



Which key communication skill is the secret to international business success?

Whether you're branching out into international markets for the first time, or you're already operating globally and want to fast-track expansion, there's one thing you need to know – English language training is your key to success.

Better English language proficiency means stronger communication across the board, positively impacting every area of your business. With an international team, greater confidence using English leads to improved productivity and more effective teamwork.

Customer service departments and other outward-facing functions become more efficient, driving significant improvements across your organization.

Pearson's ground-breaking global research report, [How English empowers your tomorrow](#), proves that better English language training not only enables and fast-tracks international expansion and access to untapped markets, but also makes it easier.

English, as the [global language of business](#), is increasingly in demand. We're not just talking about English proficiency, although that is important too; we're talking about advanced soft skills like collaboration and decision-making – all underpinned by workplace-relevant English skills.

It's time to take action!
Our research reveals that

90%

of employees are calling out for language training, yet only 33% are currently offered it. This presents an unrivalled opportunity to fill a critical gap and reap the rewards.

What international business leaders need to know:

1 Upskilling in workplace English is a global trend

English is the most spoken language in the world, with **one in four of the world's population speaking it at a useful level**. It's being recognized that, to effectively communicate across borders, language proficiency alone is not enough; it must extend to workplace-relevant English skills. **Mondly by Pearson's** Workplace English language learning solution has been specifically designed to meet these needs.

2 Language learning bolsters recruitment and retention

When organizations prioritize language training, it brings significant benefits to Talent Acquisition and Learning and Development leaders. By demonstrating a commitment to ongoing language learning, wider and more diverse talent pools can be accessed in your recruitment initiatives. We know that learning and development is a growing priority for employees, and this is particularly true for Gen Z and Millennials. **93% of organizations are concerned about employee retention**, and providing learning opportunities is the number one way they are working to improve this.

3 A culture of language learning must be embedded

Language learning shouldn't happen in a silo, purely in response to individual, ad hoc needs. Instead, a **culture of language learning** must be embedded across your business, so that skill levels are adequate and always improving, ready for when new business opportunities arise.

4 Make use of online language learning platforms

The advent of sophisticated online language learning platforms such as **Mondly by Pearson** has accelerated the pace at which employees can learn new languages. Live **language tutoring sessions** with expert fluent tutors complement self-paced solutions for **Workplace English** and **General Language Learning**. They bring language learning to life, offering practical, skill-focused learning that enhances workplace language proficiency.

5 Track progress metrics using regular language assessment

It can be risky to rely on anecdotal evidence when assessing the current language proficiency levels of your team. Instead, leaders use language assessment platforms to gain a clear picture of current skill levels and associated gaps. Recruitment professionals are similarly assessing candidates' skill levels. **Versant by Pearson** has been adopted to assess language skills by some of the world's leading organizations across all sectors for this very reason.

To empower your team for global success and prepare them for operating in new markets, gain a competitive edge, and increase growth potential, a comprehensive and strategic approach to raising language proficiency levels is key.

Reinforce language skills across your organization to access the competitive edge you need to succeed in international markets.

Further reading

- [How English empowers your tomorrow, Pearson](#)
- [How learning an additional language could influence your business, Forbes](#)
- [State of the Global Workplace, Gallup](#)
- [The growth code: Go global if you can beat local, McKinsey & Co](#)

Position your business for international success with **Mondly by Pearson** – our flexible and engaging suite of workplace-relevant language learning solutions designed to develop employees' language skills. Plus, hire top talent with the right language skills for the job with **Versant by Pearson's** language testing for businesses.

