- Translation Services
- Interpretation Services
- Destination Services
- In-House Recruiting Team



Industry leader and award winner with over **40 awards** in the past 10 years

**Our Mission is to empower professionals and their families to live, work, and communicate successfully worldwide**

# MEET THE PRESENTERS

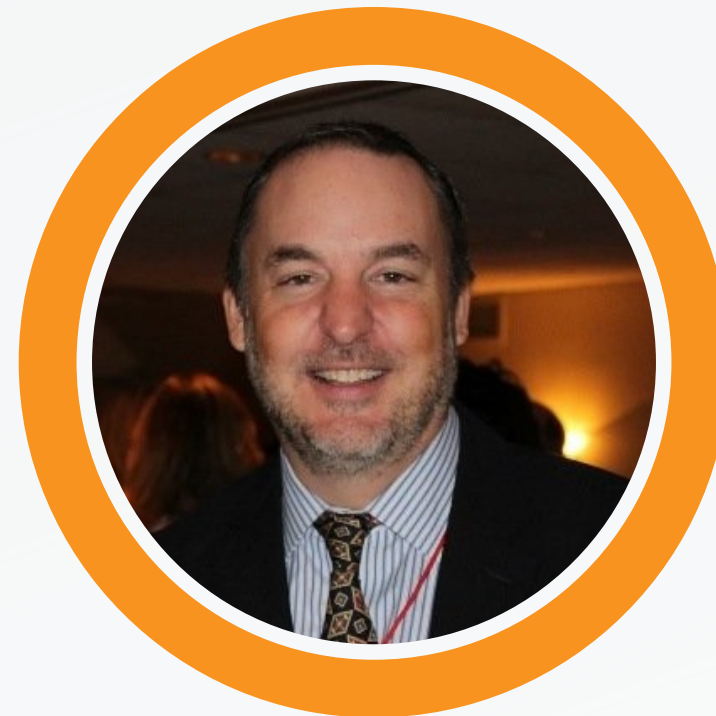
Annie Neahring

Annie is Global LT's Director of Program Design, Curriculum, and Instruction



Doug Pearce

Doug Pearce is the Senior Director of Drug Product Design at Pfizer and a champion of language learning for global employees.



Jack Marmorstein

Jack Marmorstein is Global LT's Chief Learning Officer. He has worked in language learning and technology for twenty-five years. He holds seven patents on language learning technologies.

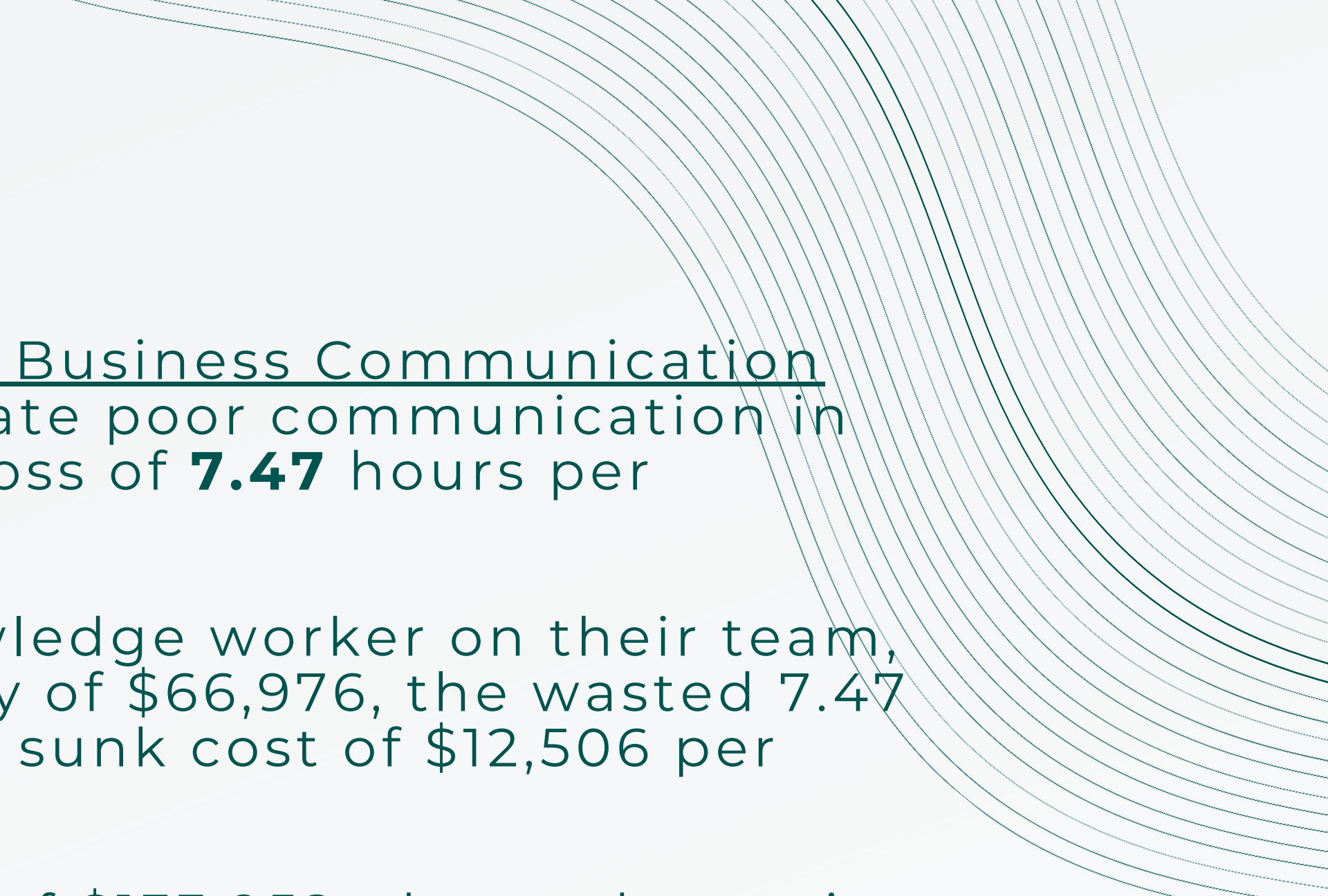




# **THE COST OF MISCOMMUNICATION IN THE WORKPLACE IS STAGGERING**

**According to a Holmes (a voice of the global PR industry) report, the cost of poor communication has hit an overwhelming \$37 billion.**

**Also, 400 surveyed corporations (with 100,000 plus employees in the U.S. and U.K.) estimated that communication barriers cost the average organization \$62.4 billion annually in lost productivity.**



According to the 2022 State of Business Communication report, business leaders estimate poor communication in the workplace accounts for a loss of **7.47** hours per employee per week.

For the average full-time knowledge worker on their team, who makes an estimated salary of \$66,976, the wasted 7.47 hours each week amounts to a sunk cost of \$12,506 per employee per year.

For an employee with a salary of \$133,952, the sunk cost is \$25,012 per year. **Poor communication could cost your company more than 18% of the total salaries paid. And you incur that cost year after year.**

# IS IT POSSIBLE TO MEASURE THE ROI OF LANGUAGE TRAINING?

**YES!**

**Investing in language learning and culture training delivers outcomes essential to a healthy and productive workplace.**

**How growth, “success,” and ROI are measured in a language learning program will differ depending on individual goals.**

# PFIZER'S LANGUAGE JOURNEY





# WHO BENEFITS FROM LANGUAGE TUTORING?

- Anyone **relocating** from one country to another
  - Relocating team members (and families) must develop language and cultural knowledge to thrive and communicate in a new environment.
- **Non-Relocation:**
  - **Overall productivity and improved communication**
  - **Retention, recruitment, employee engagement**
  - **DEI and workplace culture**
  - **Expanding into new geographies / new client bases and languages**
  - **Mergers and acquisitions**
  - **Addressing specific skills gap**
  - **Legal mandates (obtaining a visa, safety compliance, legal proceedings)**



# NO TWO LANGUAGE PROGRAMS ARE THE SAME... HOW DO YOU DEFINE & MEASURE YOUR ORGANIZATIONAL GOAL?

What do your employees need to know and how are you going to measure success?





# PFIZER'S MEASUREMENT OF ROI

Language tutoring helped employees achieve the goal of increased confidence, inclusion, and belongingness.



# HOW CAN YOUR ORGANIZATION MEASURE THE ROI OF LANGUAGE TUTORING?

- Assessment methods such as instructor-assessed improvement on oral skills rubric
- Formal/summative assessment methods
- Instructor progress monitoring toward specific skills
- Learner feedback surveys and self-reporting on growth
- Task-based learning
- Feedback and portfolios that measure growth over time



# COMMON ROI MEASUREMENTS

01

Increased employee confidence while communicating in meetings, written communication, and while giving presentations

02

Increased employee retention rates

03

Decreased turnover and lower recruitment costs

04

Increased employee satisfaction and engagement

# Q&A



Annie



Doug



Jack

# THANKS FOR COMING!

*Stay tuned for our next webinar!*



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