

The business benefits of multilingual training programmes



Comtec

Your translation partner

Are you speaking my language?

Do you speak English? ¿Habras español? Parlez-vous français? Mówisz po polsku?

We're glad you're here. Why? Because if you're reading this, you (hopefully) already know the value of translation and localisation for global L&D programmes. Your challenge is getting a budget allocated or other stakeholders on board.

To attain a high ROI on any training programme, it is essential to have excellent content that engages the learner. However, the role that language and translation plays in achieving this goal can be a challenge to explain.

In this mini-guide, we'll focus on how language is a secret weapon for creating learning content which engages and informs a multilingual workforce. When you finish reading, you'll be armed with all the information, data and compelling arguments you need to build your case for investing in translation.

Contents

- 3 Answering the common objections of investing in translation
- 4 Translation and localisation in practice: how it's used for L&D programmes
- 5 Stats and Facts: the truth behind localisation
- 6 Eight BIG wins of localising training content
- 7 Making the numbers work: ROI on translation and localisation

Answering the common objections to investing in translation



CHALLENGE

SOLUTION

A belief that English will work for everyone

This can be especially prevalent in organisations where English is the official language. Even though employees may understand English very well, they are less likely to fully understand or engage with material which is not in their native language.

Translation adds complication

By using an experienced translation partner, the translation process can be effectively managed on your behalf and so reducing the internal cost incurred when managing translations in-house.

Translation adds cost to an already tight budget

The costs of translation should be outweighed by direct and indirect impacts of learning material being fully understood and resonating effectively with all employees. See page 7 for examples of costs to include in a ROI calculation.

Turnaround times are too tight to add in translations

Short lead times do not necessarily mean that the material cannot be translated. Our advice is to have a single translation partner who is fully briefed on your organisation, your style and your objectives, meaning that they can move quickly onto different projects. A good translation partner will also be able to work with your timelines and find ways of incorporating translations into the development process.

Elearning and digital tools are intricately designed so overly complex to translate

An experienced translation partner will have streamlined solutions in place to effectively and efficiently translate all authoring tools and platforms, including gamification, VR, curated content and social media.

Translation and localisation in practice: how it's used for L&D programmes



A translated training programme, when not done well, is like listening to someone retell a joke when they've forgotten the punchline. It's difficult to understand, frustrating to deliver and underwhelming.

When it is done well, L&D content should be engaging regardless of the language it's received in. That's why it's so important to take considered steps to get high-quality translations.

We have purposely used translation and localisation together in this mini-guide because when it comes to L&D content, translation on its own is unlikely to bring you the ROI you need.

But let's start by clarifying what each of these means.

Translation

Translation is converting words from one language to another. High-quality translations will also adapt for syntax, tone and fluidity. All critical to make the end result more natural and hence easier to understand.

Localisation

Translation on its own, however, won't consider aspects such as cultural references, humour or geographic nuances. That's where localisation comes in. Ensuring that all the content feels natural and engaging to a native speaker.

For L&D programmes to be engaging and therefore deliver the learning objectives, it should feel natural and easy. Only by delivering translation and localisation can that happen.

Stats & Facts: The truth behind localisation

You've probably been there – in a foreign country, guessing your way through a menu or street directions. Collectively we can usually muddle through, can't we? However, that's not appropriate in a global work environment when clarity and understanding are everything.

Although English may be your global corporate language, proficiency levels in English will vary throughout the workforce. Giving everyone an equal chance of implementing new skills and behaviours is essential. Your organisation can respond by giving your team a fair starting point with localised training and learning content.

Thanks to an improved learning process, your team are focusing on the content, rather than on trying to understand it in English



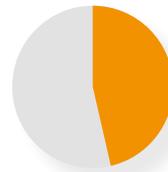
Here are some compelling stats to help your organisation rethink its language strategy.



67%
said a language barrier caused:
— Significant inefficiencies
— Lack of productivity
— Weak collaboration
— Poor engagement



67%
said miscommunications contribute to inefficiency



46%
said employees couldn't collaborate effectively



42%
said employee productivity had gone down when communications were **NOT** delivered in native languages



41%
said recruiting and retaining a diverse workforce is one of the biggest challenges a global company faces



<10%
multinational employee engagement occurred when training was delivered in English

So, what does this mean?

Understanding your employees should be prioritised in the same way as understanding your customers. Your team helps your organisation to grow in a positive way, which is why investing in localised training & learning programmes becomes essential for maximising employee engagement.

* Survey by Forbes Insights and Rosetta Stone Business

Eight BIG wins of localising training content

So far we've shared possible obstacles you might come up against when making your case and some stats around why investing in translation is so important. Here are some of the biggest benefits that localising learning content can have.



1

Effective implementation

By delivering content in clear, native language, your employees are more likely to understand the messages you are sharing and may be quicker to implement what they've learnt.

2

Enhanced collaboration

Multinational employees find it easier to work together if they all understand the same objectives and share the same experiences.

3

Delivering a consistent experience

By translating and localising training content, instead of producing regionally specific resources, organisations offer a shared experience to all employees.

4

Employee retention

Communication in your employee's mother tongue earns you mutual respect, with your team feeling more valued, thereby increasing your employee retention rates.

5

Staying ahead of the competition

Re/upskilling is quicker and more successful with localised learning and training programmes.

6

Aligned vision and culture

Localising content prevents any misinterpretation and can be adapted to bridge any cultural differences.

7

Meeting Legal Requirements

There may be legal requirements for translating and localising your training content, for example, ensuring all employees have access to company resources and have the same opportunities.

8

Meeting health and safety laws

Any training that has health & safety implications should be professionally localised, so it's 100% accurate with no room for any misunderstandings.

Making the numbers work: ROI on translation and localisation

Here are some techniques you can use to demonstrate the ROI of translation and localisation:



-
- Where possible, build your measurement methods into the programme. For instance, on completion of a module or course, you can take learners to a survey or feedback form available in their own language.
 - Use the same measurement methods as you do for your English programmes so that you can benchmark multilingual versions against them.
 - Try split testing your English and localised versions with employees in the same market to understand how effective the multilingual content is.
 - Speak to your local market colleagues about the best ways to get feedback from employees.
 - Make sure you translate and localise employee surveys, post-training quizzes and feedback forms to increase the chances of getting the data you need.
 - Pilot translation with a distinct group of learners to test the impact of translation on learning engagement and understanding. By piloting an approach this may help provide you with evidence for a full business case.
 - Calculate the cost of the training not being fully understood and taken on board by all employees. For example costs of defects, rework or training. Non-monetary costs should also be included, such as safety incidents, reputational damage and employee engagement.

Why Comtec?

For almost 40 years Comtec has enabled international businesses to streamline their translation process and get better results from their global comms – in over 200 languages.



Our mission

We work with a wide range of innovative organisations, from high-growth start-ups through to established FTSE companies, to help them deliver their message worldwide. Wherever you need multilingual content to engage, inform and inspire, we've got you covered. However large or complex your project, we ensure your message is strong, compelling and ready to resonate in every region – from websites and social media posts to elearning programmes and training videos.

Our people

Our people have a passion for languages, expertise in translation and a real desire to make a difference for our clients. Clients value the focus we place on delivering the highest possible quality, building a partnership with them to share our experience and providing a service they can truly rely on.

Our commitment to you

We're not just a translation company – we're a translation partner. No matter the scale or complexity of a project, we ensure all communication materials are fully localised to resonate in every region and culture. That's why we're trusted by leading global organisations, together with their communication teams and creative partners, to localise content, for every market, in every industry and in every language.

Looking to find out more?



This is Emily, she's here to answer any questions you might have.

Drop Emily an email on edecker@comtectranslations.com or book a 10-minute discovery call [here](#) to see how we can support you in getting the best results from your global L&D programme.



Comtec

Your translation partner

Head Office:
Victoria Court, 8 Dormer Place,
Leamington Spa, CV32 5AE

T 01926 335681
E info@comtectranslations.com
comtectranslations.com