

The GlobalEnglish Suite

The communication complexities of the global economy—far-flung organizations, corporate restructuring, mergers and the increasing dependence on global teams—have rendered English the *de facto* language of business and Enterprise Fluency™ a strategic imperative.

A growing base of evidence shows a clear relationship between effective business communication and financial performance. Even highly successful global companies today struggle with the challenges of communicating a shared vision, maintaining professional standards and encouraging innovation.¹ Enterprise Fluency™ has never been more critical.

The underlying skill that fuels Enterprise Fluency™ is Business English. Business English encompasses more than simple language acquisition; it also includes the day-to-day professional world of presentations, meetings and conference calls as well as topics related to specific business functions (e.g., marketing and finance) and business sectors, such as energy and IT/professional services.

On the Job, on Demand

Unlike any other offering in the market, the GlobalEnglish Suite advances Enterprise Fluency™—it includes a comprehensive set of products for assessment, formal learning, collaboration and performance support in Business English.

With the GlobalEnglish Suite, your employees not only learn Business English, but also apply Business English to get work done. The entire suite is oriented toward practical application for business so that employees can get their jobs done faster and with greater accuracy across all skill levels. The resulting productivity gains are significant and measurable, and the quality of the work product increases sharply.

¹ McKinsey Quarterly July 2011 *Understanding Your 'Globalization Penalty'*

Advancing Enterprise Fluency™

The GlobalEnglish Suite is the most effective solution available for advancing Enterprise Fluency™, the communication and collaboration excellence that drives high performance in a global economy.

Today, the critical skill that fuels Enterprise Fluency™ is Business English communication. The GlobalEnglish Suite enables your employees to seamlessly develop their Business English skills, while continually enhancing organizational productivity. Our easy-to-deploy solution engages subscribers, delivers proven results, and offers the scalability and efficiency large organizations demand.



What Makes GlobalEnglish Different?

- Business-focused content and performance tools tailored for real-life business situations requiring English
- Deep, rich curriculum with 11 levels of Business English from beginner through mastery
- Highly efficient: Rich, multimodal environment supports subscribers with the right mix of performance and learning
- On-demand: Real-time performance support delivered on demand via browser or mobile devices
- Native language support for 15 languages in GlobalEnglish Edge™
- Most advanced, cloud-based technology: Collaboration platform with social features, mobile applications, text to speech and advanced speech recognition
- Enterprise-strength SaaS platform that is highly scalable: 1,000–1,000,000 subscribers
- IT independence: Easy deployment that can be managed centrally or locally and zero footprint
- Fast and proven ROI: 92% use their new skills immediately, and productivity gains of 2+ hours per week are typical

The GlobalEnglish Suite Is Comprised of the Following Products:

GlobalEnglish Edge™

A comprehensive, award-winning, on-demand software solution for structured learning of Business English with business-specific content coupled with instant, on-the-job support for work tasks in English—such as writing emails or handling negotiations.

The core Business English curriculum spans 11 levels, from beginner to advanced, and is taught in the context of relevant business situations with significant focus on meaningful cultural contexts. Support for 15 languages enables non-native speakers to grasp the material more effectively.

The content in GlobalEnglish Edge™ includes rich multimedia designed to motivate subscribers with speaking and pronunciation tools, access to live virtual group classes 24/7, industry- and function-specific language and terms, mobile learning content, and offline study capabilities. GlobalEnglish Edge™ also features the most advanced speech recognition and remediation technology in the industry.

GlobalEnglish Bloom™

The first-ever collaboration platform focused on global communication and Enterprise Fluency™: a secure online workspace infused with robust social capabilities to help native and non-native English speakers improve the speed and quality of their work and leverage global and local expertise to complete professional tasks in Business English.

GlobalEnglish Bloom™ will help your employees better comprehend your company's English-based information and improve the quality of their English-based work by getting help from native-English speakers within your company as well as external experts. Features such as the “Make a Suggestion” tool let employees leverage broad input from peers to collaborate on English-based business deliverables, such as emails, proposals and reports. Global teams use GlobalEnglish Bloom™ for individual professional support as well as peer-to-peer collaboration. Embedded expertise in the form of multimedia-rich content—tutorials, writing samples and quizzes—help your employees gain specific skills and practice Business English. Enterprises can take advantage of this global platform to ensure consistent communication across all their geographies.

GlobalEnglish LinGo Pro™ *

Everything your employees need to support Business English communication on the go: a mobile Business English app that makes our award-winning Business English tools available via smartphone, tablet and browser-based devices.

GlobalEnglish LinGo Pro™ allows subscribers to look up the definitions and pronunciations of industry-specific, company-specific and topic-specific words. The My Word List feature lets employees build their own vocabulary. The Record your voice feature allows them to listen to a word, record themselves using it and play it back until they are satisfied. They can also practice their English with GlobalEnglish LinGo Pro™ electronic flashcards. From the browser version, subscribers can also move seamlessly to content in GlobalEnglish Edge™ to meet specific needs.

* Access to LinGo Pro™ is available only to Standard, Business and Enterprise customers as an add-on to our free app, GlobalEnglish LinGo™, which can be used to define, pronounce and translate (support for 34 languages) everyday words.

What Makes GlobalEnglish

Different? (Continued)

- Easy administration and robust reporting: A complete suite of valuable reports and admin tools makes it easy to manage, measure and track individual, group and company performance
- An exclusive online Client Community provides access to valuable implementation tips and resources for marketing the GlobalEnglish program within your organization
- Expert, local support: Experienced teams in over 20 countries provide strategic expertise locally to ensure you achieve maximum ROI
- Experienced provider: GlobalEnglish serves over 500 of the Global 2000 companies and is the preferred choice of some of the world's largest companies, including BNP Paribas, Capgemini, Cisco, Deloitte, GSK, Hewlett-Packard, Hilton, John Deere, Procter & Gamble and Unisys

GlobalEnglish STEP™ and GlobalEnglish STEP+™

These adaptive online tests that accurately assess employee levels of Business English proficiency and identify the skills gaps across the enterprise. STEP™ and STEP+™ also provide organizations with the means to apply specific remediation based on the gaps identified from assessments.

GlobalEnglish STEP™ is a comprehensive online assessment that presents employees with questions that test critical business skills required for success in the global economy. The unique design allows questions to be specifically targeted to the test-taker's level, which results in more efficient and accurate diagnosis. The interactive design includes a variety of question types that test reading and listening skills in an engaging testing experience.

GlobalEnglish STEP+™ also assesses grammar and speaking skills in addition to all of the above. Personalized and aggregate test results highlight language skills gaps, and when combined with GlobalEnglish Edge™, these gaps can be comprehensively addressed.

GlobalEnglish Coach™

Accelerates results with a blended Business English learning option that integrates GlobalEnglish Edge™ with customized one-to-one coaching sessions to support employees' specific individual needs.

This innovative, Web-based platform allows subscribers to enjoy all aspects of a personal coaching relationship with a native English speaking coach, including live conversation sessions, flexible scheduling, preparation materials, well-designed follow-up activities and post-session feedback. Coaching sessions are conducted by GlobalEnglish-certified coaches via phone or Skype and give your employees the option of practicing business conversational skills or focusing on an immediate need, such as preparing for a presentation.

Reports/Analytics

Our solution includes a complete suite of Web-based reporting and administrative tools, making it easy to manage, measure and track performance across the organization at any time. Administrators can define reports and view data based on their specific information needs, such as subscriber characteristics, usage levels, business unit or country-level groupings, date ranges, and more.

Global Account Management

Our experienced teams across the world provide direct support in over 20 countries, across many local native languages. We partner with you to understand your needs as well as provide post-sales support. We offer guidance on how to conduct a needs assessment, implement a pilot program, secure ongoing executive sponsorship, incorporate our service into change management plans and drive service uptake to targeted levels. Our unique online Client Community also enables customers to access professional resources designed for self-support of internal marketing and launch campaigns.

Subscription Packages

GlobalEnglish offers multiple package options to best address the requirements of your organization.

Enterprise Edition: Designed to deliver the maximum improvement in performance, learning and Enterprise Fluency™ possible, as well as the lowest cost per subscriber, the GlobalEnglish Enterprise package bundles GlobalEnglish Edge™, GlobalEnglish Bloom™ and GlobalEnglish LinGo Pro™* into one easy-to-access solution for your employees. With the Enterprise Edition, GlobalEnglish Coach™, GlobalEnglish STEP™ and GlobalEnglish STEP+™ are available at a discounted price. Dedicated account management is also provided. Simple, easy to deploy and the best value for your investment.

Business Edition: Designed for on-the-go and desktop access to GlobalEnglish's award-winning tools, the GlobalEnglish Business package includes GlobalEnglish Edge™ and GlobalEnglish LinGo Pro™ as well as access to GlobalEnglish Coach™, GlobalEnglish STEP™ and GlobalEnglish STEP+™. Dedicated account management is also provided.

Standard Edition: Designed for smaller organizations or work groups focused on Business English skills development and performance support, the GlobalEnglish Standard service features GlobalEnglish Edge™ and GlobalEnglish LinGo Pro™.**

Package Features	Enterprise	Business	Standard
Enterprise Edition (1000+ active subscribers) From \$39.99 /subscriber/month Total global communication and collaboration solution with premium global services.			
Business Edition (50 - 999 subscribers) From \$49.99 /subscriber/month Business English support online or on-the-go.			
Standard Edition (Under 50 subscribers) From \$59.99 /subscriber/month Essential on-demand tools for small businesses or units.			
GlobalEnglish Edge™	✓	✓	✓
GlobalEnglish LinGo™*	✓	✓	✓
GlobalEnglish Bloom™	✓		
GlobalEnglish Coach™	Discounted Add-on	Add-on	
GlobalEnglish STEP™	Discounted Add-on	Add-on	
Analytics & Reporting	<ul style="list-style-type: none"> On-demand platform Customer Success Survey Business Impact Analysis Annual ROI Report 	<ul style="list-style-type: none"> On-demand platform Customer Success Survey Business Impact Analysis 	
Support	<ul style="list-style-type: none"> Premium subscriber support in 15 languages Global level Regional level Country level Unlimited version updates 	<ul style="list-style-type: none"> Subscriber support in 15 languages Global level Version updates 	<ul style="list-style-type: none"> Subscriber support in 15 languages Version updates
System Integration	<ul style="list-style-type: none"> Included 		

* Access to LinGo Pro is available only to Standard, Business and Enterprise edition customers as an add-on to our free app, GlobalEnglish LinGo.

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** Standard Edition excludes Company Word Lists.