



VII EDYCJA E-LEARNING FUSION
DIGITAL LEARNING & training market
CONFERENCE & EXHIBITION 2023

NEW

14-15 Listopada 2023
WARSZAWA

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Zaprezentuję temat:

Closing the Communication Barrier to Enhance Company Performance

Organizator:

Digital
Learning
Centre

Closing communication barrier to enhance company performance

Presented by
Ida Grbić Ivanović

Which of the following challenges are you facing in your organisation:

- Engaging your workforce
- Attracting talent
- Strengthening relationships
- Retaining talent



Leadership skills?

Business skills?

Technical skills?

Sales skills?

Negotiation skills?

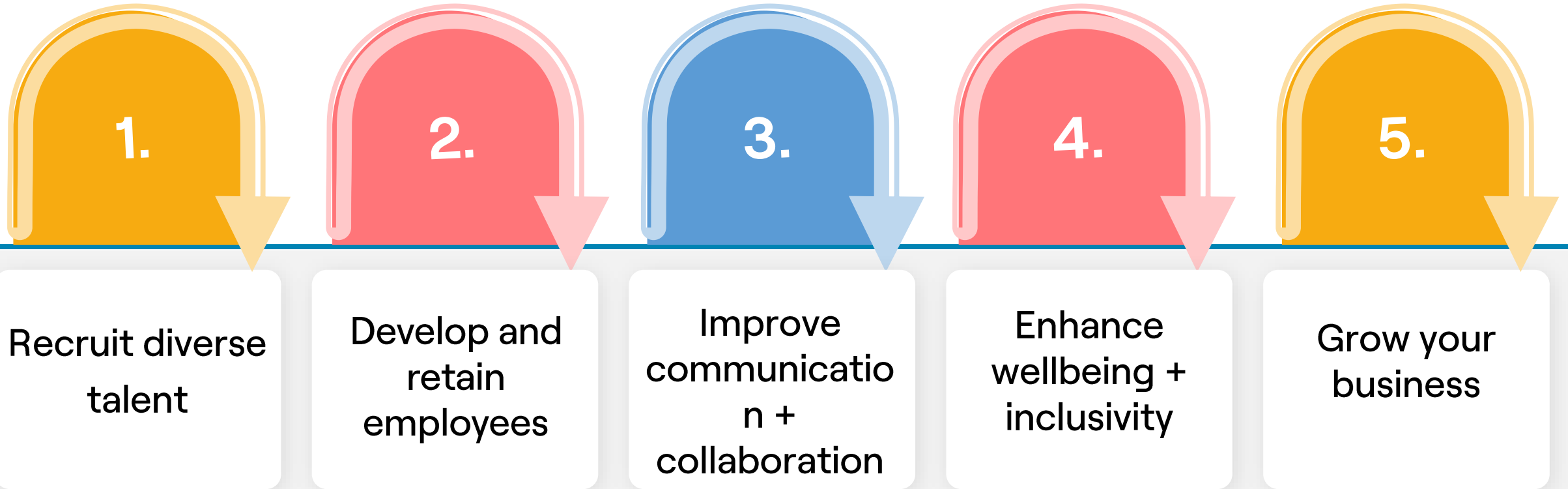
Language skills?

What skills do employers need to be successful in today's global workplace?

69% of the world's most admired companies value learning agility and curiosity over career history and experience when it comes to hiring.

**The most strategic enabler
for international business
today is language learning....**

Language learning allows businesses to



Creating high performing and committed workforces

Languages give employees new perspectives



New Visions

- Broaden perspectives through learning in a second-language
- Discover new and innovative ways of thinking and working

(OECD, 2020[21])



New Cultures

- Improve their communication
- Understand the diversity of human culture and languages

(Fischer, 2012[22])



New Skills

- Be more creative and better at solving complex problems

(Bamford and Mizokawa, 1991[26])



New Experiences

- 25% - a new positive perspective on life
- 23% - a passion / hobby
- 18% - better work life balance

(Deloitte, 2009)

Languages unlock business performance

\$62 million



Miscommunications costs a year to companies due to language barriers

94%



Of employees say they would stay at a company longer if it invested in their L&D.

£48 billion



Every year in lost contracts because of a lack of language skills in the workplace

50%



Of all employees will need reskilling by 2025

Recruit

One bad hire can cost your company **30%** of that employee's first-year earnings

[The True Cost Of A Bad Hire -- It's More Than You Think \(forbes.com\)](#)

Retain

98% of chief HR officers want to empower employees to bring their whole person to work

['Back to human': Why HR leaders want to focus on people again | McKinsey](#)

THE FUTURE OF SKILLS

EMPLOYMENT IN 2030



<https://futureskills.pearson.com/>

Leadership

Management

Teamwork



Human skills



Communication

92%

of employees said that
English was important
for their job

7%

of employees think they
can communicate
effectively at work

How can Pearson help?



Understanding
employees'
language skills...

...quickly,
accurately and
with confidence.

Language testing and learning solutions you can trust

For hiring managers....

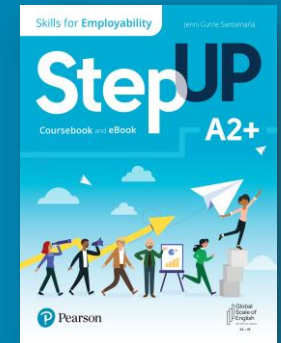
For L&D managers....

 **VERSANT**[™]
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 **mondly** WORKS
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All underpinned by...



 **Global
Scale of
English**
Fast-track your progress



Global Scale of English

Fast-track your progress

Speaking

Listening

Reading

Writing



GSE Learning Objectives



pearsonenglish.com/gse

An English language framework for the workplace

GSE 51-58/B1(+): Speaking

51 Can make a complaint. (C)

PRO Can give a simple presentation on a work-related topic. (P)

PRO Can ask questions about professional experience. (P)

Can report the opinions of others, using simple language. (P)

PRO Can answer questions about professional experience. (P)

Can briefly give reasons and explanations for opinions, plans and actions. (C)

Can express opinions and react to practical suggestions of where to go, what to do, etc. (C_A)

Can express and respond to feelings (e.g. surprise, happiness, interest, indifference). (C)

Can respond to opinions expressed by others. (W_A)

PRO Can signal agreement in a simple negotiation using fixed expressions. (P)

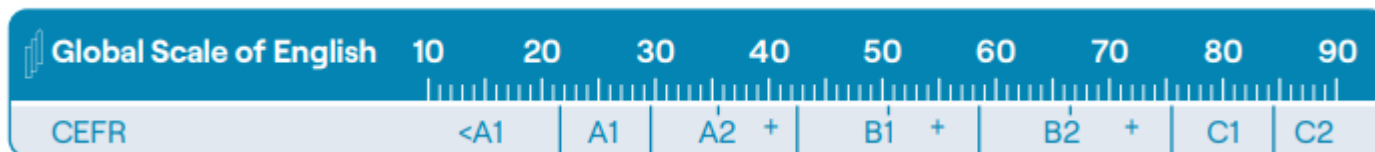
PRO Can carry out a work-related phone conversation using polite fixed expressions. (P)

Can express hopes for the future using a range of fixed expressions. (C_JA)

PRO Can give information in a job interview about job history. (P)

Can express opinions as regards possible solutions, giving brief reasons and explanations. (C_A)

PRO Can ask questions about someone's professional experience. (P)



Global Scale of English Job Profiler

The screenshot shows the O*NET OnLine website. At the top left is the O*NET logo. To its right is the text "O*NET OnLine". Further right is an "Occupation Quick Search" bar with a magnifying glass icon and a right-pointing arrow. Below the logo and search bar is a navigation menu with links for "Help", "Find Occupations", "Advanced Search", "Crosswalks", "Share", and "O*NET Sites".

The main content area features a large banner with a construction crane image. The text reads: "Build your future with O*NET OnLine." Below this is a welcome message: "Welcome to your tool for career exploration and job analysis! O*NET OnLine has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more!" A "What is O*NET?" button is at the bottom right of the banner.

Below the banner is an "Occupation Search" section with a search bar labeled "Keyword or O*NET-SOC Code:". Below this are three columns of search options: "Find Occupations" (Browse groups of similar occupations), "Advanced Search" (Focus on occupations that use a specific tool or software), and "Crosswalks" (Connect to a wealth of O*NET data).

On the right side, there are several promotional boxes: "What's New?" (Hot Technologies added to the O*NET System), "I want to be a..." (Start the career you've dreamed about), "ATTN: VETERANS" (Put your military skills and experience to work in civilian life), and "Hot Technologies are..." (partially visible).

The poster features the Pearson logo at the top left and "Professional English" at the top right. The background shows two men in a professional setting. The main text reads: "Global Scale of English Learning Objectives". At the bottom left is the "Global Scale of English" logo with the tagline "Trust your progress". At the bottom right, it says "Updated September 2022".

Language skills for specific jobs

Customer Service Representatives
13-4051.00

Interact with customers to provide basic or scripted information in response to routine inquiries about products and services. May handle and resolve general complaints. Excludes individuals whose duties are primarily installation, sales, repair, and technical support.

Sample of reported job titles: Account Representative, Call Center Representative, Client Services Representative, Customer Care Representative (CCR), Customer Service Agent, Customer Service Representative (CSR), Customer Service Specialist, Customer Support Representative (Customer Support Rep), Guest Service Agent, Member Services Representative (Member Services Rep)

Summary Details Custom Easy Read Veterans Español

Contents

Occupation-Specific Information

Tasks

5 of 15 displayed

- Confer with customers by telephone or in person to provide information about products or services, take or enter orders, cancel accounts, or obtain details of complaints.
- Keep records of customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions taken.

Creating learning pathways for customer service reps

Search results 26

Download

Find coursebook

LEARNING OBJECTIVES ↕	SKILL ↕	GSE ↕	CEFR ↕	
<input type="checkbox"/> Can discuss product features in a business setting using simple language. © PL	Speaking	49	B1 (43-50)	▼
<input type="checkbox"/> Can carry out a work-related phone conversation using polite fixed expressions. © PL	Speaking	51	B1+ (51-58)	▼
<input type="checkbox"/> Can briefly give reasons and explanations for opinions, plans and actions. ©	Speaking	51	B1+ (51-58)	▼
<input type="checkbox"/> Can write a short report on a work-related task or event. © PL	Writing	51	B1+ (51-58)	▼
<input type="checkbox"/> Can use closed questions to receive concise answers. © PL	Speaking	54	B1+ (51-58)	▼

GSE Job Profile Tool



GSE Job Profiles:

- Embeds the GSE with the comprehensive global job profile data from Faethm to outline the ideal range of English language proficiency to be successful in a job role.
- Enables you to be better informed to recruit, retain and grow the best talent.



Current Role

Software Testers

People at this level use a range of vocabulary and grammar to deal with familiar topics. They can:

- **READING:** Identify the main topic/related ideas in a structured text on familiar topics (e.g. standard documents related to the daily activities of a company or institution).
- **LISTENING:** Follow most of a simple conversation or presentation and identify the main action points in a work-related meeting conducted in clear, standard speech.
- **SPEAKING:** Give a straightforward description (e.g. of product features). Participate in spontaneous interactions on familiar topics (e.g. discussing work-related plans or giving project updates) using simple language.
- **WRITING:** Write a simple factual text (e.g. requests for information or making recommendations). Write descriptions of familiar job roles/responsibilities and work-related events/plans.

Overall GSE Range: 45-53



Target Role

Help Desk Managers

People at this level have a good control of grammar and vocabulary related to familiar and some unfamiliar topics. They can:

- **READING:** Distinguish between fact and opinion and infer meaning. Recognise key points in a straightforward report or business correspondence. Understand instructions to resolve a problem with products/equipment.
- **LISTENING:** Follow speech on familiar topics and distinguish between main ideas and supporting details (e.g. in presentations).
- **SPEAKING:** Communicate with reasonable accuracy in familiar contexts (e.g. meetings and interviews). Maintain and develop interaction with relative ease.
- **WRITING:** Write short simple texts giving their opinion and convey ideas/information on some abstract as well as concrete topics (e.g. in a summary of action points from a meeting). Write short simple articles, reviews, reports and formal emails/letters.

Overall GSE Range: 51-59

Listening



Reading



Speaking



Writing



Current Selected

- (All)
- Administration (Public or Private)
- Arts and Entertainment
- Business Operations
- Construction and Mining
- Consulting
- Education
- Engineering
- Executive
- Farming, Forestry and Fishing
- Financial
- Human Resources
- Information, Communications and Technology
- Legal
- Maintenance and Repair
- Marketing and Design
- Medical
- Military
- Personal Services
- Production
- Protective Services
- Sales
- Scientific
- Social Services
- Transport

OBS 26.0.2 (64-bit, windows) - Profile: Untitled - Scenes: Untitled

File Edit View Profile Scene Collection Tools Help

Current Selected

No source selected

Properties Filters

Scenes	Sources	Audio Mixer	Scene Transitions	Controls
Scene	Display Capture	Desktop Audio 0.0 dB Mic/Aux 0.0 dB	Fade Duration 300 ms	Start Streaming Start Recording Start Virtual Camera Studio Mode Settings Exit

LIVE: 00:00:00 REC: 00:00:00 CPU: 0.5%, 30.00 fps

A blue-tinted photograph of two young women in a university courtyard. The woman on the left is smiling and has her right arm raised. The woman on the right is also smiling and holding a smartphone. A yellow brushstroke underline is positioned below the text.

Supporting recruitment and retention

Recruit

**What are the
challenges for
recruitment
managers?**





1

Challenge

Large volumes of applicants

2

Challenge

Unqualified candidates

3

Challenge

Time-consuming interviews

4

Challenge

Consistency across interviewers

5

Challenge

Uncertainty around English skills

Versant

Accurate

Fast

Easy-to-use

Practical

Flexible



Overall GSE Score



CEFR: B2

The candidate can use a good range of vocabulary, collocations and functions and can express ideas and opinions on some abstract topics. They can summarize, comment on and discuss a wide range of factual and imaginative texts. They can understand the speaker's point of view on most topics delivered at natural speed and in standard language. They can present clear, detailed information and points of view on a wide range of familiar topics. They can develop a clear description or narrative and supporting main points with relevant detail.

63 Speaking

58 Listening

70 Reading

75 Writing

A portfolio of language tests

Product	Skills	Duration
Versant English Test	Speaking	17 minutes
Versant Writing Test	Writing	35 minutes
Versant Four Skills Essential Test	Four Skills	30 minutes
Versant English Placement Test	Four Skills	50 minutes
Versant Professional English Test	Four Skills	60 minutes
Versant Spanish / Arabic / French / Dutch Tests	Speaking	15 minutes

What do the tests have in common?

- Global Scale of English – connecting our courseware, resources and assessments to a single scale
- Automated scoring – removing human bias and error from the assessment process
- A focus on productive language and integrated skills
- Speed and convenience



Versant for corporate

Talent acquisition funnel

- Part of the selection process
 - Top of the funnel
 - End of the funnel

Learning and development

- Language training programs
 - Test in: for placement and baseline
 - Test out: individual progress, company shows ROI, improve teaching program.

GSE Job Profiler



VERSANT[™]
by Pearson



Powered by Pearson's leading AI technology

Role: **Waiter**

Overall proficiency: GSE 33-41

Speaking: 34-42

Listening: 33-41

Reading: 34-42

Writing: 32-40

Retain

What are the challenges for learning and development managers?





1

Challenge

Tracking employee progress

2

Challenge

Demonstrating ROI

3

Challenge

Setting English proficiency levels


4

Challenge

Scaling language training

Versant English Test

- Test of facility with spoken English
- 17 minutes
- Can be done via mobile phone app or computer
- Overall GSE score
- Fluency, Sentence Mastery, Vocabulary, Pronunciation sub-scores
- Additional score for Intelligibility



John Smith
Test Completion Date (GMT) **1 January 2022** Test Identification Number (TTN) **12345678**

Versant English Test

Versant scores are aligned to the Global Scale of English (GSE). The GSE runs from 10 to 90, with clear statements of what a learner can achieve at any point on the scale.

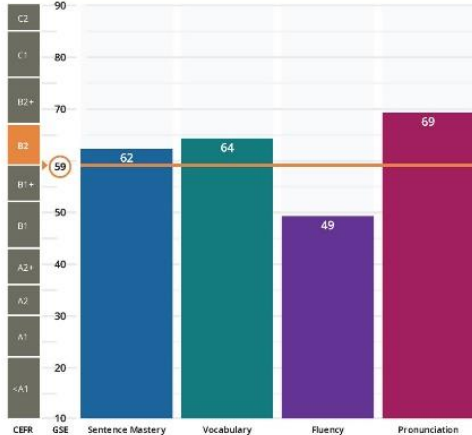
Overall GSE Score
Candidate easily handles a wide variety of discourse and speaking styles, and can contribute to a native-paced discussion. Speech is generally fluent, smooth and clear; candidate controls appropriate language structure for speaking about complex material.
59
CEFR: B2

Intelligibility
Listeners may require a little effort at times to understand some of the candidate's speech.
4
Good

Understanding the Skills
Overall Score
The Overall Score of the test represents the ability to understand spoken English and speak it intelligibly at a native-like conversational pace on everyday topics. Scores are based on a weighted combination of four diagnostic subscores.
GSE
The Global Scale of English (GSE) is a standardized, granular scale from 10 to 90, which measures English language proficiency. Visit [English.com/gse](https://www.english.com/gse) to learn more.
GSE 59/90 is equivalent to Versant 58/80

Intelligibility
Intelligibility is a measure of how understandable a candidate is as a speaker. Even when spoken English proficiency is low, if intelligibility is high, it means that native speakers find the speech easy to understand.

62 Sentence Mastery **64** Vocabulary **49** Fluency **69** Pronunciation



Subscore	GSE Score
Sentence Mastery	62
Vocabulary	64
Fluency	49
Pronunciation	69

Overall Score
59

Intelligibility
4

Subscores
62 Sentence Mastery, 64 Vocabulary, 49 Fluency, 69 Pronunciation

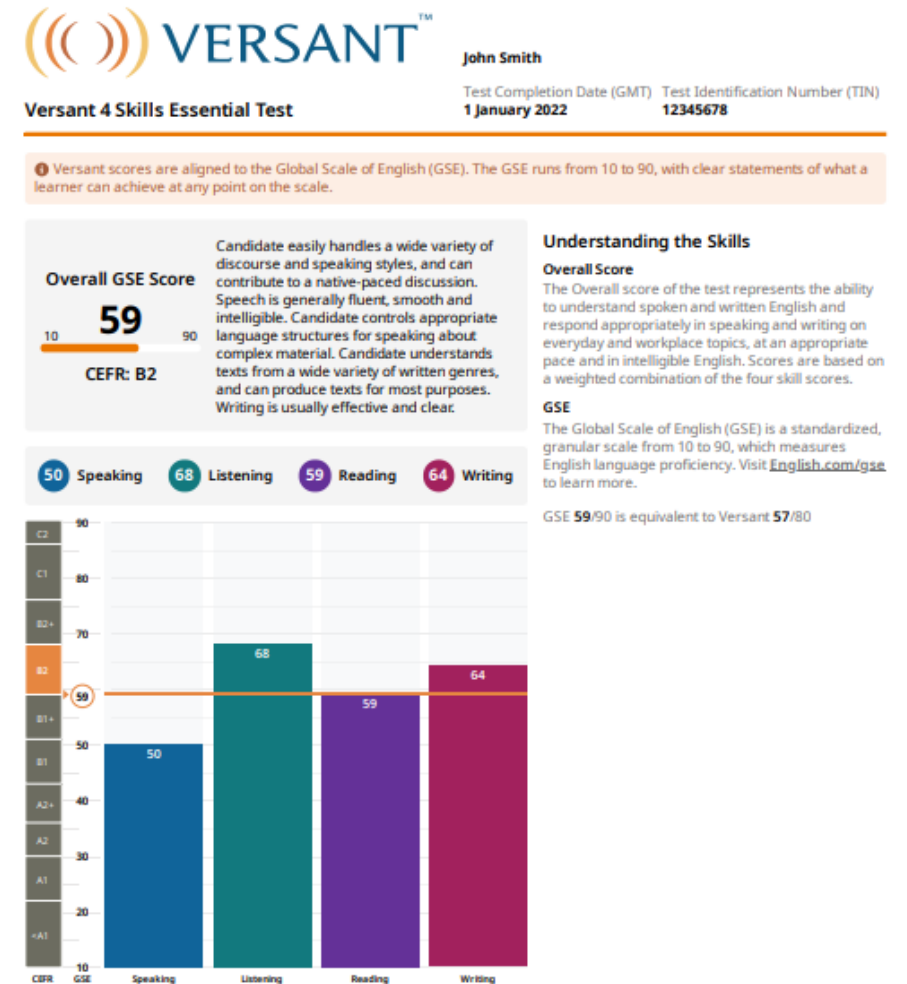
Pearson | English

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Versant Four Skills Essential

- Four Skills – 30 minutes
- 6 item types
- Repeats
- Sentence Builds
- Conversations
- Sentence Completion
- Dictation
- Passage Reconstruction
- Taken on a computer



GSE Job Profiler



Powered by Pearson's leading AI technology

Role: **Waiter**

Overall proficiency: GSE 33-41

Speaking: 34-42

Listening: 33-41

Reading: 34-42

Writing: 32-40

Recruit

Role: **Hotel receptionist**

Overall proficiency: GSE 44-52

Speaking: 48-56

Listening: 43-51

Reading: 42-50

Writing: 42-50

Retain



Top 5 takeaways

1

Human skills are in-demand

2

Good workplace communication = greater profits, more effective teams and smoother operations

3

Top talent seeks L&D opportunities

4

Understanding English skills saves you time and money

5

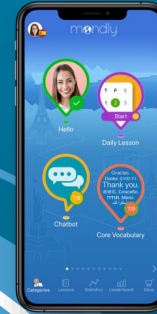
Investment in English skills is an investment in the future

**Recruit /
Diagnose**



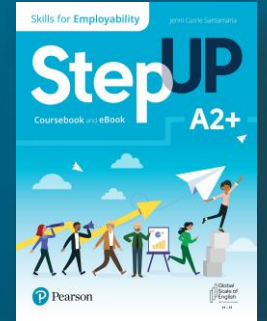
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**Retain /
Learn**



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Pearson



**Global
Scale of
English**
Fast-track your progress

**Retain /
Mobilize**



Credly
by Pearson

**Retain /
Verify**



VERSANT
by Pearson

Pearson

Trusted by leading organizations around the world

academy
from stc



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بنك الإمارات دبي الوطني
Emirates NBD

الراجحي المالية
Al Rajhi Capital

بابكو
Bapco

تنفيذ
tanfeeth

تداول
TAWAL

تام
tam

RAKBANK
Simply Better

PEPSICO

Zamil
Offshore Construction

الصالحية
Salehiya

Hilton

DELTA

DOORDASH

KPMG

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Organizator:

Digital Learning Centre



Let's Fintech

