



Speaking your customer's language

INSTRUCTION CASE STUDY



Dannon Latin America Operations, located in Miami Dade County, approached LanguageSpeak to provide language instruction and cultural adaptation to its employees and their families. Some of the families transferred to the US from France, Brazil and England among others.

LanguageSpeak instructors worked with them during their transition into this new country.

- LanguageSpeak instructors customize each program based on the student needs. At Dannon, programs for employees focused on a business approach and cultural adaptation for their families.
- Each family member received a customized program based on their learning preferences and language needs.
- Business programs also included cultural awareness lessons for those executives that come from or do business in foreign countries.