



GlobalEnglish LinGo Pro™ Subscriber Stories

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Version 1.0



Company-specific words

Background

- Thomas, the head of HR at GlobeRight, a global consulting firm, is frustrated. The firm distributes binders of company lingo (abbreviations, acronyms, company-specific words) to each new employee worldwide during orientation. However, the “fledglings” (GlobeRight’s lingo for new employees) keep asking what the acronyms/abbreviations stand for because they don’t carry their binders around. Plus, a lot of paper is wasted in creating these binders. Thomas realizes he needs to find a better way.

Scenario

- Thomas asks the company admin to upload company lingo into GlobalEnglish’s collaboration platform, GlobalEnglish Bloom™, from where it will be synced up with GlobalEnglish’s Business English app, GlobalEnglish LinGo Pro™. For the next new-hire orientation, Thomas ensures that all new hires download the LinGo Pro™ app onto their smartphones so they can access the company lingo any time they want.

Outcome

- When new hires don’t understand a company acronym or word, they simply look it up on GlobalEnglish LinGo Pro™ instead of remaining clueless or interrupting the meeting. Productivity goes up.



Other features

Background

- Chuntao, a lead engineer responsible for a small team at the Shanghai branch of a global company, has to join a call with her American manager, Dan. Her verbal Business English is poor.

Scenario

- Chuntao downloads GlobalEnglish LinGo Pro™ prior to her meeting.
- Chuntao can't recall the word "defragment" to respond to a question. She finds it in her "IT Industry" word list in GlobalEnglish LinGo Pro™.
- Dan then says he needs to get off the call as it's late and he's "really beat." She asks him what this means, and he explains that he's exhausted. Chuntao adds "really beat" to her word list in GlobalEnglish LinGo Pro™ for future reference.
- Two weeks later, Chuntao and her team are hosting Dan at the Shanghai office. Upon Dan's arrival, Chuntao breaks the ice by saying he must be "really beat" from the long plane journey. Dan compliments her on using the term appropriately.

Outcome

- The meeting goes well, and the team's project is funded by senior management. The professional bond between the China team and Dan is enhanced, setting the stage for successful future collaboration.