

Case study



Rosetta Stone unlocks the language of business for Woolwich students



Students from Woolwich Polytechnic School in Thamesmead were thrown into the 'Dragons' Den' – and thoroughly enjoyed their introduction to languages and the world of work. Following a meeting at Rosetta Stone's Clapham offices, Head of Languages Gillian Allison arranged for Business Development Manager Mike Marshall to visit the school in February 2010. He introduced 64 Year 9 students of both French and Spanish to the work that Rosetta Stone does as a leading provider of language learning software, and the importance of languages in business. Mike then challenged the students to design and present an innovative new language learning product.

Time in language lessons was used to form 'companies' and research, design and plan their products – as well as compose the vital sales pitch to convince the 'dragons' that their idea was the best. Their response was enthusiastic, coming up with creative new product ideas including a handheld phone translator, a speaking bag and educational toys.

Many students chose French or Spanish at GCSE as a direct result

In March, Mike and his colleague Rebecca Barr, European Director of Communications, returned to the school to form the judging panel along with Paul Snee, Head of Enterprise at Woolwich Polytechnic. Each team had created a radio jingle or TV advert using French or Spanish, as well as a logo and video presentation to promote the product – generating almost as much interest from rival teams as from the 'dragons'. Everyone involved received a certificate – while the team behind the translator were judged the winners and received iPods for their enterprising product and pitch.

"Through our work with schools, businesses and individual learners all over the world, the Rosetta Stone team are passionate about helping young people and businesses alike see the benefits of language skills, for career development and business growth," said Mike Marshall of Rosetta Stone. "The Woolwich project was a great fit, and we were amazed by the students' creativity. We look forward to an even bigger event next year!" Many students chose French or Spanish at GCSE as a direct result of the activity. It is hoped that the partnership will continue and involve the whole year group next year – including design and technology students, who could actually create the inventions.

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www.rosettastone.co.uk

www.woolwichpoly.greenwich.sch.uk

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