

# Solution Provider Profile

## Learnship Networks

October 2024



Company At-a-Glance	
<b>Name of Product/Offered</b>	Business Language and Cultural Communication Training for Global Teams: Learnship Solo, Learnship Sprint, Learnship Elevate, Learnship Evolve, Learnship Coach, Learnship Baseline
<b>Headquarters</b>	Cologne, Germany
<b>Year Founded</b>	2008
<b>Top Customers</b>	IBM, Hanes, Hilton, Intesa Sanpaolo, Salesforce, Unisys
<b>Learners</b>	250,000+ learners per year
<b>Website</b>	<a href="https://learnship.com">learnship.com</a>

## Learnship Solution Overview and Value Proposition

Founded more than 15 years ago in Cologne, Germany, Learnship has grown into a large digital business language and cross-cultural communications skills provider — helping more than 2,000 global corporate clients and 250,000 professionals each year to collaborate better, communicate more effectively, boost performance and increase business revenues.

Pioneering in face-to-face online training in 2008, Learnship has constantly been at the forefront of edtech trends to offer more flexible and powerful solutions for employees, HR/L&D professionals and organizations worldwide.

In 2019, Learnship acquired GlobalEnglish, a global self-paced eLearning leader with 20 years of worldwide business education experience. Building on the two entities’ business knowledge, education expertise and cutting-edge technology, Learnship offers a unique, data-driven, contextual approach to language and cultural training, focused on faster

proficiency improvement and measurable outcomes, reflected in an innovative learning format: Precision Learning.

In the post-COVID, hybrid workplace, Learnship is the trusted single-source provider for online, offline and blended learning of Fortune 500 companies, offering consistent quality standards and high performance throughout all channels, courses and countries.

### **Learnship's Mission**

In a digitalized, globalized market, leading organizations recruit their best talent regardless of their location. They often work in virtual, globally distributed teams with different business practices, cultures and languages. Learnship helps each organization identify its unique business communications challenges as part of its customer-centric approach and leans on excellent global customer support infrastructures to deliver tailored, successful solutions, considering both the HQ's strategy and local initiative needs.

With a full suite of enterprise solutions in 12 languages meeting every learning preference, proficiency level and business skills requirement, Learnship gives a voice to global talents everywhere and helps build a more engaged, more inclusive, more collaborative workforce for better business results.

Learnship's data-driven approach means programs are regularly evaluated and large-scale surveys are conducted within organizations to determine the real impact of learning — not only to monitor the overall satisfaction, language proficiency and skill map — but also, most importantly, business improvement.

### **Learnship's Methods**

Business language is all about human relationships. Learnship's solutions rely on a communicative approach, stressing the value of confident, accurate participation in real communicative situations.

### **Learnship Solo**

Solo was designed for efficient, scalable language learning. The digital platform employs the concept of nonlinearity: It provides a set of rich media resources with which busy professionals can interact on their own schedule to progress at their own pace. Solo gives a sense of ownership for the learner in choosing their activities and allows for just-in-time learning to be at their best in any business situation. All digital activities are created with cognitive load in mind to improve the learning experience and keep engagement rates high. This means avoiding unnecessary vertical scrolling, making principled choices on selecting and placing images, keeping instructions short and explicit, and providing

scaffolding — all the support that learners need to achieve objectives beyond their current level of competence.

### **Learnship Sprint**

Designed for fast upskilling, Learnship Sprint courses are an example of a flipped classroom blended learning system. By shifting content learning into bite-sized, self-paced eLearning modules, Sprint allows the trainer-led sessions to focus on each learner's specific language challenges through role-play and personalized feedback. A silent period before each live session enables the learner to process the target language cognitively before actively producing it. The live sessions themselves employ task-based learning. A central communicative business-focused task is completed by learners using the language skills acquired through the eLearning modules within a consistent overall curriculum.

### **Learnship Elevate**

Elevate is Learnship's long-standing face-to-face online business language training solution. Delivered by more than 1,400 in-house trained expert trainers and coaches, it employs the Engage-Study-Activate proven pedagogical approach, a series of carefully timed and sequenced stages. Firstly, the trainer will break the ice, refer to the previous class and set the course of the lesson by introducing the target language. Techniques such as elicitation allow establishing what the group already knows and activating that existing knowledge. The next phase of the session consists of controlled practice exercises such as gap-fill or cloze exercises in which the learner's options are limited and support is given. Finally, learners are encouraged to use the target language in open-ended communicative activities that simulate real-life usage.

### **Learnship Coach**

Coach accelerates the learning process through personalized one-on-one executive coaching in business language and culture skills. It's perfect for people looking to fine-tune their skills or prepare for a specific high-stakes engagement. Coach is all about focusing on personal challenges and goals. A goal may be nailing a board presentation, improving language skills for a specific assignment or simply perfecting pronunciation. Whatever the learner's objective, we can build a custom program to help them achieve it.

### **Learnship Baseline**

Learnship offers language assessments that are quick, accurate and thorough. All the tests are available online and can be completed on desktop, tablet or mobile devices. Users just need a browser and a microphone to get started.

## **Analytics and Technology**

Learnship has seen a profound focus shift in Learning and Development toward communication skills-based training within ever shorter timeframes. Procurement and business unit managers are now a very vocal part of the training discussion. Whereas in the past, L&D coordinated open-ended programs that would run for years based on Common European Framework levels progress development, Learnship now sees a significant drive toward shorter courses, delivering tangible Return on Investment (ROI) and Expectations (ROE).

This has opened the door to the use of powerful technological developments in delivering and monitoring our training products.

To enable powerful analytics, the content development team and the software development groups need to work hand-in-hand, ensuring a holistic, end-to-end result.

## **Learnship Sprint**

A good example of that collaboration is Sprint, Learnship's latest series of Precision Learning blended programs. Sprint started with a taxonomy of communicative outcomes linked to business objectives and divided by difficulty level and focus (meetings, presentations, negotiations, etc.). Purposely created in the self-paced learning environment, a proprietary scoring system allocates points to various categories within a single question. The categories relate directly to the master taxonomy of can-do statements. Learnship's learner score approach, which is tracked in PowerBI and is used in client reports as well as internal monitoring, can be explained as follows:

### **Engagement + Performance = Learner Success**

Engagement is calculated by tracking the completion of self-paced learning exercises and attendance at live sessions. Performance is calculated by monitoring the percentage of self-paced questions correctly answered and a continuous assessment score provided by trainers at the end of live sessions focused on achievement of the relevant can-do statement.

The work Learnship has put into Sprint has taken it further along its journey to achieving its vision. The plan is to be able to assess each corporate learner based on a target skills profile, identify the gap and deliver a precision-tailored learning path focused on the skills required. Learnship will measure and report on progress along the way using the descriptors as a reference point. This is a scalable way to assess and close skills gaps in large corporations, while still allowing for individual variance.

These advanced analytics, deeply integrated into the training product, allow for precision guidance on the probability of learner success and will enable Learning to provide early

warning and corrective action in cases of deviation from the expected path. Learnship will employ benchmark data on best-in-class learners and cohorts, allowing for motivating leaderboards and badge allocation.

## **AI and Machine Learning**

Many of Learnship's solutions have AI/machine learning features embedded to optimize the learning effectiveness of its students. They are part of Sprint's additional feature News Feed — and are used in various programs, where they matter. Examples include:

- Machine learning models in Learnship's baseline assessments for real-time oral evaluation
- Machine learning to provide phoneme-level feedback on speaking tasks in the self-paced exercises
- APIs and machine learning models to instantly create exercises from client material. This allows Learnship to convert client material into learning exercises, which is a strong differentiator in the market.

# Screenshots

Figure 1: Learnship Solo German – Unit Objectives

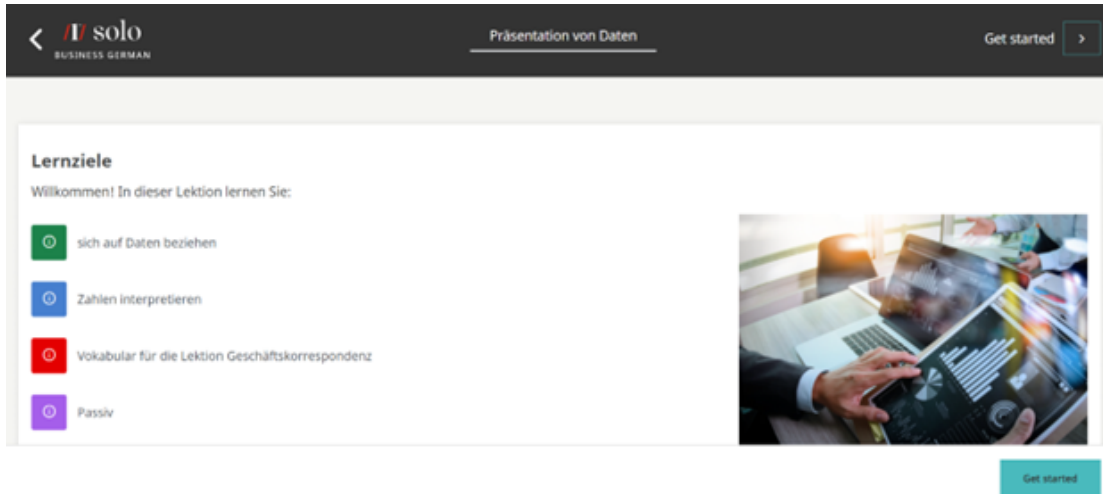


Figure 2: Learnship Solo German – Sample Exercise with Correct Answers Showing

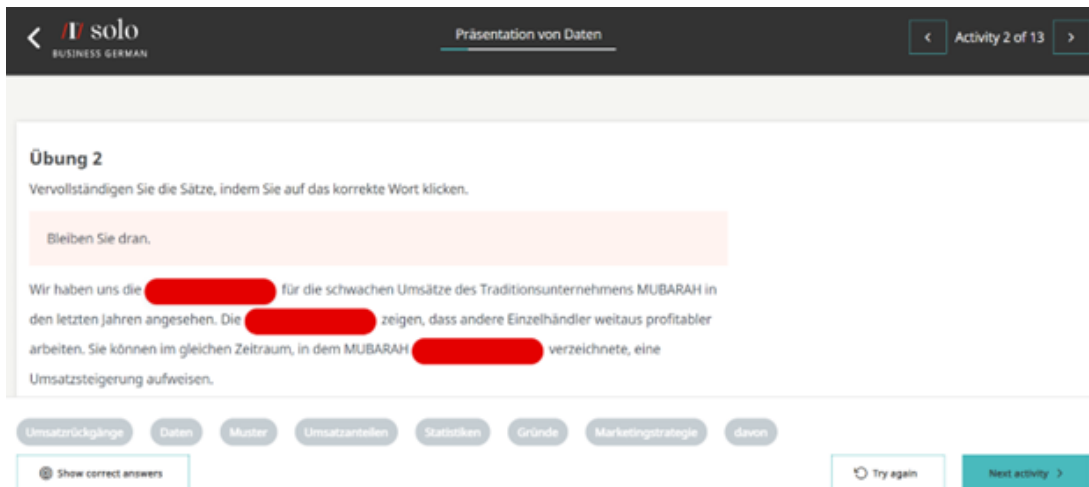


Figure 3: Learnship Sprint Course Selection Page

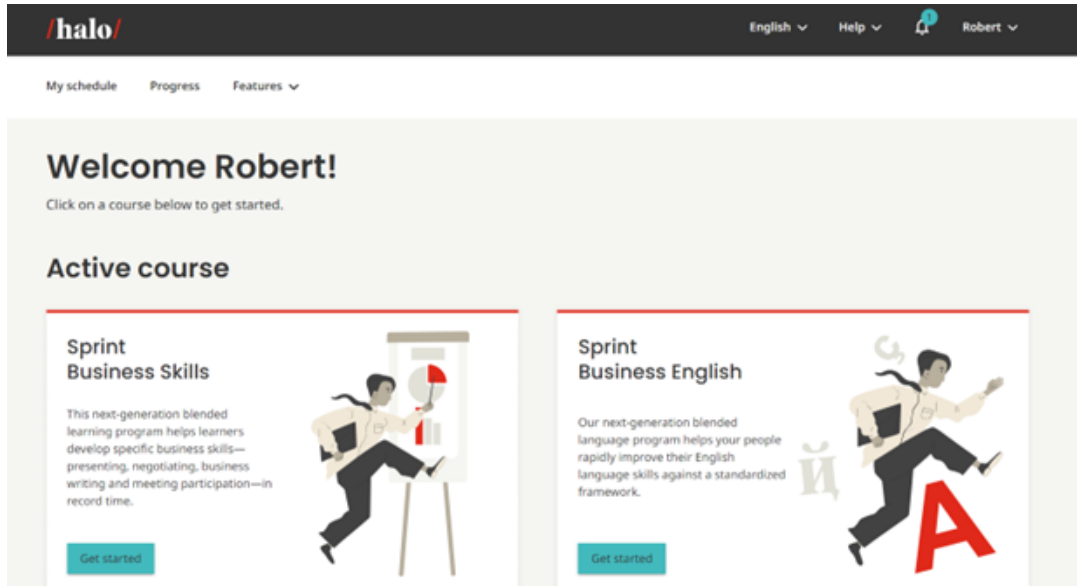


Figure 4: Learnship Sprint Study Plan

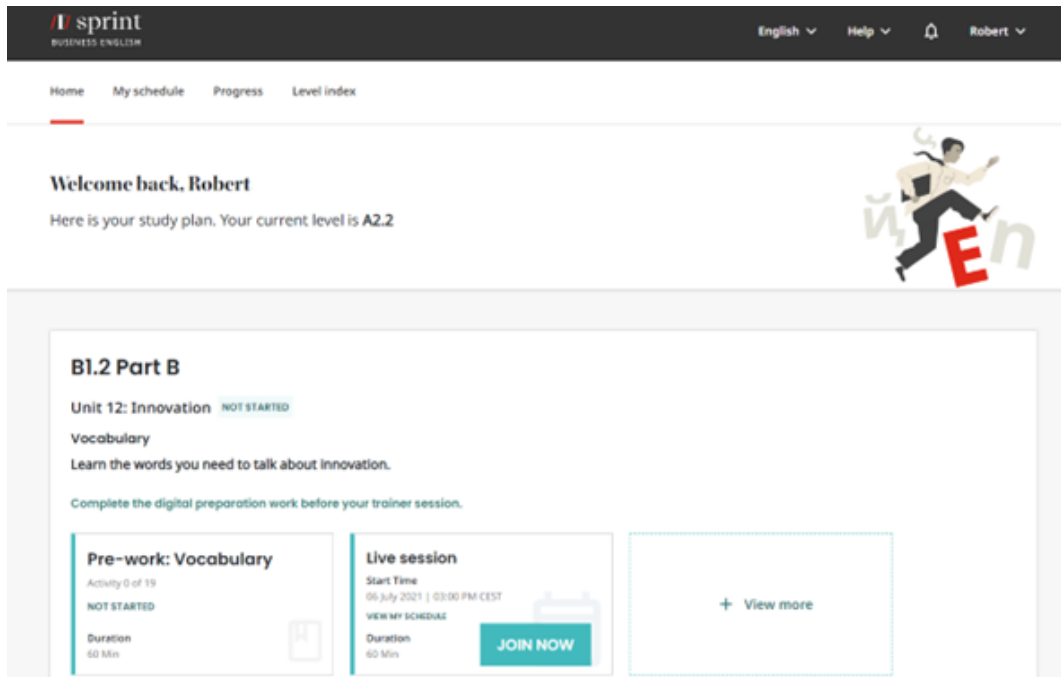


Figure 5: Learnship Sprint Sample Exercise

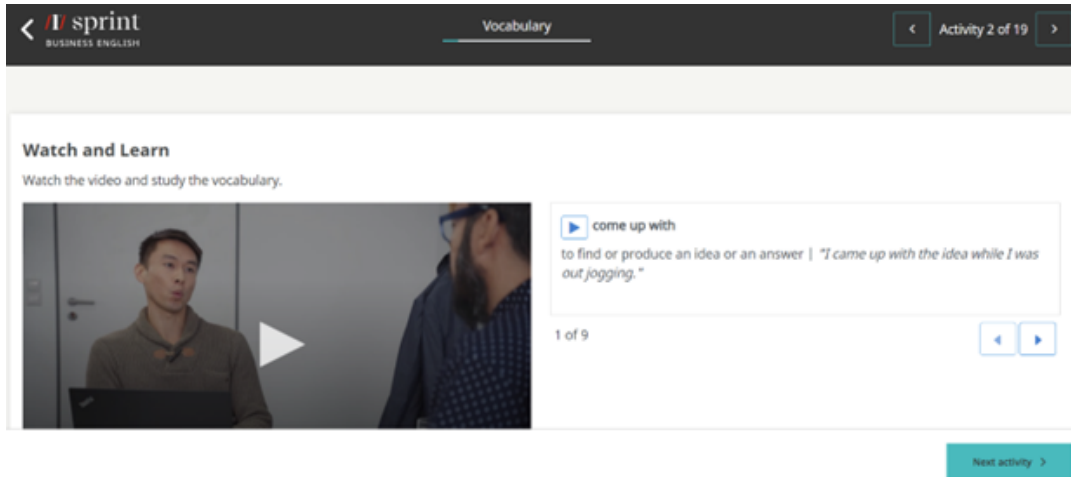


Figure 6: Learnship Elevate Live session in the Virtual Classroom

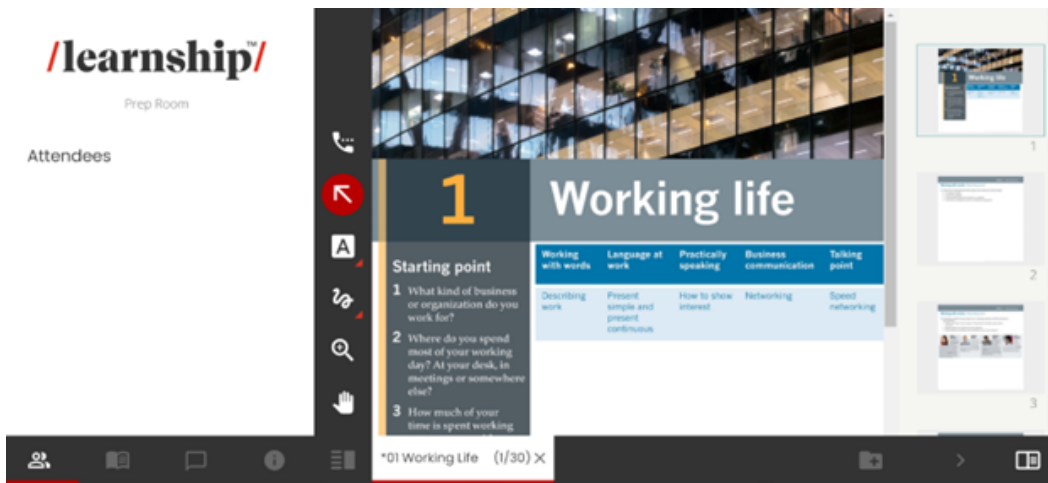


Figure 7: Business Intelligence Report on Success Score





Figure 8: Cluster Analysis



Figure 9: Voice Recognition Engine

**Activity 6 (A)**

Read the situation below and click on the red button to record yourself saying the correct response.

You want to describe products that have been in your family for years. What would you say?

Select accent: English (US) Male ▾

- Our products are developed using dynamic and simple methods.
- Our products are developed using traditional and reliable methods.
- Our products are developed using revolutionary and reliable methods.

Record your answer

[Next activity >](#)

All screenshots provided by Learnship Networks

## Analysis by Brandon Hall Group™

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### Situational Analysis

Business language skills have become a critical competency for today's global workforce. Yet, 40%-70% of employees in multinational companies are not native speakers of English or other key business languages they need. Accelerating business language proficiency helps employees collaborate more efficiently, communicate more clearly in meetings, presentations, conference calls and other interactions, and deliver better outcomes to clients. It also breaks down language barriers, empowers employees in every geography to contribute to their full potential and provides solutions to learners where they live and work.

### Challenges to the Business

Language is often not top of mind for organizations when they think of critical skills. A big reason is that many companies simply believe they are hiring for the language skills they require, but that is often not enough. Language skills need to be refined so people from around the globe can collaborate. Because language learning is not seen as a priority, it is often left up to the local geographies to develop that critical skill. This can lead to a wide range of challenges, especially without some centralized approach to how language skills should be managed.

### Implications for the Business

The implications are clear. In a global organization, language barriers can stifle innovation and halt collaboration. If people feel they do not have the proper language skills, they are less likely to share their knowledge and expertise.

### Questions to be Answered by the Business

To navigate the complexities of global communication and collaboration, organizations should consider the following:

- How can organizations overcome language barriers and ensure effective communication across their global workforce?
- How can organizations equip their employees with the cultural understanding needed to build strong relationships and collaborate effectively with international colleagues and partners?
- What strategies can organizations implement to measure the impact of their language and intercultural training programs and demonstrate their return on investment?

- How can organizations create engaging and personalized learning experiences that cater to the diverse needs of their global workforce?
- How can organizations leverage technology to facilitate language learning and cultural development?

## **Learnship as the Answer**

Effective communication and cultural understanding are more critical than ever for organizations striving to achieve success on an international scale. Learnship Network addresses the complexities of language barriers and cultural differences head-on, providing a suite of language and intercultural training solutions designed to empower global workforces.

Through personalized learning paths, expert trainers, and a blended learning approach, Learnship ensures that learners not only acquire language proficiency but also develop the intercultural skills necessary to navigate the complexities of the global marketplace.

Recognizing that learners have diverse needs and goals, the company creates tailored learning journeys that optimize engagement and accelerate progress. Their network of experienced trainers, fluent in multiple languages and cultures, provides individualized guidance and support throughout the learning process, fostering a sense of connection and accountability.

The company's solutions are designed to deliver tangible business results, such as improved employee engagement, increased productivity, and enhanced global collaboration. Through its analytics and reporting tools, Learnship provides valuable insights into learner progress and program effectiveness, enabling them to track ROI and continuously improve their training initiatives.

Learnship's suite of solutions caters to various organizational needs. From language training for employees at all levels to cross-cultural communication training for global teams, Learnship equips individuals and organizations with the skills and knowledge to navigate the complexities of the international business landscape. Their specialized solutions, such as those designed for employee relocation and enterprise learning, further demonstrate their commitment to meeting the diverse needs of their clients.

By empowering individuals to communicate effectively and bridge cultural divides, Learnship enables organizations to unlock their full potential in the global marketplace.

### **Contribution Team:**

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# About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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