

The Language Factory



Getting the most out of a global workforce

The importance of translation in employee recruitment, training and retention



**THE
LANGUAGE
FACTORY** EST 1992

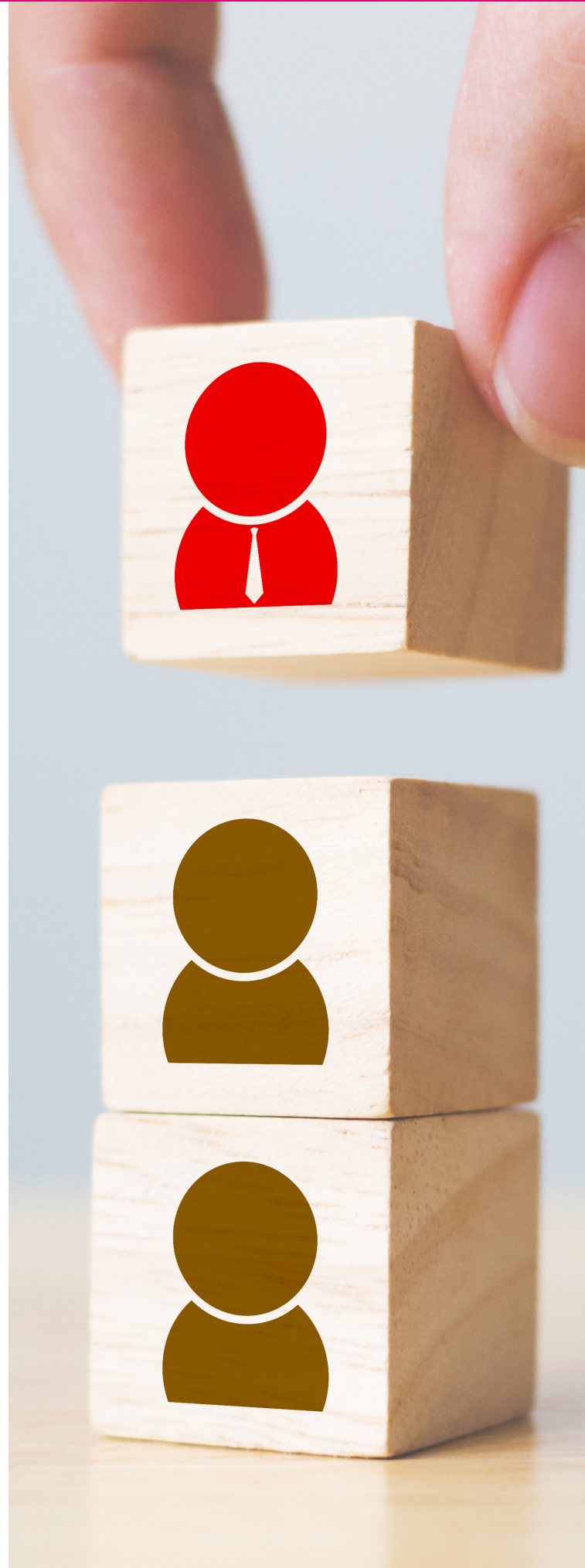
Introduction

It's a well-established fact that employees are a company's most important asset. It follows therefore that attracting and retaining those employees is key to the company's success. Recruiting, training and retaining employees comes at a price, but no company can afford to ignore the cost impact of a constant recruitment drive to maintain a qualified and motivated workforce.

Despite what we read, though, not everyone speaks English so organisations with a global reach have the added challenge of ensuring their HR processes are suitable for multiple markets and in multiple languages.

If you work in HR for an international business with employees in different markets, you will encounter these challenges on a daily basis, justifying budgetary decisions and making the case for enhanced global training and communication.

This e-guide addresses the ways in which translation can benefit the entire HR process, from recruitment to employee retention, providing your organisation with cost savings and enhancing its global reputation as a top employer.





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The Language Factory

The language gap



Not everyone speaks English. It may be the generally accepted language of business but that doesn't mean everyone speaks it fluently, or even at all. In BRIC countries, Brazil, Russia India and China, 10% or fewer of the population speak English (Brazil 5.1%, Russia 5.5%, India 10%, China 1%) [LF1]. Assuming that a one-size-fits-all approach can be adopted for these significant emerging markets may not be the safest bet. Employers may recruit on the basis that English is spoken fluently, but what talent pool is missed out on as a result?

Let's also not forget that consumers regularly confirm that they interact better with content produced in their mother tongue, so communicating with employees in their own language takes on new significance.

[LF1] https://en.wikipedia.org/wiki/List_of_countries_by_English-speaking_population

Whilst there will always be circumstances that lead to employees seeking a change in role, can you afford to lose out on the best candidates simply because they didn't understand what your company was all about? Or have you lost new recruits because they didn't understand the English course materials and made mistakes as a result? Or perhaps they didn't fully understand their contract and terms and conditions.

Bridge the gap

All of this is avoidable by employing a multilingual strategy in your HR processes. It isn't enough to run your documents through a machine translation tool. Show you value your employees by employing a reputable language service provider (LSP). Not only will you have access to a wider pool of potential employees but you can be sure they will be receiving the same high quality and above all consistent message wherever they are in the world.

Do you have trouble attracting and retaining global talent?

Recruiting the best of the best takes time, not to mention money. Once employed, the challenge is training and developing employees to achieve the twin goals of employee engagement and employee retention.

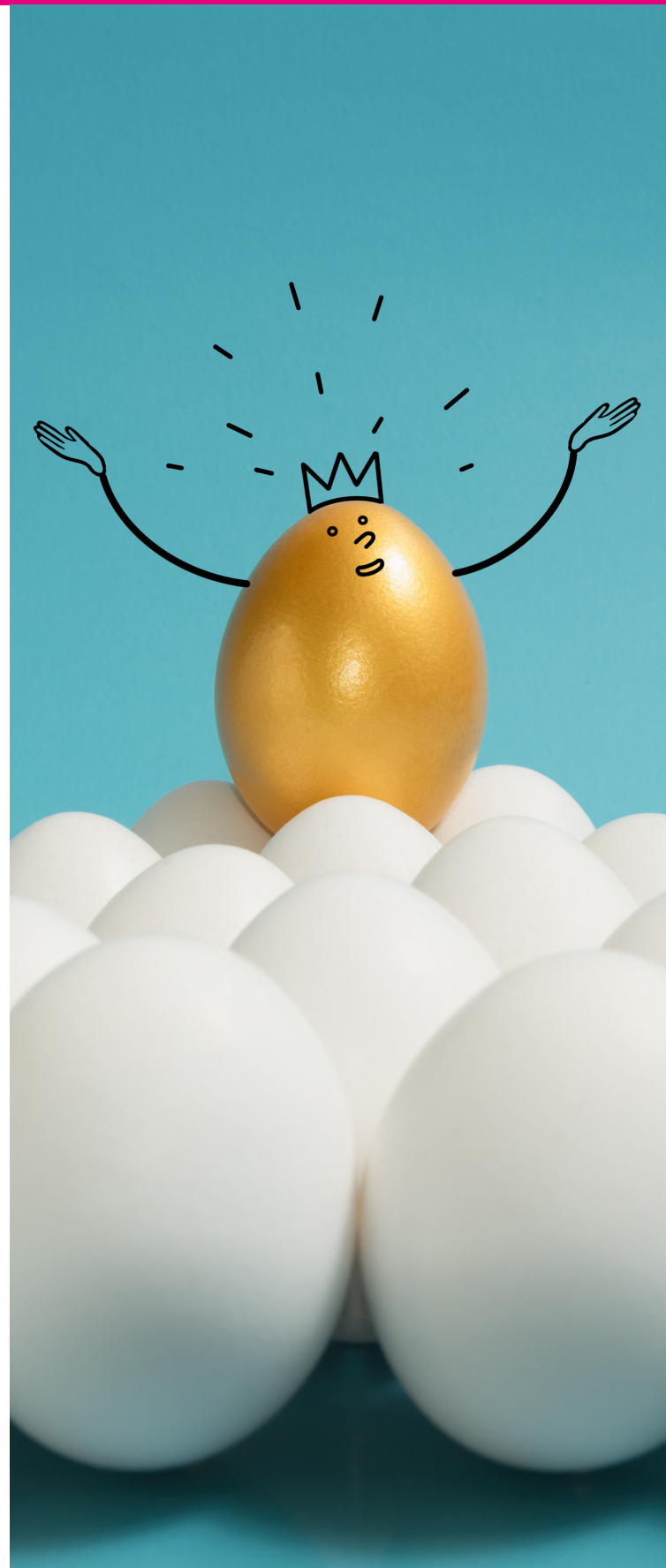
Lack of career development opportunities continues to be the number one driver for employees leaving a company and high staff turnover.

[LF2]

It is widely acknowledged that training and development contribute to overall job satisfaction which in turn reduces staff turnover rates. What is less widely discussed is the importance of translation in this process. Accepting that people engage better with content in their own language, the obvious conclusion to draw is that the communication, recruitment and training processes may need to take place in languages other than English.

Engaging an LSP to take care of the translation process will render your materials in a language or languages best suited to your employees, present and future. Not only that, but they will take any pain out of the process, providing a smooth transition from source materials to translated ones.

[LF2] Work Institute's 2020 Retention Report



Are you concerned your global employees aren't engaged?

Once the hiring and induction stages are complete, the process of employee engagement continues, via corporation communications and training and development. In all stages, the importance of communicating in the mother tongue of your employees cannot be underestimated.

In BRIC countries, Brazil, Russia India and China, 10% or fewer of the population speak English [LF1]

How better to keep them engaged and motivated than to provide company information and training courses in their language of choice. Translating your materials not only guarantees a consistent approach across the organisation but also ensures the highest level of understanding among employees.

Once again, translation of company newsletters, communiqués, e-learning and portals will enable staff to better engage with the materials, thereby improving satisfaction and motivation levels.

[LF1] https://en.wikipedia.org/wiki/List_of_countries_by_English-speaking_population

Do you need to achieve better ROI in your global workforce?

Translating your HR materials, from brand promotion and communication to training and development, will help your employees across the globe to engage, develop and stay.

Engage – buying into the company culture, seeing it as a company they aspire to work for

Develop – learning how to do their job, grow in the role and grow in the company

Stay – being engaged and developing lead to job satisfaction

A globally led, translation-based approach to your global workforce will make them more likely to stay and return your investment in their recruitment.



Create > Translate > Educate

Create on-boarding, training and development materials to engage and motivate your employees

Translate your materials so they resonate with your employees in their own language

Educate your workforce consistently across all markets to achieve employee engagement and outstanding results and reduce staff turnover

Employees who are trained and developed to company standards in their own language will achieve greater job satisfaction, which in turn will improve staff retention rates and reduce both internal and external recruitment costs.



HR materials to translate and localise

Consistent corporate messaging and training is key to a successful business and the list of documentation you should consider translating is long.

HR policies

Employees across the globe should be working to the same principles. Translating your policies into their local languages will **ensure behavioural consistency and a fair approach**, regardless of language.

E-learning

Ensure your employee development strikes the right chord by presenting online training modules or tutor-led courses in their mother tongue. Doing so **benefits employee engagement and participation in the training programme** and once again ensures **consistency across all markets**.



Corporate comms

Having localised versions of your e-mails or company intranet will make your communications resonate with each market. Speaking their language will **help employees engage with the company**.

Proprietary software

Being able to access bespoke company programmes in their local language will **improve the performance of your employees** and ensure, once again, that your **business is running consistently across the globe**.

Brand materials

Make sure each market knows how it presents itself by translating your brand guides into the local language, creating a **clear corporate image across the globe**.



Translation. Made Simple.

140+
languages

1,000+
mother-tongue
translators

3
decades of
experience

About The Language Factory

For nearly three decades, The Language Factory has been helping HR departments to effectively communicate with their global employees to cultivate a sense of unity, improve engagement and increase retention.

If you have identified with any of the challenges we've discussed in this guide, please get in touch.

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