



## **GlobalEnglish Bloom™ Subscriber Stories**



## Non-Native & Native Speaker

---

### Background:

- Mark, a new executive, is preparing for a kick-off meeting on product messaging with his global team.
- He's a fluent English speaker but will be dealing with an audience with varying levels of English fluency.

### Scenario:

- Mark logs into GlobalEnglish Bloom™. In a public group, he finds a sample presentation on introducing new product messaging created by an “internal” expert. He uses it as a starting point.
- Once he has a draft, he uploads it to a private group to which he invites his key managers from different countries. He requests that they make comments from both a language-level appropriateness and language-correctness perspective. He then reviews the comments and recommendations and changes his document in real time.
- By conducting this review, Mark is ready to deliver a clear presentation and also engage his leadership team in the process.

### Outcome:

- He delivers an excellent presentation which everyone is able to understand.
- Mark then starts a blog on GlobalEnglish Bloom™, where he shares ongoing messaging with the international team. He also uses GlobalEnglish Bloom™ to have his team practice key messaging in new product areas.



## Non-Native Speaker

---

### Background:

- Vlad, an account manager at PCE, a computer peripherals reseller headquartered in Moscow, has to create a last-minute proposal for a pharmaceutical customer in Canada.
- English is not Vlad's first language and he needs help.

### Scenario:

- Vlad logs into GlobalEnglish Bloom™. In a public group, he finds a sample proposal tailored for North American customers and uses it as a starting point.
- He also asks a technical question about PCE's products with the Ask & Answer feature. He gets a reply from a colleague, Anya, whom he doesn't know. He looks up Anya's profile and sees she has a strong technical background, which makes him trust her answer. He asks to be added to her contacts. She accepts.
- Once Vlad has a draft of his proposal, he uploads it to a private group (he is sensitive about his English). He invites trusted colleagues from the Dallas branch of PCE to join the group and help improve his proposal.
- Using the "Make a Suggestion" tool, his Dallas colleagues collaborate directly on the proposal. Vlad reviews their suggestions and accepts several. Vlad submits the proposal. The Canadian customer is impressed by the well-crafted proposal and asks Vlad to pitch it via videoconferencing.
- On the extended Bloom Community, Vlad finds a presentation on selling to pharma customers and picks up a few tips. He then records himself delivering the pitch on GlobalEnglish Bloom™ and posts the video to his private group. His colleagues provide feedback via audio comments.

### Outcome:

- Vlad delivers a great presentation to the Canadian customer.
- The customer places the order.



## Native Speaker

---

### Background:

- Dan, a marketing manager at Customex, a two-year-old CRM company, is excited.
- A Gartner analyst, Jerry, has contacted him about positioning Customex in the Challenger segment of the Magic Quadrant for the CRM space.

### Scenario:

- Dan logs into GlobalEnglish Bloom™. He creates a public group for all employees and private groups for Sales, Marketing, Product Development, Finance and Legal.
- Using “Ask & Answer,” he asks the company to send him all relevant information. Confidential departmental information can be shared in the various private groups.
  - Sales reps upload their best demos to the public group.
  - Marketing posts customer quotes and reviews.
  - Product Development posts information about new products in their private group.
  - The CFO posts revenue numbers in the private Finance group.
- Dan finds a video on “How to Pitch to Gartner” on the extended GlobalEnglish Bloom™ community.
- Using all this, Dan records a mock interview and posts it to the public group for feedback.

### Outcome:

- Dan does a fantastic job at the interview.
- Jerry assures Dan that Customex will be on the Magic Quadrant.