This is your introduction to Pearson English Business Solutions, a company established to help your organization work brilliantly, by helping all of your talent to communicate, collaborate and operate effectively with English as the common language.

This guide explains:

**Why** enabling your employees to communicate, collaborate and operate with English as the common language will improve the overall performance of your business

**What** principles must be applied in order to achieve this success

**How** our learning platform uses those principles to help you achieve unprecedented results

Letting talent speak for itself
1. Why enabling your employees to communicate, collaborate and operate with English as the common language will improve the overall performance of your business
In modern business, communication is currency

Great communication helps businesses to become more efficient, more collaborative and, as a result, more innovative: it saves them money, then it makes them money.

It’s no wonder corporations are investing so heavily in the tools to deliver SaaS offerings using blended learning techniques.

And it’s no wonder so many have switched their official language to English, and invested heavily in ensuring their talent can speak in this common language.

After all, once everyone is speaking the same language, you can sit back and watch great communication commence.

Can’t you?
Every organization is full of hidden talent

We conducted research in global organizations that use English as their official language, and we discovered something shocking:

Of non-native speakers, only 7% were happy with their level of English.

That’s 93% of non-native speakers who lack confidence in their ability to communicate. 93% who struggle to collaborate with colleagues. And 93% who regularly trip up simply going about their everyday jobs.

Based on these numbers it’s plain to see that the conventional way people are using English for business just isn’t working. That’s why we decided a very different approach was required.
It’s time that all talent spoke for itself

Pearson English is a company that’s on a mission to break down the language barriers that keep people apart by breaking down the barriers that prevent them from learning.

In business, the main learning barrier is that you seldom see your efforts translate into business results.

At Business Solutions, the part of Pearson English that’s dedicated to corporate development, we are overcoming this barrier with new methodologies and technologies to not just teach people English, but enable them, via a focus on business skills, to do their jobs in English. It’s the essential distinction needed for individuals to gain the motivation they need and the organization to gain immediate value from their investment.
2. What principles must be applied in order to achieve this success
With great business English, business comes first

Our priority is stretching your talent to complete real-world business tasks in English; tasks they’d otherwise lack the belief to attempt. Achieve this, and you will develop their business skills and bolster their confidence, with their fluency improving as a result.

It's through this formula of business skills first, and business English fluency second that we are able to improve the performance of every employee.
Bring learning to life

Learning is most effective when it fits around each employee’s lifestyle, stimulates their personal and professional interests and is perfectly in step with their ability. If you want to make your learning stick, make it relevant.

We have created a business solutions format that can be tailored to the right channels, subjects and difficulty levels for each individual within any organization. From lots of bite-size chunks to more immersive modules, we’ve got the perfect approach for each and every one of your people.
Apply the science of sticking with it

Let’s be honest, sometimes the hardest part of learning a language is fighting the temptation to spend your time on just about anything else. So, if you want to see progress, you need to break that all-important motivation barrier.

At Pearson English, we understand the subtleties of human motivation. As well as ensuring your staff will always be able to see tangible improvement in the business skills required to do their jobs, we ensure they receive the personal encouragement required to stay the course. As well as keeping the pace, this interactive approach focuses the individual on the development of the most valuable business skillsets, which, in turn, ensures you drive your business forward every day.
The trouble with your talent’s skills development is that it so often takes employees away from their jobs. In our minds, the least disruptive approach to learning is the one of greatest value.

Our methods are designed to allow your people to learn while they work. Indeed, they go much further by making their work the stimulus for their learning. This approach not only allows companies to maintain productivity during the learning process, but actively enhances it.

Never stop working to start learning
Test their progress without testing your resources

It is essential to test learners regularly in order to develop their skills effectively, but the longer your tests take, the more they impede your productivity.

We use technology that makes testing more efficient, giving us instant results on every assessment. That means we’re able to regularly test your workers without disrupting their work, while providing you with reportable results and measurement to see the impact on your business.
To reach a common standard, we need a common goal

For everyone in your business to truly communicate, collaborate and operate in a common language, it’s essential that there’s a common means of measurement to assess personal ability.

A common standard of measurement doesn’t just provide the means to facilitate the allocation of development priorities, it has the potential to provide much greater guidance in the process of recruitment and human resource management.

At Pearson English, we are building that common measure in the form of the Global Scale of English and are ensuring all of our products are linked to it and all of our customers are measured against it.
Employee benefits are one of the most powerful weapons in the war for talent, and with so many non-native speakers unhappy with their English abilities, your language learning programme ought to be a major attraction.

At Pearson English, we are building what is set to be the most premium brand in English language learning, in order that our clients can attract talented employees via proof of their investment in people.

Make English your magnet for talent
Your business shouldn’t just be looking to build business skills through better English; it should be looking to enhance operational and cost efficiency along the way.

We provide a single platform for your entire corporation, making it much easier to manage and coordinate learning, development and on-the-job tactical implementation. In addition, using Pearson English in place of multiple providers brings considerable savings through economies of scale.

Make efficiency a higher priority
3. How our platform uses those principles to help you achieve unprecedented results
That’s why we created ‘One’: our interactive, digital platform that empowers talent to better express themselves, and radically improves their business skills, supporting the creation of a common business culture.

‘One’ is focused on real-world outcomes for your talent. Whether it’s writing more persuasive presentations, drafting more effective emails or improving your talent’s ability to work in a team, we provide the tools your organization needs to succeed.

By first identifying what’s needed to do their jobs better, and then designing the right blend of development tools to achieve those tasks, ‘One’ ensures that your talent are motivated to make progress in the knowledge that the end result will be an improvement in their business performance.

Bring your talent together

Whether you’re a local company wishing to step up and sell on the world stage or a multinational whose workforce collaborates across the globe, we know that the more capable your talent is of doing their jobs in English, the better results they’ll deliver.

By bringing your talent together, we can help your organization develop the business-essential skills that enable better communication, collaboration and operation.
Relevant content for real results

We know that fresh, engaging content is the key to connecting with people on an everyday basis. That’s why ‘One’ provides relevant and up-to-date content for business people to use and interact with.

With cutting-edge articles, opinions and exercises provided by partners such as the Financial Times, ‘One’ ensures that tasks are based on real-time, real-world topics that global business people should be across.

On top of that, ‘One’s cultural briefings are the perfect way for business people to discover and understand the working cultures they’ll be doing business with, encouraging a better level of collaboration and teamwork across any organization.

Enabling productivity

Our platform is designed to help talent as they work, not distract them from it. That means that from everyday business templates to on-the-go phrasebooks and community forums, ‘One’ helps your people to spend less time covering old ground, and more time concentrating on completing the task at hand – better, faster and more efficiently.

We’ve found that by providing tools that people can genuinely use, not only on the job, but as an integral part of it, as much as two hours a day can be saved per employee, freeing up schedules for new tasks, further achievements and new possibilities.
Together as ‘One’

‘One’ is complemented by these built-in products, aimed at maximizing collaboration and communication on the go.

One Community is our peer-to-peer business network that encourages contact with like-minded business people around the world – from employees of the same organization to industry peers and experts on a global scale, all through the common language of English.

As a forum for co-creation, exchange of ideas, in-depth discussions, demonstration and debate, One Community is a platform that enables collaboration on a worldwide scale. When combined with on-demand content and relevant business guidance, it stands alone as a tool for relevant peer-to-peer communication.

One LinGo is our mobile and browser-based app for providing on-the-go communication support, helping people with their business communication any time, anywhere, on any device.

By providing your talent with easy access to definitions, pronunciation and usage for the words they’ll need most, not only on an industry-specific basis, but company-specific too, One LinGo is the ultimate tool that literally puts words in your pocket.

We know that better business is fully accountable.

That’s why ‘One’ comes with a live dashboard that explains progress to each user and their managers – ensuring that all activity is instantly trackable, accountable and tuneable.

From seeing how employees are getting on with individual tasks to setting goals for whole teams, ‘One’ allows businesses to quickly and easily monitor and maximize their return on investment.
Supplementing ‘One’

‘One’ can be supplemented with additional modular solutions, aimed at speeding progress with blended learning techniques, support and interaction.

**One Advisor**
Regular guidance and encouragement from a personal business English expert, helping to keep your talent on-board, stay on track, achieve their goals, and make the most of their experience on ‘One’.

**One Virtual Group**
Our virtual classroom enables your talent to develop their business English skills together using content specific to their jobs and your business. Virtual Group works wherever your talent are and at the level and speed you need to build their skills.

**One Executive Coach**
Our platinum-level one-on-one coaching service, led by the highest quality native English-speaking business coaches. Tailored to the individual needs of your senior leadership and their hectic schedules ensures targeted progress and development of the skills that matter most. Honing presentations, working on pronunciation, reviewing specific corporate insights; Executive Coach focuses on the skills needed by your senior leadership to excel in English within their role.

**One Coach**
Personalized one-on-one coaching sessions to help your high-potential talent build immediate business English skills in the areas they need to develop, through tailored training and practice with a native English-speaking coach.
Virtual business skills
Imagine being able to offer your globally distributed talent the benefit of high-end business skills workshops without having to incur the cost of sending a training partner on a worldwide road trip. Skillshops are business skills workshops that bring your talent together to develop their business skills virtually. Using video conferencing technology as the vehicle and highly skilled workshop facilitators as the engine, Skillshops focus on the acquisition of communication and management competencies, such as presentations, giving feedback, delegation skills and motivating a team.
Delivered in English and geared towards accomplished non-native speakers, Skillshops use ‘active learning’ via a flipped-classroom methodology where learners are required to undertake preparation work and actively participate in skills-focused interactive activities.

Skillshops combine three key benefits that make them a totally unique and powerful part of any company’s talent development programme.

Benefit 1 – efficacy
Skillshops achieve fast results

Benefit 2 – flexibility
Skillshops can be scheduled to meet the needs of your business and your talent with 24/7 access to preparation activities

Benefit 3 – cost effective
Skillshops cost a fraction of the employment of a face-to-face solution
Completing our line up

Gauging the level of English proficiency amongst your current and future talent can be a daunting prospect, but it’s vital for businesses to find the right people to fill the right roles in order to succeed.

From analysing suitability for promotion and developing the relevant skillsets to retaining and hiring the best staff, assessing your talent’s business English proficiency is key to making the right decisions.

One Assessment is the easy, scalable way for organizations to test their talent’s level of business English proficiency quickly and effectively, with results that inform instantly.

Whether it’s state-of-the-art automated testing through our Versant platform or grading with a human touch on STEP+, our assessments are the most accurate and objective way of testing your talent’s true proficiency, with meaningful results that can be actioned instantly.

Face-to-face professional development

Regardless of where you are in the world, some of your talent could always benefit from more personal, hands-on interaction with world-class business English tutors.

That’s why we offer professional development in face-to-face environments through our sister company Wall Street English.

Our tutors are available to lead sessions for all levels of talent in your organization, on site, on your terms, offering the flexibility you need to maximize your talent’s progress. Alternatively your teams can visit one of our specialist academies for a genuine Wall Street English experience, developing their skills in an intimate classroom environment. Also, our VIP service offers face-to-face development for your on-the-go executives.