

EXECUTIVE SUMMARY — Empower Your Business with English

Why English Proficiency Is a Business-Critical Capability (Not a Nice-to-Have)

Prepared for: Business Owners, CEOs, HR & Line Managers

Prepared by: Learn English with George

1. The Executive Reality

- English is a core operational skill in international and hybrid work.
- Most companies assume proficiency, but functional levels are rarely measured.
- This creates hidden risks: delays, misunderstandings, and lost opportunities.

2. English as a Business Risk Factor

- Language gaps fail silently and appear as productivity and performance issues.
- Symptoms include meeting avoidance, rework, and decision delays.
- Management lacks visibility without measurement.

3. Commercial Impact

- Revenue: weaker sales, negotiations, and market expansion.
- Brand: reduced professionalism and inconsistent messaging.
- Cost: longer meetings, clarification loops, operational errors.

4. Core Management Insight

- English proficiency is role- and risk-specific, not binary.
- Employees need clarity, confidence, and participation for their role.

5. Why Diagnosis Comes First

- Training without diagnosis wastes time and budget.
- Start with assessment, risk identification, then targeted action.

6. Decision-Maker Question

The key question is not whether to teach English, but where English limits performance or growth.

7. Positioning Statement

- Use this as a management diagnostic and decision-support tool.
- Not a language exam or training commitment.

Learn English with George helps companies identify and mitigate communication risks caused by English language skill gaps.

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