

Swiss autodidact Jean-Jacques Rousseau's philosophy influenced the progress of the Enlightenment throughout Europe and the development of **modern educational thought.**

“To live is not to breathe but to act. It is to make use of our organs, our senses, our faculties, of all the parts of ourselves which give us the sentiment of our existence.

The man who has lived the most is not he who has counted the most years but he who has most felt life.”

— **Jean-Jacques Rousseau**,
Emile, or On Education

Just like its namesake during its publication,

**goFLUENT EMILE challenges
traditional education.**

New user-interface
Faster user-experience

INTRODUCING

Emile

01

Language and the Global Talent Landscape

02

Emile: An Innovation in Language Learning

03

Q&A

Agenda



Christophe Ferrandou
Founder & CEO



John Ambrose
President



Emma Bartlett
Customer Success Manager

Our Speakers

2020

The year the world changed.



<20%

Of the 8 billion people on the planet...

**Only ~ 1.5 billion people
speak English as 1st, 2nd,
3rd or 4th language**



<5%

→ Of the 8 billion people...

**Only ~ 350 million
people are Native
English speakers**

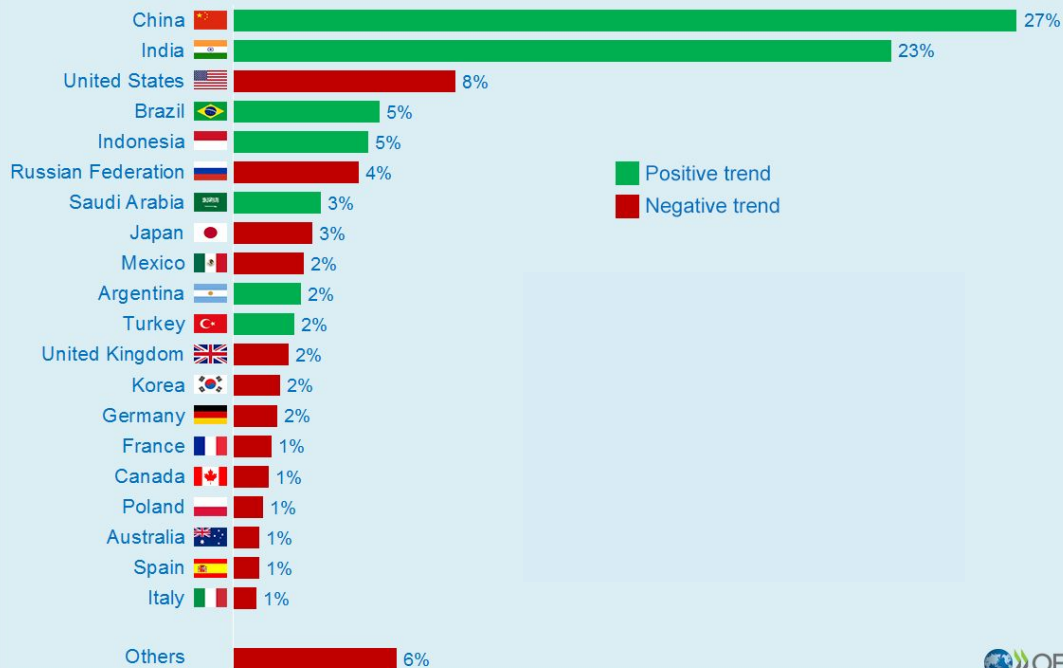
“The virus isn’t confined by borders, and neither is talent in a virtual world.”

**Harvard
Business
Review**

The Next Decade's Global Talent Pool

Global Talent Pool in 2030

Projected share of 25-34 year-olds with tertiary degree across OECD and G20 countries

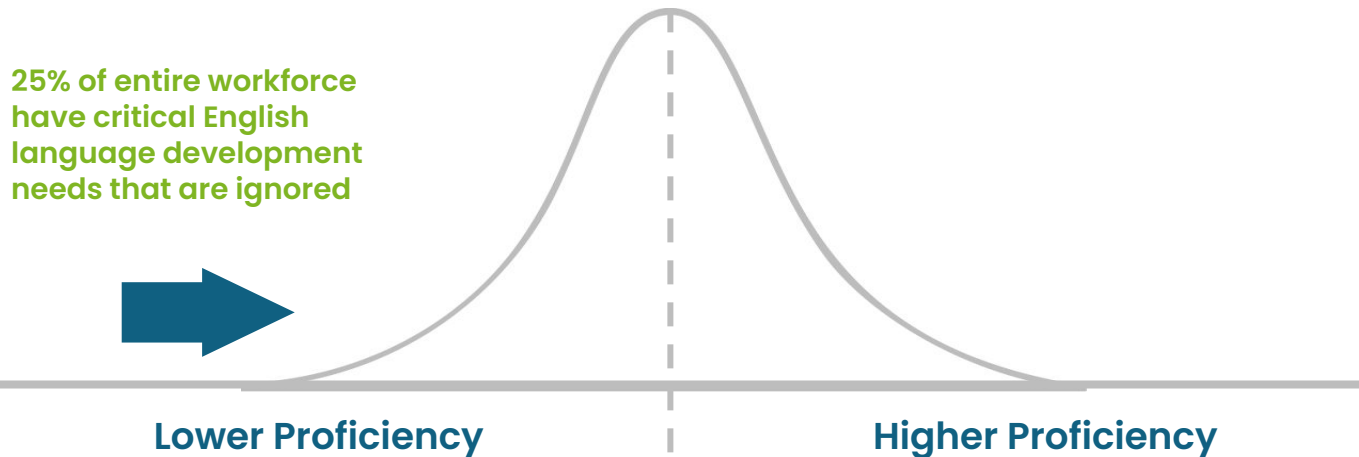


Source: OECD (2015), Education Indicators in Focus N°31 | Picture: Shutterstock

The Business Language 'Blindspot' in Multinationals

N = Global Workforce (e.g. 100k employees in 50 countries) x 50% (Non-native English speakers)

50,000 total non-native speaking employees



Language is the single most important global skill for individuals to reach their potential and organizations to grow their talent.

Why **Emile?**

Discover our most powerful innovation:

Introducing Emile



goFLUENT: A History of Language Learning Innovation

2000

Unveils global network of on-demand phone-based instructors

2009

Launches business-language learning portal

2011

Announces partnerships with Harvard Business Review, NYT and others

2012

Introduces video virtual classroom and virtual 1:1 coaching

2018

Integrates with CSOD, Skillsoft, Workday and other platforms

2020

Emile

Emile is the Result of Client- centered Design

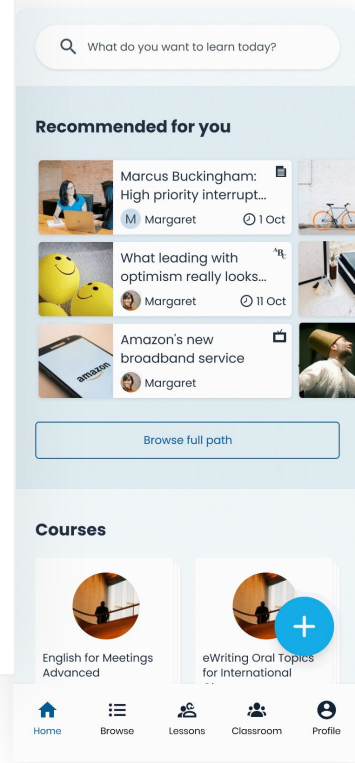
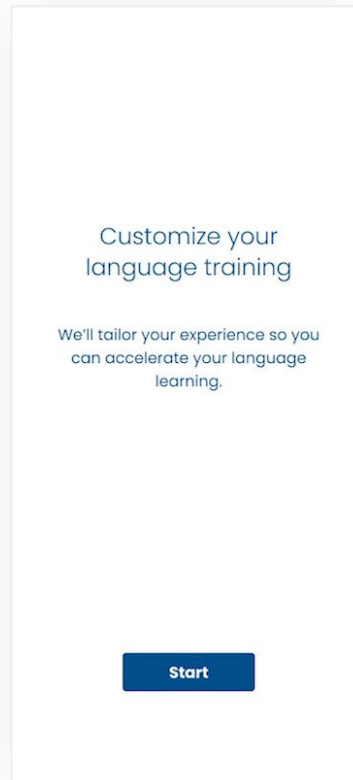
Based on data patterns from
millions of user interactions

- ✓ Emile: A platform so advanced that the right content literally finds the user instead of the user finding the content

Key Features & Benefits of **Emile**

AI-Powered Technology

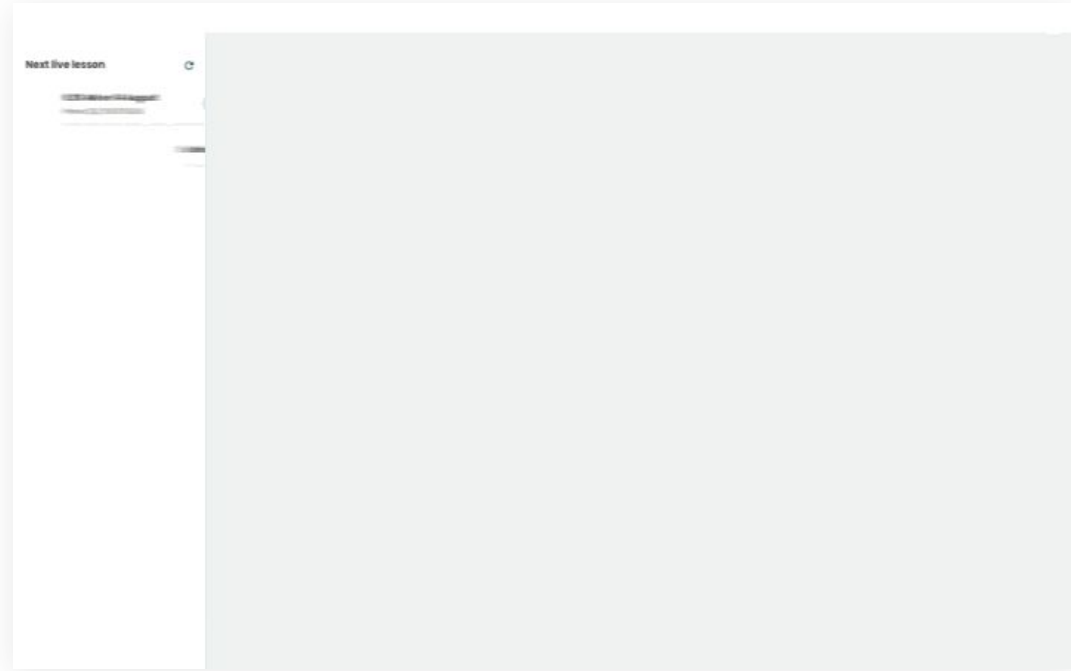
Efficient learning with a **Netflix-like** user experience



Accelerate language learning even further

Targeted Learning Content

Job-specific courses
added to what's
already the market's
best business content



Accelerate language learning **even further**



Engaging Human Interaction

Immersive lesson experience, 1to1 and Group classes using Microsoft Teams



Accelerate language learning even further

Beyond Language Learning

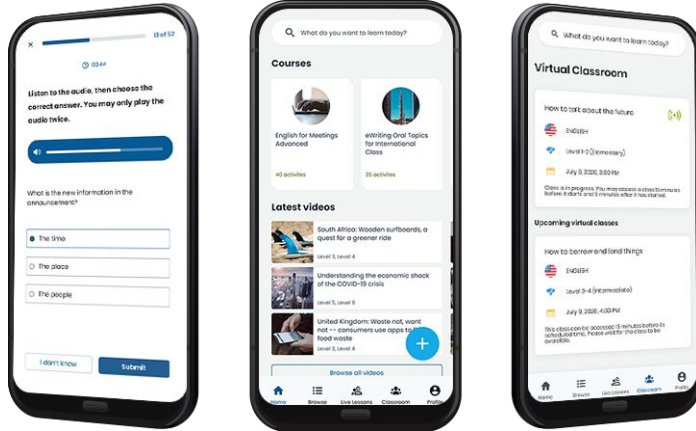
Better comprehension and **collaboration across borders**

- Accent Refinement Course
- English for Native English Speakers



Accelerate language learning **even further**

goFLUENT DNA



01 "Mobile First" Design



02 Nine Strategic Business Languages



03 LMS/LXP Integration

The world changed

Emile

- Tailored to the individual with Netflix-like personalization
- Delivers the most relevant learning content
- Provides an immersive live lesson experience that beats F2F
- Goes beyond language learning:
 - Accent Refinement
 - English for Native English Speakers

Register for a

Private Demo & Free Pilot

www.gofluent.com/accelerate/emile/registration-private-demo/

Q&A



Live Demo

The desktop interface features a top navigation bar with the goFLUENT logo, a 'Browse' menu, a search bar containing 'What do you want to learn today?', and user navigation links for Home, Live Lessons, Classroom, and a profile for Sandy M. Below the navigation bar, the 'Next live lessons' section shows a lesson at 12:00 PM on 28 November and a 'Book lessons' button. The 'Upcoming group classes' section lists lessons for 12:00 PM and 1:00 PM in English and French. The main 'Guided path' section includes an 'English Placement Test' and two webinar/moderation sessions. The 'Courses' section displays a grid of course cards with titles like 'eWriting Oral Topics for International Class' and 'Fundamentals A: Beginner'. Below this are sections for 'Latest videos' and 'Latest articles'.

The mobile interface mirrors the desktop layout but is optimized for a smaller screen. It features a search bar at the top with the text 'What do you want to learn today?'. The 'Guided path' section is prominent, showing the 'English Placement Test' and the two webinar/moderation sessions. Below this is a 'Browse full Path' button. The 'Courses' section shows a simplified grid of course cards. At the bottom, a navigation bar includes icons for Home, Browse, Live Lessons, Classroom, and Profile.

Accent Refinement Course



☰ Browse ▾

🔍 What do you want to learn today?


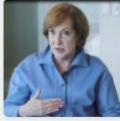



🏠 Home

👤 Lessons

👤 Kevin ▾

LEARN

PRACTICE

-  ACCENT REFINEMENT
The schwa sound
level 3, level 4, level 5, level 6
-  MANAGEMENT
Three questions to answer in an apology
level 3, level 4
-  MANAGEMENT
The benefits employees want don't always cost a lot
level 3, level 4
-  ACCENT REFINEMENT
The short a sound
level 3, level 4, level 5, level 6
-  TECHNOLOGY, ENERGY, ENVIRONMENT
Turning one man's trash into another man's oil
level 3, level 4

How to produce the schwa sound



Jack: Hi, I'd like to check out, please.



Amanda: **Certainly**. Did you enjoy your stay with us, **Mr. Morrison**?



Jack: Yes, I did. **However**, I need to get to the airport. I have a flight that leaves in **about** two hours, so what's the **fastest** way to get there?



Amanda: We do have a free airport **shuttle**, as well as a taxi service, **Mr. Morrison**.



Jack: That sounds **awesome**. Which one will get me to the airport in time for my flight?

- 1 The schwa sound
- 2 How to produce the schwa sound
- 3 Minimal Pairs
- 4 Spelling variations
- 5 Summary

Accelerate language learning even further



AI-Powered Technology

Efficient learning with a **Netflix-like user experience**

- Endlessly engaging design
- “Recommended for you” activities based on job role, learning objectives, portal activity, level progress, and more.
- Truly accelerates learning and saves time

goFLUENT: A History of Language Learning Innovation

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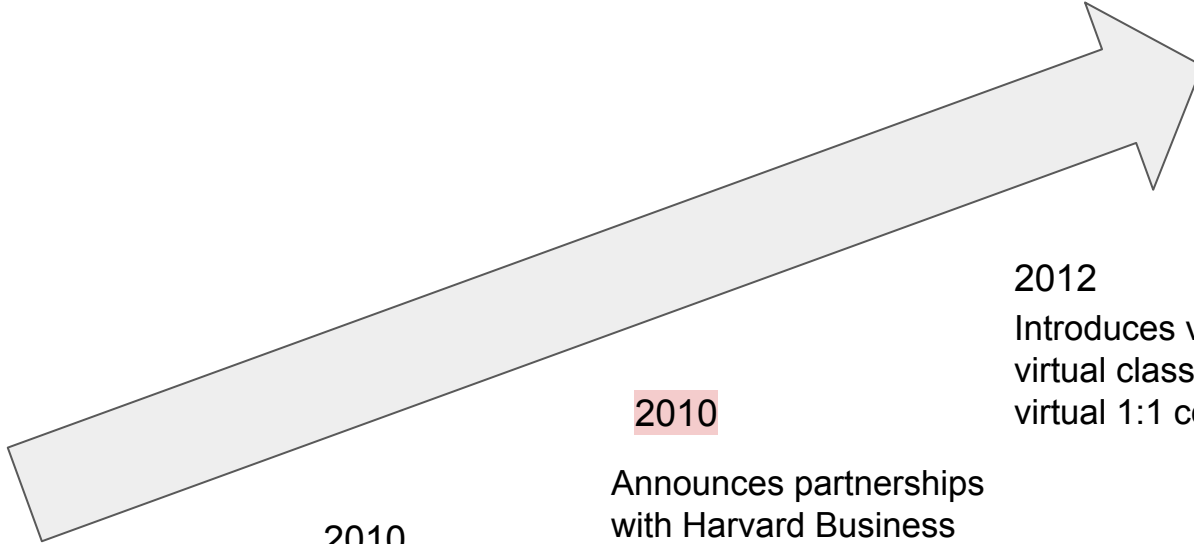
Announces partnerships
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To summarize, Emile caters to your needs:

- ✓ Tailored to the individual with Netflix-like personalization
- ✓ Delivers the most relevant learning content
- ✓ Provides an immersive live lesson experience that beats F2F
- ✓ Goes beyond language learning with Accent Refinement and English for Native English Speakers
- ✓ Innovates with a mobile first design
- ✓ Integrates to virtually every LMS/LXP
- ✓ Offers everyone access to learn 9 strategic language

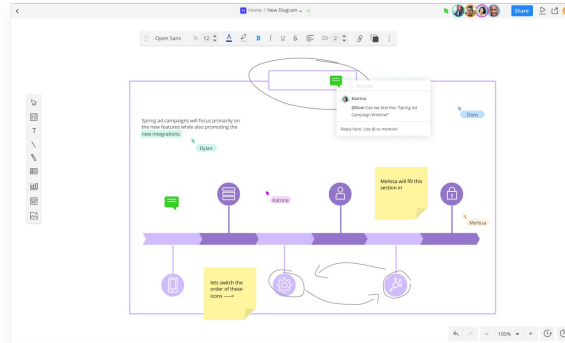
Poll Question

What online **collaboration**
tools do you use in
your company?



We are living a complete

Digital Transformation of Learning



71% of organizations experience an **increasing demand for digital learning** from end users

Why switching back to F2F won't be necessary



Same **immersive** and **interactive** human connection



Faster and **more conveniently** fits busy schedules



eLearning requires **40% less time** for the same material



Increased learning retention

Retention Rates

25-60%
Digital Learning

8-10%
Traditional F2F

84%

of L&D leaders think it is now more important to **integrate digital learning into corporate collaboration platforms** like Microsoft Teams.

**Workplace
collaboration and
communication
has increased by
over 50% in the
last 20 years**

- More flexible work arrangements
- Shorter emails and more instant messaging
- Rise of video conferencing
- Organization is less hierarchical
- Collaboration is prioritized over competition

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Communication Challenges in Global Organizations

- Communication silos that hinder collaboration
- Cultural differences and language barriers that prevent smooth internal and external communication
- Badly written communication that slows the transfer of vital information
- Wrong choice of communication media that gives the wrong message and impression
- Inappropriate tone of voice that causes misunderstanding and conflicts

Cost of Miscommunication

97% of employees believe that communication gravely affects tasks everyday.

For large companies: **\$62.4 million!**

So, how can you **leverage technology** to equip your workforce with **relevant skills**?