



**The English language in the corporate world:**

**Mega-trends**



# Welcome

**The HR figures presented today are the results of an IPSOS study surveying Human Resources managers of multinational companies around the world.**



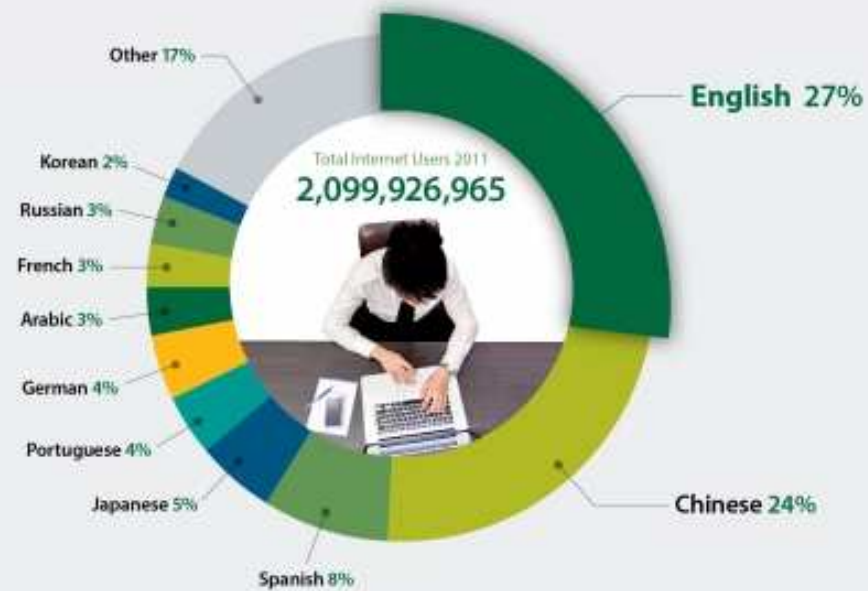
**Presented by ETS**

**Educational Testing Service**

# English Is the Language of the Internet

The Internet represents 20% of economic growth and accounts for a greater share of world Gross Domestic Product than agriculture or energy.<sup>1</sup> English is the single most used language on the Web.

Most Used Languages on the Internet



Learn how English impacts your business at [WhyEnglishMatters.com](http://WhyEnglishMatters.com).

<sup>1</sup>The Internet is 20% of Economic Growth. BusinessInsider.com.  
Available at: <http://www.businessinsider.com/mckinsey-report-internet-economy-2011-5?page=1>

WHY ENGLISH MATTERS

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## English skills are a worldwide priority.

Companies surveyed that expect the need for English to increase over the next 3 years:



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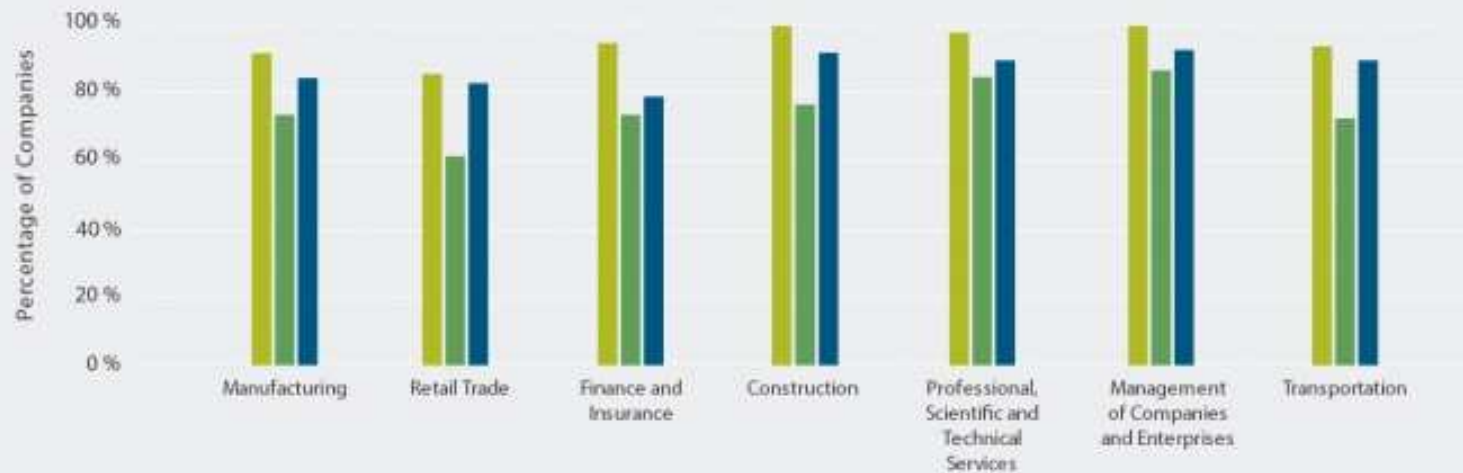
Source: Why English Matters Global Survey conducted by Ipsos for ETS, surveying 749 Human Resource Managers at multinational companies.

WHY ENGLISH MATTERS

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## No matter your industry, English is key.

- Believes English skills are important for employees.
- Tests the English proficiency of job candidates.
- Expects the need for English to increase in the next 3 years.



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## The need for English grows.

The expected need for English among companies surveyed: ● Past 3 years ● Next 3 years



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# WHY IS THE ENGLISH LANGUAGE SO VALUABLE?

WHY ENGLISH MATTERS GLOBAL SURVEY ENGLISH LANGUAGE IN THE WORKPLACE

## Top 10 Business Costs of Poor English Proficiency

Leading companies report negative effects of poor English skills:



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Google results:

Abeille: 10 200 000

Bee: 218 000 000

French word = 4,6% of the potential information  
available in English on the web

## Top 5 Business Benefits of English



Communicate effectively with **clients and partners overseas**



Communicate effectively with **company offices around the world**



Bolster company **reputation and brand**



Provide better **customer service**



**Access information** and business practices in other countries

Learn how English impacts your business at [WhyEnglishMatters.com](https://www.whyenglishmatters.com).

Is your company's communication ready for the future?



But, only 65%  
consider their workforce  
**adequately proficient**  
in English.

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Source: Why English Matters Global Survey conducted by Ipsos for ETS, surveying 749 Human Resource Managers at multinational companies.

WHY ENGLISH MATTERS

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## English Is the Language of Science and Technology

**98%** of all scientific articles published today are in English.<sup>1</sup>



**80%** of information stored on computers is in English.<sup>2</sup>

Science and technology connect the world and drive innovation in virtually every industry. Production, communication, trade and commerce are all directly impacted by new and emerging technologies. This continuous innovation relies on a rapid, global interchange of scientific and technological ideas: and the language used in these fields is almost exclusively English.

Learn how English impacts your business at [WhyEnglishMatters.com](http://WhyEnglishMatters.com).

<sup>1</sup> FYI: How Did English Get to be the International Language of Science? *Popular Science*. Available at: <http://www.popsici.com/article/science/fyi-how-did-english-get-be-international-language-science>.

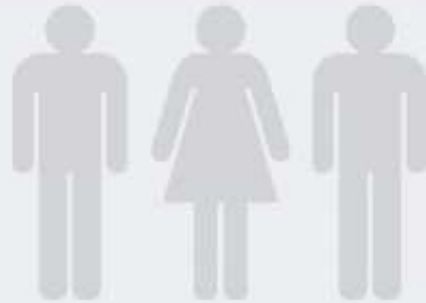
<sup>2</sup> European Public Relations and Education and Research Association. Available at: <http://www.euprera.org/?p=89>.

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Does Your Workforce Speak the Global Language of Business?

1 in 4



people in the world  
speak English<sup>1</sup>

English has become global. It's the language of science, technology, academics, media and international trade. More and more, it's considered a basic skill requirement in the workplace — and employees with high proficiency are in demand. As a result, companies around the globe are seeking a competitive edge by making English a top priority when it comes to training and staffing personnel. What can you do right now to ensure that your workforce is prepared?

Learn how English impacts your business at [WhyEnglishMatters.com](http://WhyEnglishMatters.com).

<sup>1</sup>The British Council. Available at: <http://www.britishcouncil.org/learning-faq-the-english-language.htm>.

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## Most Business Discussions in English Are Between Non-Native Speakers

“Never in recorded history has a language been as widely spoken as English is today.”

*Michael Skapinker,  
Financial Times*

Why are so many businesses adopting English as their standard language? It's the language that most people know how to speak. In fact, the majority of business conversations in English now take place between non-native speakers. As Michael Skapinker writes in the Financial Times: "It is not just that Microsoft, Google and Vodafone conduct their business in English; it is the language in which Chinese speak to Brazilians and Germans to Indonesians."

Learn how English impacts your business at [WhyEnglishMatters.com](http://WhyEnglishMatters.com).

<sup>1</sup>Whose Language? Financial Times Website.  
Available at: <http://www.ft.com/intl/cms/s/0/69a1bc28-8e67-11dc-8591-00007796d2ac.html#axzz2kdgyforu>.

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