



Communications Without Borders

Equip your workforce with **effective language skills to succeed globally**



Contents

Introduction	01	Corporate Solutions	16
We are goFLUENT	02	Corporate License	16
Methodology	03	Integration	16
Products	05	Branding Customizations	17
Languages We Offer	05	Content Customizations	17
eLearning	06	Impact	18
Live Lessons	08	Client Testimonials	18
eWriting	10	Industries	20
Virtual Classroom	11	Reach	21
Mobile Learning	12	Presence	22
Face-to-Face	13	Contact Us	23
Value-added Services	14		
International Standards Assessments	14		
Dedicated Support Teams	15		
Manager's Portal	15		

Introduction

Communication plays a fundamental role in all aspects of business. In essence, it is the lifeblood of every organization. It involves the exchange of information, ideas, opinions, agreements, and proposals, which can have a significant and direct business impact on any organization.

Effective language and communication skills drive streamlined coordination, productive collaboration, and the spread of the right information to achieve business objectives in a timely and efficient manner. Without these skills, your workforce risks a higher rate of miscommunication, misunderstanding, or misinterpretation, which can be the cause of some of the most crucial and consequential moments in business. This is true for every organization, but most especially critical for global companies where business is conducted across languages.





We Are goFLUENT

We are goFLUENT, a multi-award winning provider of customizable digital language learning solutions. We aim to break down language barriers between native and non-native speakers in the global economy by providing the valuable opportunity to develop an equal voice.

Since 2000, we have been a strategic partner to global organizations seeking to equip their workforces to effectively communicate, collaborate, and conduct business in the global marketplace. We ensure impactful solutions that result in a valuable and measurable return by aligning the communication and language skills training of employees with their organizations' global business goals.

Paving the way for more than 2,000 organizations to succeed in their various markets, we maintain a high satisfaction rating average from over 500,000 learners worldwide. We deliver results through a proven language learning methodology, a regularly-updated goldmine of resources, specialized language trainers, and a client-centric approach to innovation.

In 2017, we achieved a great milestone and were recognized by esteemed L&D research and analyst firm Brandon Hall Group with a gold award for Best Unique or Innovative L&D Program and a silver award for Best Use of Blended Learning. Both awards showcased our ability to globally deploy a comprehensive blended learning program that delivered high learner engagement and improved language skills.





Methodology

We recognize that no two learners are alike. Our learners come with a wide range of learning styles and preferences, and a variety of short-term and long-term goals. We don't believe in a one-size-fits-all formula for learning a new language. Instead, we rely on four key principles for effective language learning.

Language Input

Input refers to the learner's exposure to the target language. Learners must be exposed to both the real-world use of the language and simplified samples designed for learning. Language input should be abundant, clear, and relevant.

Language Output

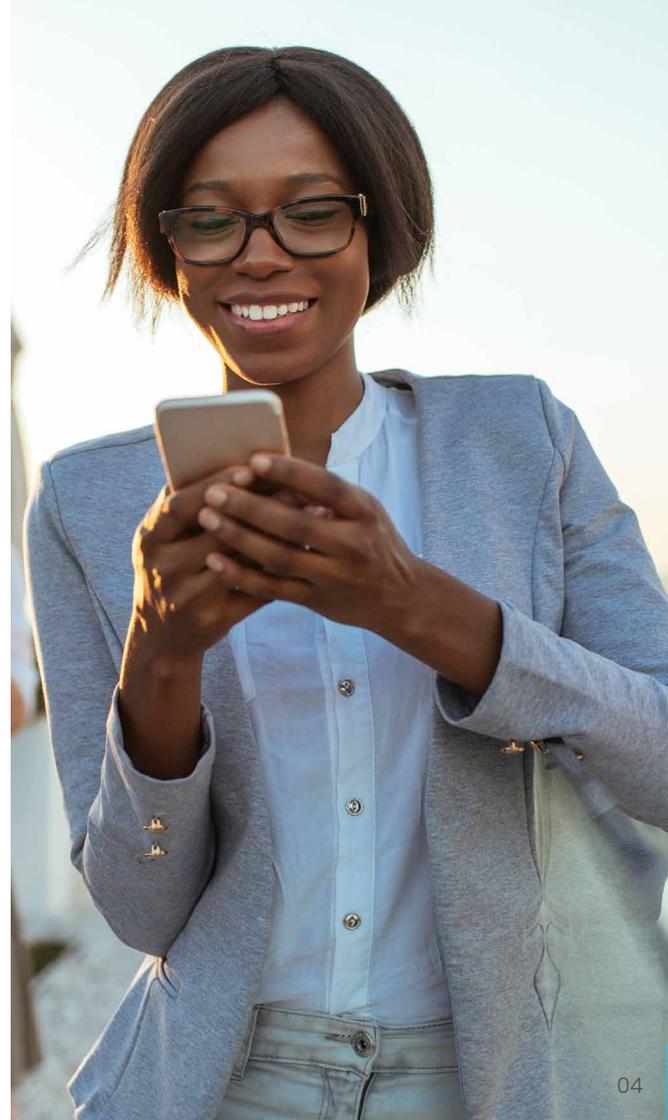
Output refers to the learner's application of the target language. Learners must practice the language not only through guided activities, but also through authentic and meaningful free speech and writing.

Vocabulary Development

Vocabulary building expands the learner's knowledge and confidence in the target language. To interact efficiently in the language, learners must aim to understand 95% of what they're exposed to in real life. To achieve this, they must target relevant, high frequency words.

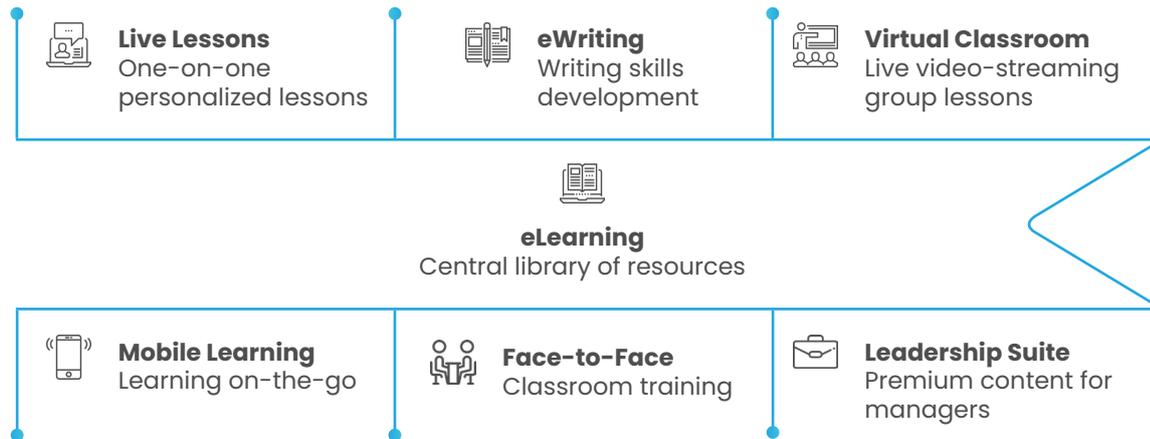
Stretch Zone

Adult learners learn best and are better motivated when they are given the right amount of challenge and difficulty, not more, not less. This is achieved through the careful analysis of their needs and goals, access to diverse content of different levels, and personalized lessons.



Products

The right language learning approach varies from organization to organization, which is why we developed our solutions to flexibly cater to the varying needs and objectives of different learners. Our aim is to optimize the reach, engagement, and the efficacy of training by offering a wide range of learning opportunities for our learners.



Languages We Offer

 English  French  Spanish  German  Italian  Brazilian Portuguese



eLearning

Central to our solutions, our eLearning library boasts more than 5,000 regularly-updated learning resources that are relevant to real-life and business situations. It features authentic content from distinguished news and business publications, practical how-tos for specific business skills, bite-sized grammar rules, and vocabulary lists—all of which are enriched with activities that promote learning retention.

Our content partners:



The New York Times



Key Features

- > Authentic videos and articles
- > How-tos for business situations
- > Bite-sized grammar rules
- > Relevant vocabulary lists

Structured and unstructured personalized learning

Our Training Paths, which correspond to general leveling, industry-specific, business skill-specific, and corporate objectives, provide learners with structured self-study.

Learners are also free to explore or search our eLearning library and learn their target language with resources that are based on their immediate needs or interests, such as how to express opinions, verb tenses, or the latest finance or technology news.

Progress and achievement tracking

Enriched with activities, each resource ends with a quiz to validate learning. Results are consolidated for learners in a simple training overview, allowing them to easily track their achievements and gauge their progress.

Social learning in a microlearning forum

Within the eLearning portal is a dedicated microlearning blog called English Desk, where our professional trainers post brief lessons on grammar, idioms, new words and phrases, and business expressions based on real-life experiences. Here, learners are free to interact and join in on the discussions to contribute their ideas.



Leadership Suite

Our exclusive library containing premium content from Harvard Business Review is available as an eLearning add-on. Topics in this library include management style, strategic thinking, productivity, communication, and more.



Live Lessons

Our one-on-one Live Lessons are digitally delivered for personalized learning at the learner's most convenient time, place, and device. Live Lessons are easily booked through our eLearning portal, mobile app, or over the phone with a Learning Consultant.

These 30-60 minute lessons are valuable for professionals whose language skills are important for their job function. With goFLUENT-certified trainers that have a background in and are knowledgeable about various industries, learners can enjoy engaging and stimulating lessons that are relevant to their professional roles.

Key Features

- > One-on-one lessons
- > Book and manage online
- > Interactive Whiteboard and chatroom
- > Detailed lesson reports



Workshops for building professional skills

Intensive 90-minute workshops on topics that range from management styles, project management, negotiations, and more, may also be booked with Live Lessons credits.

Seamless integration to eLearning

Our language trainers help learners review completed activities on the eLearning portal and address immediate needs and objectives, such as effectively presenting in a meeting or talking about their interests in their target language.

Learners have access to a variety of trainers and can select them based on their subject expertise. Booked trainers will have access to relevant information about the learner, such as their learning profile and progress on every component of their program, to ensure a consistent and personalized learning experience.

Interactive lesson tools

During their lessons, learners interface through voice, instant messaging, and the interactive whiteboard right on the portal to minimize communication barriers. Our interactive whiteboard allows learners to collaborate with trainers on documents or presentations, and visual concepts and ideas in their lesson.

Detailed lesson reports

After each lesson, learners receive a personalized report which includes a summary of the topics discussed, corrections of mistakes they've made, and homework assigned based on the trainer's assessment of their needs.



eWriting

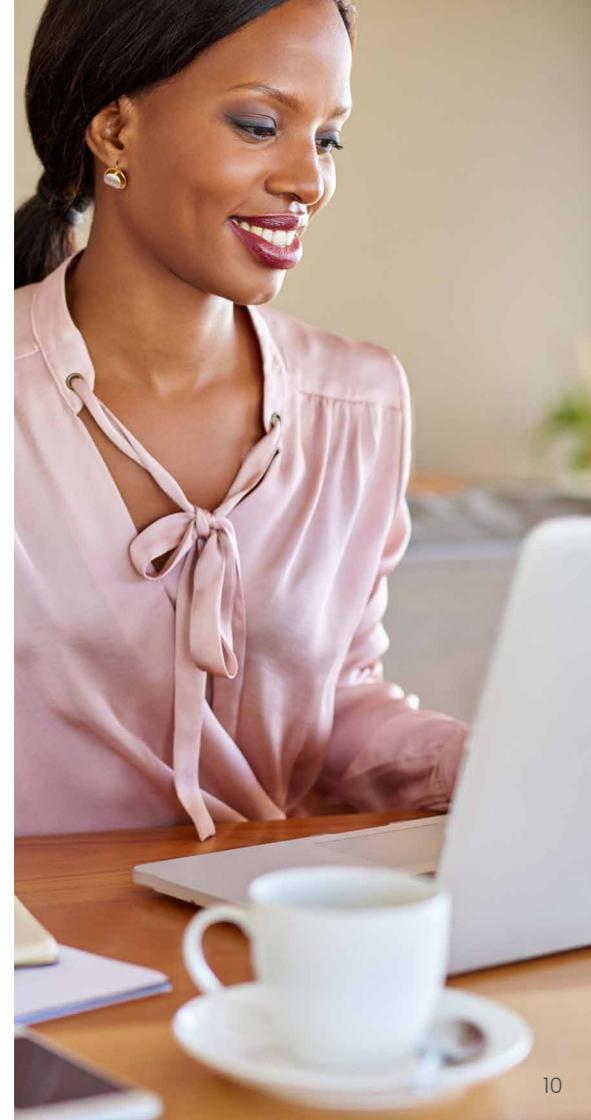
Writing is an essential form of communication in today's digitally-connected workplace, which is why we have professional trainers dedicated to reviewing and responding to our learners' writing submissions within our eLearning portal.

With eWriting, each resource on our portal will include a writing activity based on the topic discussed. Learners will be able to write about their ideas and opinions, practice their business writing skills, and exercise their understanding of grammar and vocabulary, depending on whatever resource they choose.

Submissions are carefully evaluated by our professional trainers, who craft personalized responses, which include a table of corrections and assigned homework based on the learners' areas of improvement.

Key Features

- > Writing prompts on all resources
- > Personalized feedback
- > Homework recommendations
- > Submission tracking





Virtual Classroom

Our Virtual Classroom is the best place for learners to interact and practice their language skills with a live trainer and a small group of learners, right on our portal. Virtual classes run 40 minutes long and are accessible 24 hours a day and seven days a week.

Learners can choose the classes they would like to attend by viewing our Virtual Classroom Schedule, where they can filter classes by level and review the topics that will be discussed. Each class focuses on an eLearning resource on the portal.

The first half of the class is a live-streaming video lesson led by a professional trainer. During this time, learners can communicate with their trainer and each other in an embedded chatroom. In the last half of the lesson, learners are invited to join a conference call to talk about the topic discussed during the lesson.

Key Features

- > 40 minute lessons
- > Available 24/7
- > Classes with up to 5 other learners
- > Chatroom and voice discussions





Mobile Learning

Learning a foreign language can be especially challenging if learners are not constantly immersed in the language. Integrated with our eLearning portal, our mobile app allows learners to keep their language training on-hand, whenever and wherever they are, resulting in higher engagement. Depending on their program, this can include our library of resources, Live Lessons booking and collaboration tools, and small-group virtual classes.

Key Features

- > Available on iOS and Android
- > Access to the eLearning library
- > Unlimited access to the Virtual Classroom
- > Book and manage Live Lessons

Downloadable resources for offline access

Learning resources such as videos, articles, and how-tos can be downloaded for times of limited to no mobile data. All completed activities are auto-synchronized for seamless transitions between learning on our mobile app and on a desktop.

Interactive one-on-one and group lessons on-the-go

Learners can easily schedule and cancel Live Lessons, and access our lesson collaboration tools such as the interactive whiteboard and chat room, right on the mobile app.

Unlimited small-group virtual classes, complete with a live-streaming video lesson and chat room discussions with the trainer and the other learners, can also be accessed on the mobile app.

The mobile app is available on:



Face-to-Face

In partnership with language schools and training centers closest to our clients, we can provide the same award-winning language training in a classroom setting.



International Standards Assessments

Placement and regular assessments are conducted with our innovative testing tools, which determines our learners' strengths and weaknesses to better define their learning objectives and evaluate their progress.

Adaptive Placement Test

Our placement test accurately assesses our learners' level by adapting to their progress throughout the duration of the test. The results of the test provides a breakdown of their performance for each core language skill.

Global Leveling Standard

Our levels align with globally recognized standards, such as the TOEIC (Test of English for International Communication) scale and CEFR (Common European Framework of Reference for Languages).



Dedicated Support Teams

We provide round-the-clock guidance throughout our program:



A committed **account manager** to steer your program from start to finish

Learning Consultants assigned to motivate, guide, and assist each learner

Manager's Portal

Our Manager's Portal provides detailed modular reports for tracking individual or group progress across all products, which can be scheduled to push directly to the HR manager's inbox or downloaded real-time.

Reports detail:

- > Training hours
- > Completed activities
- > Lessons booked
- > Lessons attended/missed
- > Level progression rate



Corporate License

The Corporate License is our best value licensing model, which opens up the opportunity for personalized language learning to the whole organization. This means that all employees will have self-study access to all our language learning resources in English, French, Spanish, German, Italian, and Brazilian Portuguese.

Key Features

- > General leveling, industry-specific, and business skill-specific Training Paths
- > Regularly-updated resources enriched with activities and quizzes
- > Authentic content from Harvard Business Review, New York Times, and AFP
- > Practical how-to guides for business situations
- > Bite-sized grammar and vocabulary resources
- > Microlearning discussion forum
- > International standard assessments
- > Progress monitoring and reporting

Integration

Our eLearning portal supports single sign-on authentication through:

- Learning Management Systems (LMS) integration with SCORM
- Intranet integration with SAML 2.0



Branding Customizations

Our branding customizations allow organizations to emphasize their corporate identity with a branded eLearning portal and mobile app to motivate their workforce to make a deeper connection to their brand.

Content Customizations

To make training more relevant to our clients' learners, we offer to translate their unique content into effective language learning resources, which can also be used to create customized role- or skill-specific Training Paths, along with other relevant resources already in our eLearning library. This gives them the opportunity to:

- > Underline corporate objectives and goals
- > Drive key messages forward, and
- > Embed relevant knowledge and principles into their training

Clients



“ goFLUENT is a **very effective language improvement solution, usable at any time** and with contents that span all areas of the company. The teachers, coming from different countries in the world, all adopt the same methodology and are very professional.

— Alessandra Tanzi, HR Manager, Asics



“ goFLUENT is an **extremely reliable partner of trust**. The **participants express a high level of satisfaction and confirm the training effectiveness** thanks to the platform and customizable contents. A strong point—for us, the added value—is the **back-office support with precise updates based on our needs**.

— Maria Dolores Lupo, Development and Training Professional, Fastweb



“ goFLUENT is **effective because it can be used anywhere and at any time**, because it **offers constantly updated and differentiated video content and articles**, and because the mobile version is a valid response to the growing digital learning needs.

— Beatrice Taralla Head of HR, Subito



“ When I started traveling for my job, my English needs changed, so I asked the trainer to focus more on improving my fluency and improving my pronunciation. So I was the one who was deciding, each time, what the goal of the lesson would be. **The lessons were tailored to my needs 100%**.

— Antonello Paliotta, Treasury and Credit Manager, Eli Lilly Italy



Bristol-Myers Squibb

“ **goFLUENT’s blended learning program is a very flexible solution for our learners.** I am convinced of the efficiency of goFLUENT’s blended learning approach, which integrates lessons by telephone, elearning, and face-to-face lessons. The elearning module is also very dynamic, with **new business resources being added every day, keeping the learners interested and engaged.**

— Coralie Michel, Training and Development Manager,
Bristol-Myers Squibb



Boehringer Ingelheim

“ We are a dynamic and widespread company globally and **goFLUENT best supports the needs of language training, both for the office collaborators and for those who work in different territorial areas,** carefully monitoring their learning.

— Boehringer Ingelheim





To learn more about how we've transformed these organizations, case studies are available upon request.

Industries

- Food & Beverage
- Banking
- Insurance
- Energy
- Automobile
- Technology
- Healthcare
- Pharma
- Aeronautics
- Telecommunications
- Service
- Other industries



Reach

We empower learners all over the world with effective language and communication skills.



Presence

We serve clients from key locations across the globe.



Contact Us

Europe

 **FRANCE**
3 bis rue de la Chaussée
d'Antin 75009 Paris
+33 1 71 29 67 67
france@gofluent.com

 **GERMANY**
Graf-Adolf-Straße 61 40210
Düsseldorf Deutschland
+49 211 66 96 94 00
germany@gofluent.com

 **ITALY – Milan**
via Bolla, 12 20151 Milano
+39 02 33 94 91 11
italia@gofluent.com

 **ITALY – Rome**
via Boezio, 6 00193 Roma
+39 06 45 22 60 20
italia@gofluent.com

 **RUSSIA**
109028, Москва Земляной Вал
ул., 50а/8, стр. 2
+7 495 937 40 20
russia@gofluent.com

 **SPAIN**
Calle Maudes 51, 4º 1 28003
Madrid
+34 91 447 66 90
spain@gofluent.com

 **SWITZERLAND**
International Center
Cointrin, Route de Pré-Bois
20, 1215 Genève
+41 22 320 94 90
switzerland@gofluent.com

 **TURKEY**
Büyükdere Caddesi, Yapı
Kredi Plaza, C Blok, Kat 17,
34330 Levent
Beşiktaş/Istanbul
+90 212 317 41 02
turkey@gofluent.com

Americas

 **BRAZIL**
Rua Olímpíadas, 205 – São
Paulo – CEP: 04551-000
+55 11 5504-1938
brazil@gofluent.com

 **MEXICO**
Varsovia 36, Juarez, CDMX,
06600, Mexico
+52 55 71001381
mexico@gofluent.com

 **UNITED STATES**
1180 Avenue of the
Americas, 8th floor, New
York, NY 10036
+1 (212) 382-4660
international@gofluent.com

Asia



CHINA – Beijing

Room 1108, West Tower,
Van Palace 1 Jinghua Nan
Road, Chaoyang District,
Beijing
+86 10 8523 5237
china@gofluent.com



CHINA – Shanghai

18F No.689, Hai Tong Security
Tower, Guang Dong Rd,
Huang Pu, Shanghai 200001
+86 21 6333 3770
china@gofluent.com



HONGKONG SAR

8F Winner Building 37
d'Aguilar Street Central
+86 21 6333 3770
hongkong@gofluent.com



JAPAN

7F Toranomom 372 Bldg.,
3-7-2 Toranomom,
Minato-ku, Tokyo 105-0001
Japan
(0)3 6459-0365
japan@gofluent.com



PHILIPPINES – Alabang

2F Unit 206 – 208 Plaza B
Northgate Cyberzone
Alabang, Muntinlupa City 1781
+63(2)954-1634



PHILIPPINES – Libis

10/F IBM Plaza, Eastwood City,
Libis 1110, Quezon City
+63(2)900-2568
philippines@gofluent.com



SOUTH KOREA

goFLUENT Co.,Ltd. Rm 1820,
309 Teheran-ro,
Gangnam-gu, Seoul, Korea
(Yeoksam-dong, Samsung
Cheil Bldg.)
+82 – 2 – 3437-6970
Fax: +82 (02)3437 6972

Middle East – Africa



MAURITIUS

4th Floor Newry Complex, St.
Jean Road, Quatre Bornes
+230 54420082
mauritius@gofluent.com

www.gofluent.com

