



GLOBALIZATION OF ENGLISH 2007 REPORT
*TRENDS IN BUSINESS COMMUNICATION AND IMPLICATIONS FOR
GLOBAL COMPANIES*

Global research on language and business by GlobalEnglish Corporation

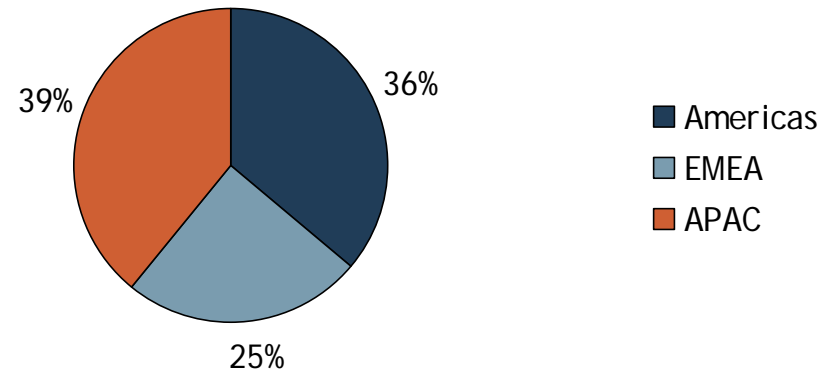
RESEARCH SUMMARY

- There is a large *and growing* English skills gap in global corporations.
 - + Employees recognize that English is necessary for their jobs; however, the number who believe their current skills are sufficient is *decreasing*.
- The use of English in global corporations is increasing.
 - + From 2003 – 2007, the percentage of people who report using English daily continues to trend upwards from 44% to 49%.
 - + More employees are citing difficulty with using English in sophisticated business interactions.
- Individual success requires good English communication skills, and the time to improve is now!
 - + 91% of employees indicate they are more likely to advance in their organization if they can communicate in English and almost 75% say they need to improve their skills in the next year.

ABOUT THE SURVEY RESPONDENTS

- 10,000 respondents from 100 countries representing 150 global companies including Accenture, CapGemini, Cisco, Deloitte, General Electric, ING, Johnson & Johnson, P&G, Pfizer, Roche, and Wyeth.

Respondents by Region

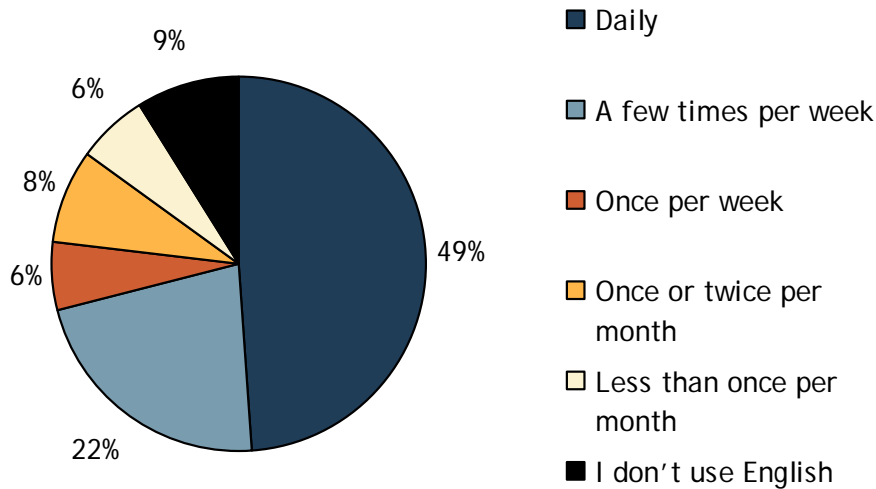


TOP 10 COUNTRIES BY RESPONDENTS

Country	Number of Respondents	Percentage of Total
China	1663	16%
Brazil	1562	15%
Mexico	1474	14%
Japan	1001	10%
Spain	682	7%
South Korea	432	4%
Taiwan	430	4%
France	371	4%
Germany	328	3%
Switzerland	259	3%

HOW OFTEN DO YOU USE ENGLISH TO DO YOUR JOB?

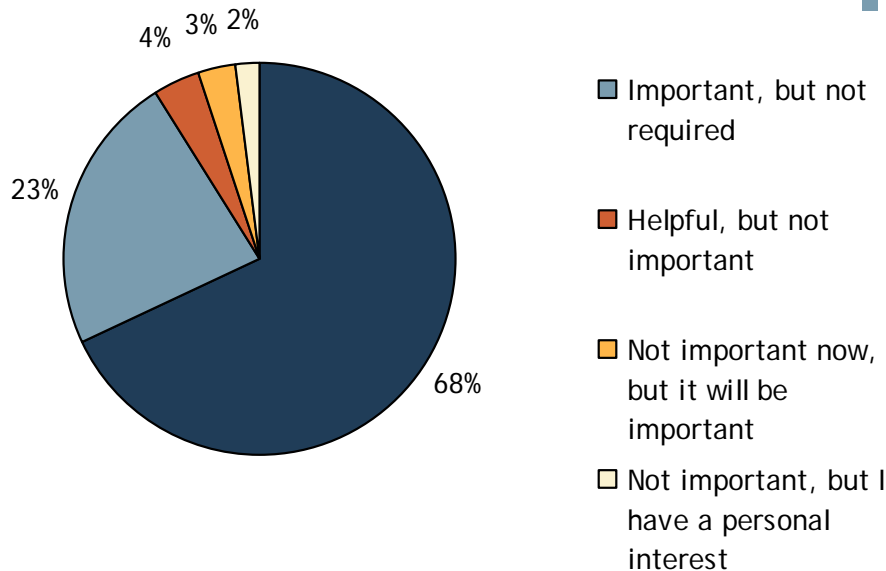
Global



- Globally, 77% of employees are using English on a weekly basis, and nearly 50% are using English *daily*.
- Over the last four years, the percentage of employees using English daily has increased from 44% to 49%.
 - + This increase indicates the growing requirement and importance of English skills in global organizations.

HOW IMPORTANT IS IT FOR YOU TO KNOW ENGLISH IN YOUR CURRENT JOB?

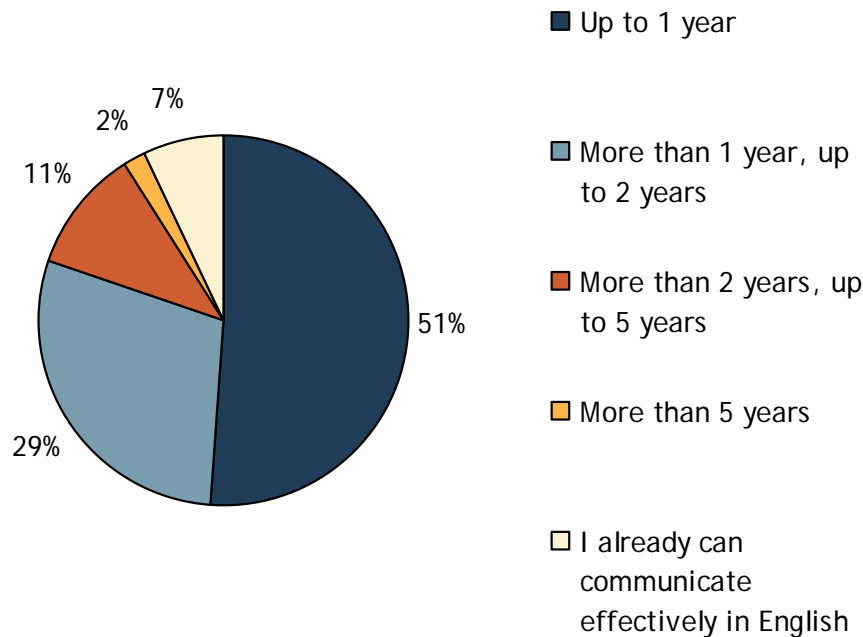
Global



- Globally, 91% of employees indicate English is required or important to do their current jobs.
- Globalization has changed the nature of work. English has been adopted as the “language of global business” and the impact is being felt by employees.

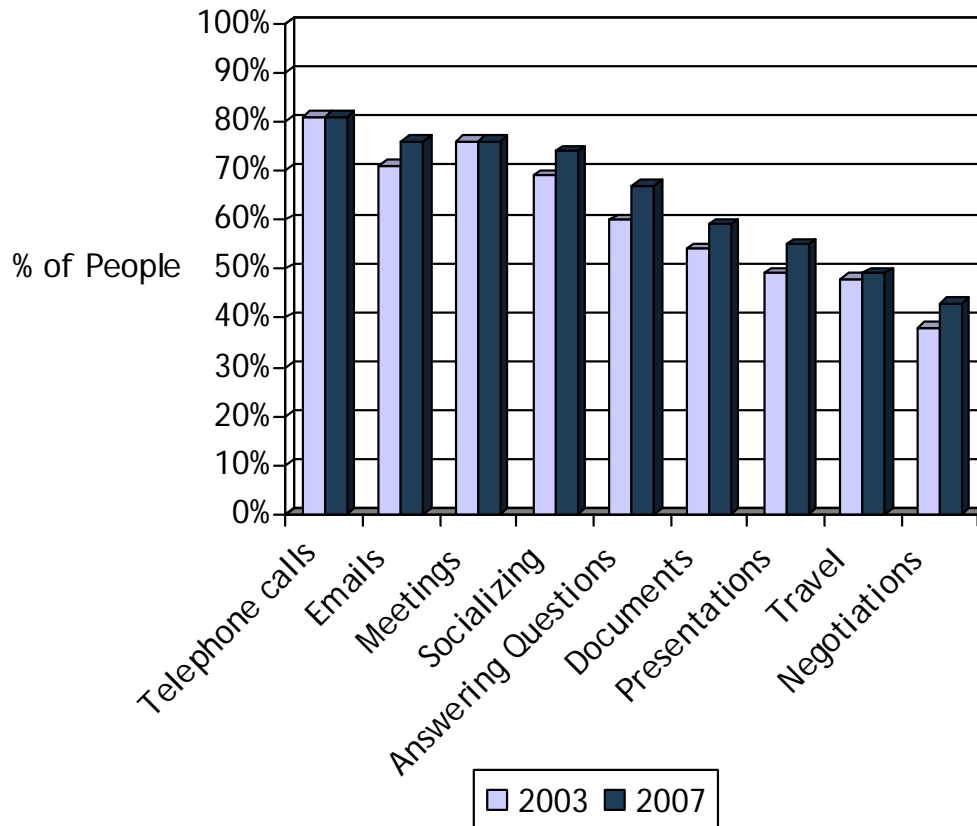
HOW MUCH LONGER DO YOU THINK YOU WILL NEED TO STUDY IN ORDER TO BE ABLE TO COMMUNICATE EFFECTIVELY?

Global



- Globally, only 7% of employees say their current level of English proficiency is sufficient. This number has decreased slightly since 2004.
- Additionally, the number of people expecting that they will need more than one year to close the English skills gap has increased from 36% to 42%.
- The “bar” for proficiency is getting higher in this highly globalized, interconnected world.

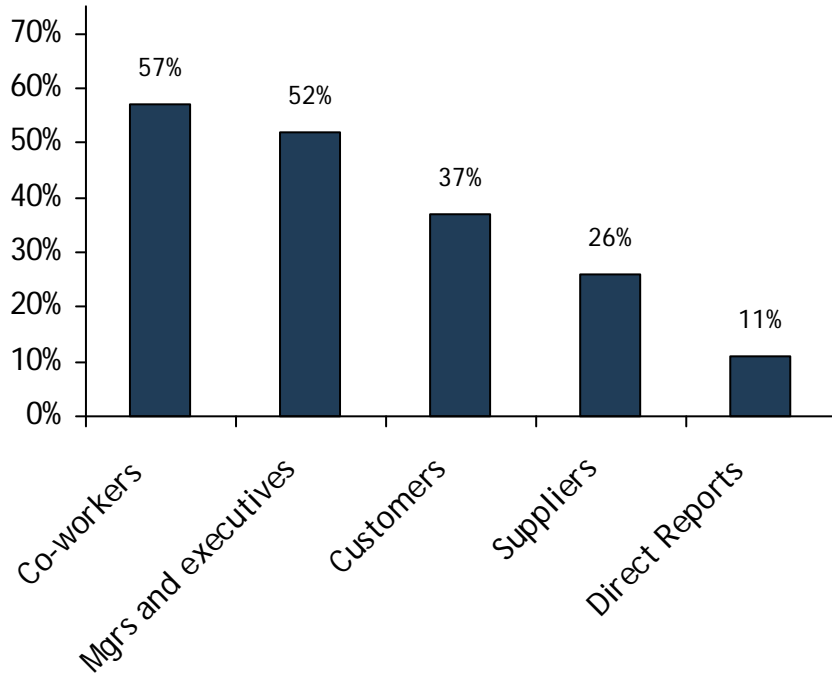
WHAT BUSINESS SITUATIONS CAUSE THE MOST DIFFICULTY WHEN USING ENGLISH?



- Employees of global companies need sophisticated English communication skills.
- Using English for telephone calls and meetings has remained consistently high over the past 3 years.
- Today, more people are challenged by sophisticated interactions such as delivering presentations and conducting negotiations.

WHO DO YOU COMMUNICATE WITH IN ENGLISH?

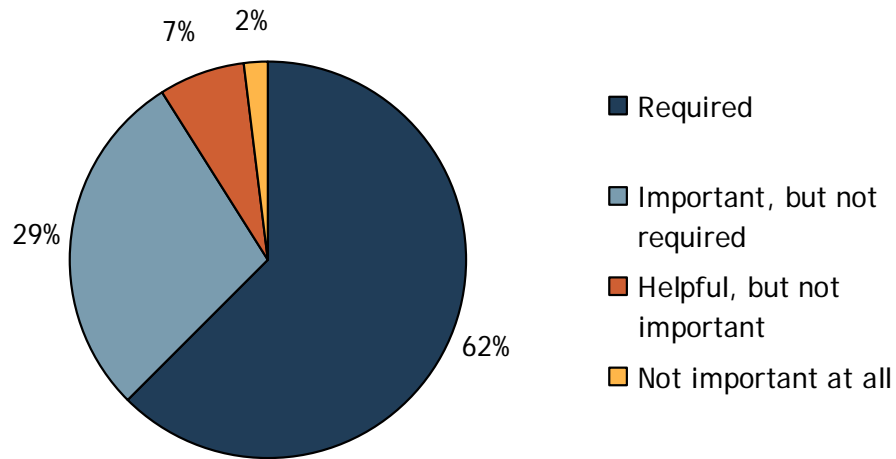
Global



- English as a common platform enables global teams to be productive.
 - + Globally, a high percentage of employees are using English for internal communication. This points to the increasingly global nature of teams and organizations.

HOW IMPORTANT IS IT FOR YOU TO KNOW ENGLISH TO GET A PROMOTION?

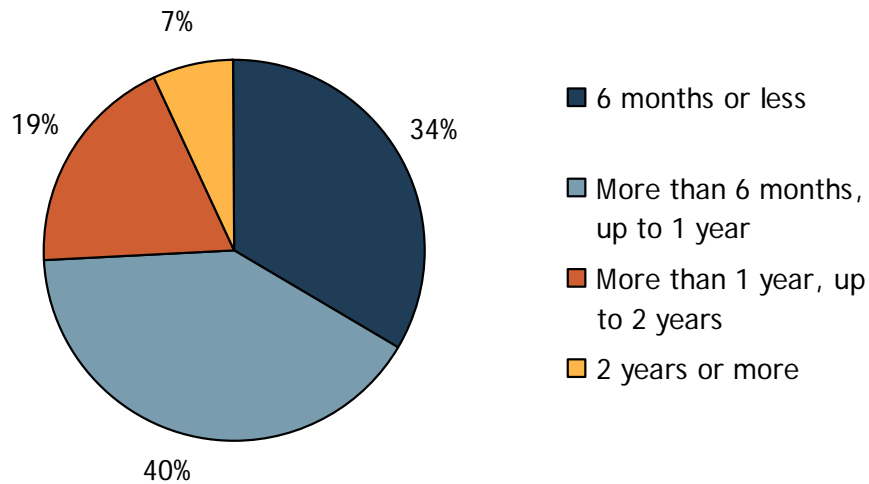
Global



- English proficiency is important for employee career development.
- 91% of employees in global companies indicate they are more likely to advance in their organization if they can communicate in English.
- Only 2% report that English skills are not important at all in getting a promotion.

HOW SOON DO YOU NEED TO IMPROVE YOUR ENGLISH SKILLS?

Global



- The need to improve English skills is urgent.
 - + 74% of employees need to improve their skills within the next year.

CONCLUSIONS

- Business today is global, and to be successful, employees must be able to communicate effectively in English.
- The requirement for English continues to expand and increase, and global companies must have a plan for how to address the English skills gap consistently across the enterprise.
- The companies that will succeed in the global marketplace will successfully address the coordination and communication challenges of globalization by developing their employees' English communication skills.

ABOUT GLOBALENGLISH

GlobalEnglish is the leading provider of online assessment, learning, and support for business English communication. We offer a scalable, on-demand solution that helps employees improve their ability to communicate effectively in English and enables companies to succeed in the global marketplace.

The GlobalEnglish Corporate Learning Service™ provides learners with a unique blend of assessment, skill development, and on-the-job performance support. A complete suite of administration tools helps companies easily measure performance across the organization.

GlobalEnglish is the preferred choice of the world's top companies including Accenture, ArcelorMittal, CSC, Deloitte, General Electric, Hewlett-Packard, John Deere, Maersk, Procter & Gamble, Reuters, and Wyeth.

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