

ADMIN GUIDE

The helpful guide with practical content for supporting
language learning in global companies and an
introduction to the Admin Portal





Hey, I'm Thea!

I grew up bi-lingual in Germany and I'm currently learning my 5th language.

Here at Babbel, I work in content, that means we create and publish stories, videos, and helpful content about language learning. Together with our linguistic experts, I present this practical guide to help you on your way to mastering language learning within your company.

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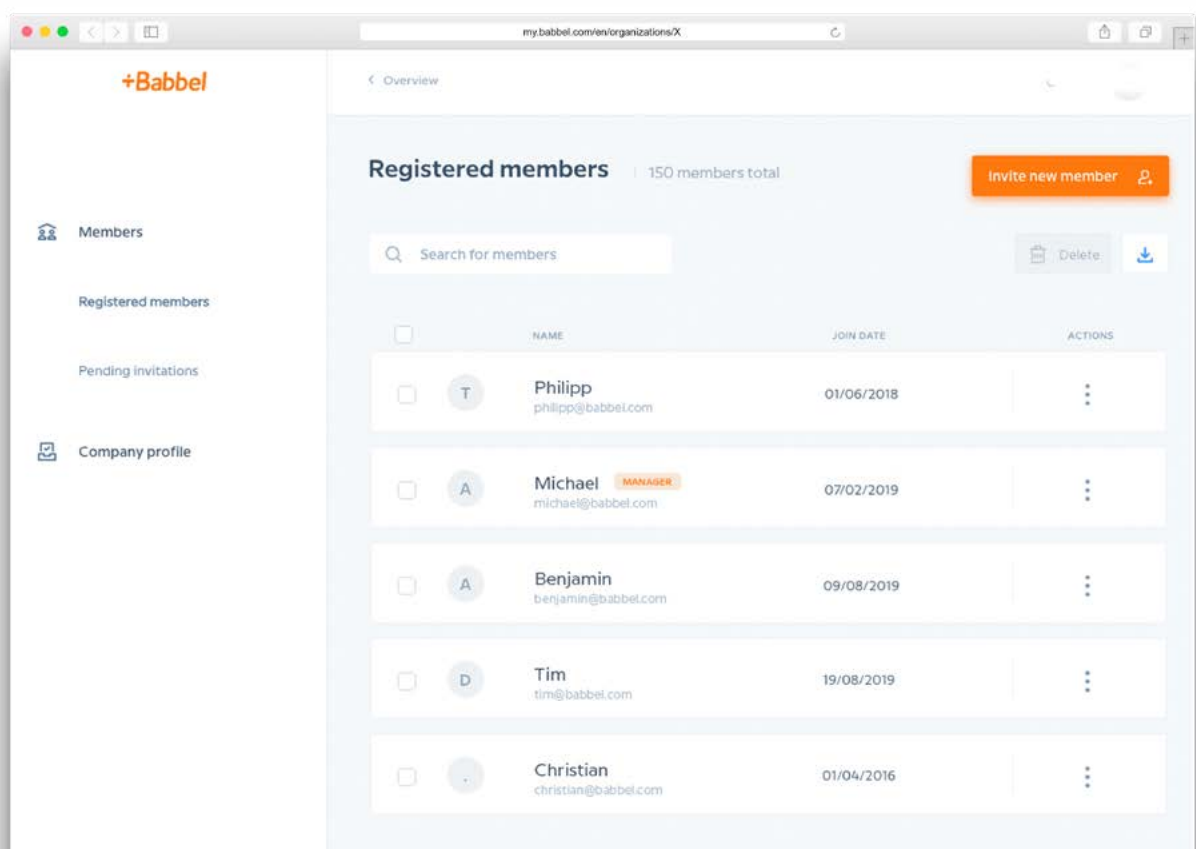
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What is the Babbel Admin Portal?

The Babbel Admin Portal allows you to manage your company's Babbel access.

During your Babbel subscription, you have the right to add learners, revoke access to the platform, and transfer access. In addition, you gain insights into which employees are actively learning. Babbel accounts are flexible. For you, this means that you can freely manage which employees actively benefit from language learning.



Your Organization

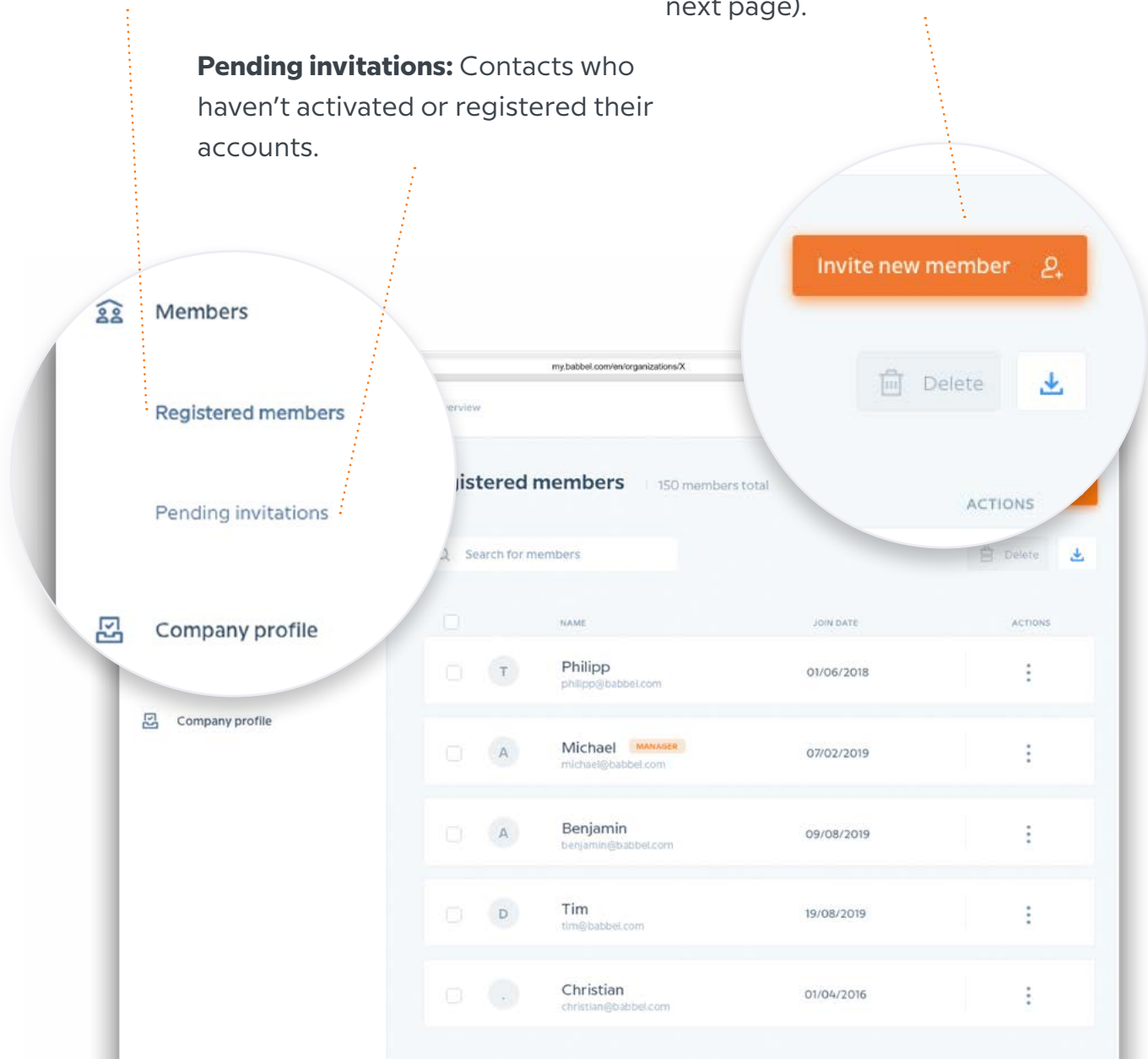
You will have access to this portal once you have been added as an admin. After registration, you can find your company account under <https://my.babbel.com/en/organizations/>.

Registered members:

Contacts who have registered and have access to the Babbel platform.

Invite new member: Use this option to invite new learners. You have the option of inviting multiple contacts at once (see next page).

Pending invitations: Contacts who haven't activated or registered their accounts.



Adding new Learners

After you click “Invite new Members”, you can give access to Babbel by sending email invitations. Invitations that are pending appear under “Pending Invitations”.

Learners who have activated their account through the invitation appear under “Registered members”.

You can add single email contacts manually (and assign Live Credits, if relevant) or you can upload multiple contacts via CSV lists.

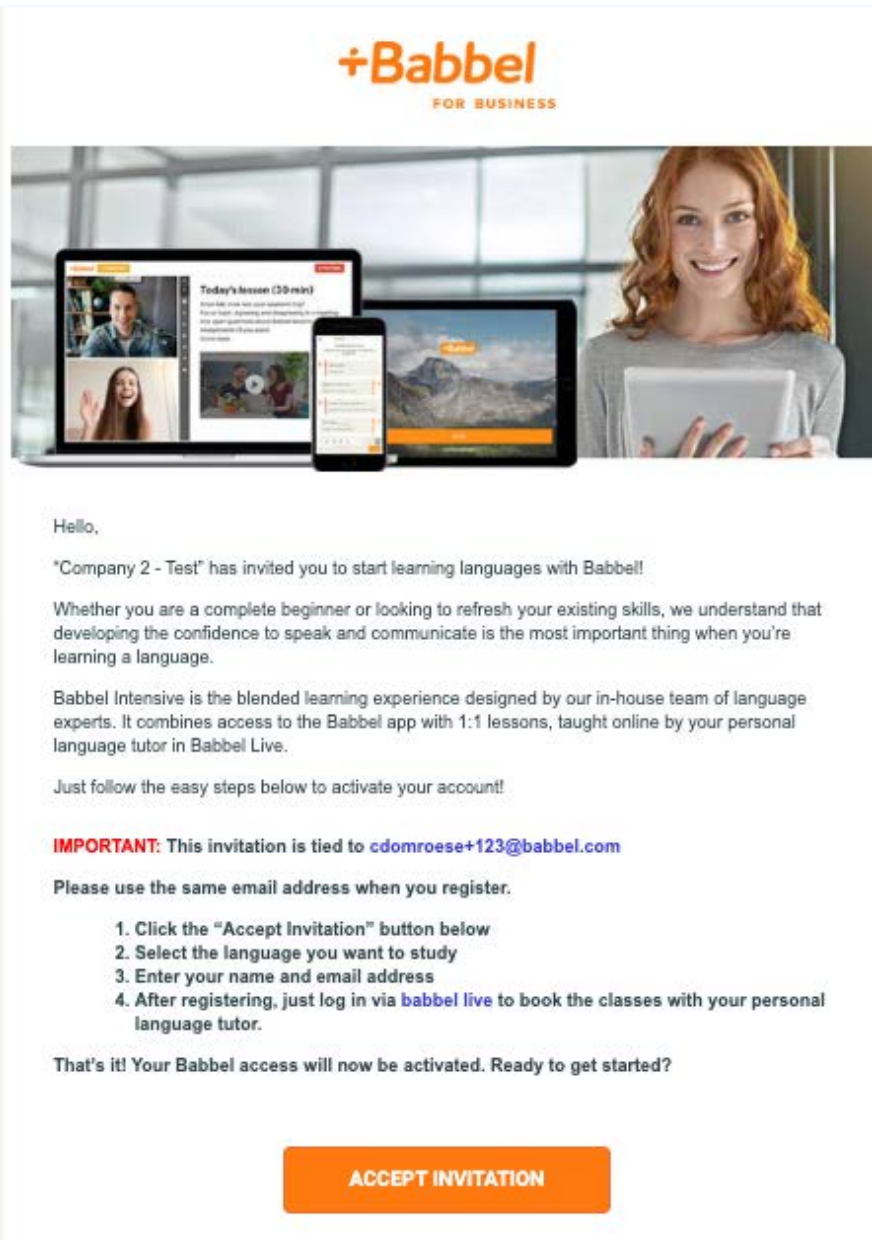
The screenshot shows the 'Invite New Members' interface. A callout on the left explains that a list of email addresses can be uploaded using a CSV file, showing a sample CSV table with columns A, B, C, and D, and rows containing email addresses like 'user1@example.com'. A callout on the right shows the 'Credits' input field, which is currently set to 0, and explains that single email contacts can be added manually with assigned credits. The main interface includes a header with 'my.babbel.com/en/organizations/X', a 'Company' profile section, and a form to 'Invite New Members' with fields for email addresses and credits. A table of existing members is visible on the right side of the page.

	A	B	C	D
1	user1@example.com			
2	user2@example.com			
3	user3@example.com			
4				

	A	B	C	D
1	user1@example.com			
2	user2@example.com			
3	user3@example.com			
4				

Inviting Learners to Babbel

Every learner will receive an email with the subject line "Your invitation to start learning languages with Babbel!"



After accepting the invitation and registering, learners will be given full access to the Babbel learning platform.

This invite and the registration link don't expire, so learners can accept the invitation at a later date.

Sending Personalized Invites

You can send personalized invites, which are shown in a different language. This can be done simply by changing the URL. Depending on the target language, you can use the following links:

Invite in [English](#)

Invite in [Spanish](#)

Invite in [German](#)

Invite in [Polish](#)

Invite in [French](#)

Invite in [Schwedish](#)

Invite in [Italian](#)

Invite in [Portuguese](#)

Or you can simply change the URL manually in the browser:

<https://my.babbel.com/en/organizations/all>

de
fr
it
es
pl
sv
pt

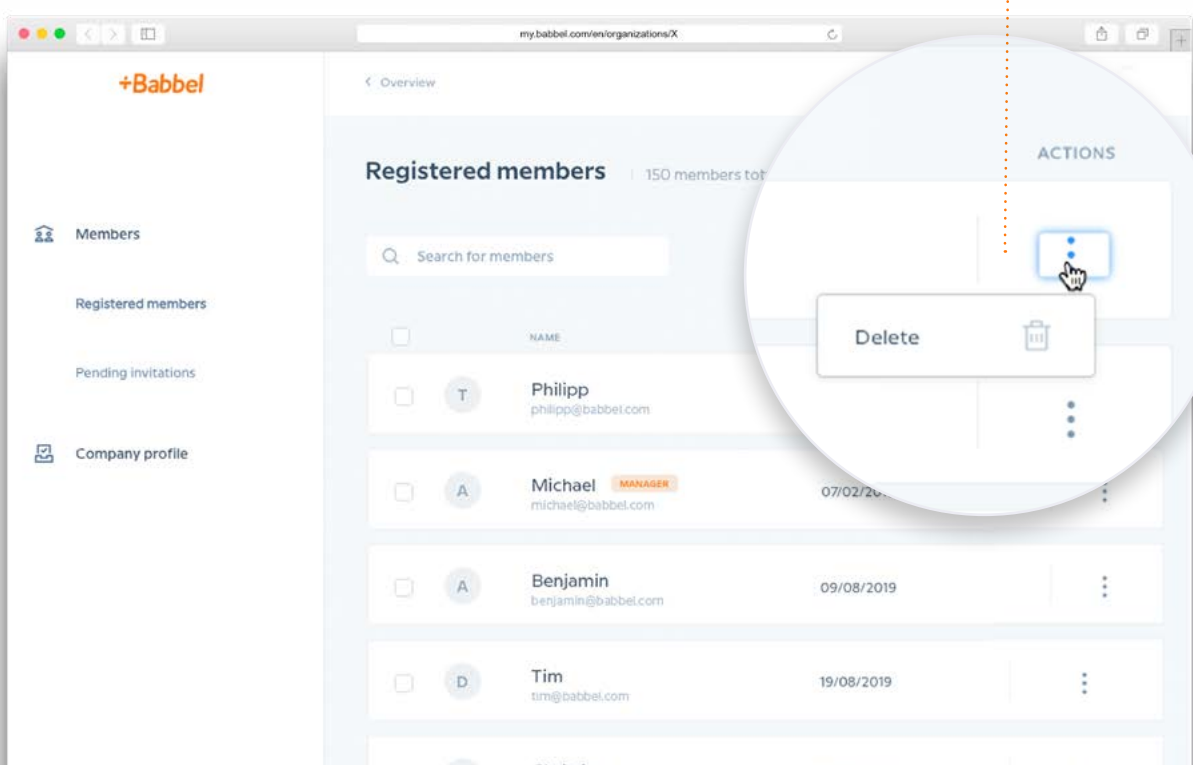


Re-assigning Access

You can re-assign access to Babbel (i.e. in case of inactivity). Simply remove the learner from the portal and assign the space to another learner via invite.

Side note: The user account and the progress are **not deleted** when removing a learner and can be re-activated through the portal again at any point.

Click on **"Actions"** and **"Delete"** next to the account that you would like to remove from the portal.



10 ideas for your learners to make it easier

Which one of these ideas you use is of course entirely up to you as you know your company, learners, and goals best.



Welcome Mail!

Send a “Welcome” email before the learning phase starts. The email should include the Learning Guide. Did you define goals? This would also be the perfect time to mention them



Motivation Mails

Plan some time in the first couple of weeks to send reminders and motivational emails to your learners.



Deck the walls!

We can help you decorate your office. Want to make use of Babbel as a learning tool? We can supply you with visual guides and posters.



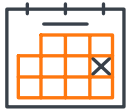
Intranet

You might want to use your internal communications to boost participation and usage by sharing information about Babbel and the language learning program..



Language Lunch

How about a language lunch? Simply invite all the learners so they can motivate one another and share progress and success stories.



Time-planning and breaks

How about 20 Minute breaks, so called “Babbel Breaks” for learning?



Babbel-Chat

No matter the tool you use internally — Slack, Skype, or something else — create a channel or space to share information, success stories, and support..



Personal development

Motivate your learners to include language learning goals into their personal development. It’s a great opportunity to boost self-motivation.



Learner of the month

How about a competition? A certificate, a small prize, flowers, or a simple “Well done!” email can do a lot. We can support you in this.



A League of Learners!

How about an internal competition? Which team can finish the most lessons?

Language Learning as a Development Goal for Your Employees

Motivation is crucial for successful learning, but this is often easier said than done. Where does the motivation actually come from? Learning goals often play a decisive role. In this article, you'll find out how you can help your employees create the right goals from the start. "Only those who know their goal will find the path," according to a quote by the Chinese philosopher Laozi. For language learning, it's important for you and your employees to set a realistic goal that you want to reach and can reach.

The SMART method can help you formulate strong goals that get results. Each letter in the word "smart" stands for a characteristic that should be part of your learning goal.

SMART-Goals are the Key to setting Goal

S is for specific. Make your goal as specifically as possible so that it's clear what you want to achieve. "Learn a new language" is a goal, but it's not very concrete because the desired result and actions toward it aren't precisely defined.

M is for measurable. Your goal should be measurable so that you can check if you've made progress while you're learning.

A is for achievable. A goal that isn't achievable won't motivate – it will just frustrate.

R is for realistic. Take into account the factors that your employees' learning depends on. That way you can guarantee that the goal is realistic. For example, if you've set the goal to learn French in one month from scratch, it's not realistic – and also not achievable. To keep your employees' motivated, the goals should be manageable, realistic and achievable.

T is for time-bound. Schedules and deadlines are an essential part of successful learning. It's easy to lose sight of goals if they're not part of a fixed schedule.

A SMART goal can be illustrated with an example. Let's take this potential learning goal: "I want to improve my English and study 15 minutes a day, five days a week. My goal is to talk to customers in English after three months." What are the advantages of this kind of learning goal? It's clear and concrete. It's also time-bound and measurable because the learner can measure their progress in a customer conversation after three months. And it's realistic and, thereby, achievable.

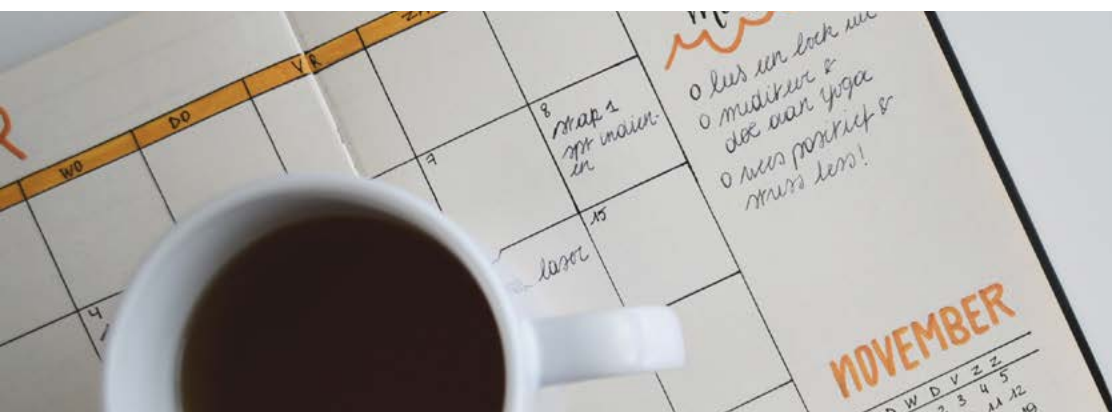
You can let your employees formulate their own goals or help them by giving examples, so that they can orient themselves. The basic guideline is to stick to quite manageable goals and then scale them up over time. Nothing is as motivating for future goals as achieving the first one. If your employees are learning a new language, the first goal could be for them to introduce themselves in the new language after three weeks. Many learners reach this goal even earlier, which motivates them to work toward a new goal.

Another driver for learning is tying a small reward to the achievement of a

goal. How does this work? There are two kinds of motivation, extrinsic and intrinsic. Extrinsic motivation comes from the outside, like, for example, a punishment when you don't reach a goal and a reward when you do.

Whereas intrinsic motivation comes from within, arising because achieving a particular goal has meaning for you personally. Both kinds of motivation are important and actually serve to reinforce each other. So, while your employees connect with their own personal reasons to learn their new language, you can help by adding some extrinsic motivation, such as a small prize for the most successful learner.

For most effective language learning, aim for sensible goals and realistic timetables right from the start. This way, your employees are very likely to hit those goals and continue on. You might even discover employees who are eager to help support other learners, which will further ensure success. That's how, together, you and your team will master new languages and blast through your language learning goals.



Optimize Your Employees' Language Learning with these Five Learning Incentives

Whether someone is learning a new language or just deepening their existing knowledge, often the following scenario happens: At the beginning, learners will go after their goals ambitiously, but after a little while, their motivation wanes. So how can they succeed in maintaining the necessary attention span for language learning over multiple weeks or even months? From our many years of experience learning and teaching languages, we've selected five effective learning incentives that can help you motivate your employees, both by upping the fun factor and maximizing language learning success.

1. Learning incentive: Learner of the Month

Both studying as a group and sharing successes with the team increase individual learners' ambitions, thereby also increasing learning activity within the group. You can, for example, recognize individual learners' **outstanding achievements** with small awards: Choose, for example, "Language Learner of the Month," where, with the help of Babbel's **user reports**, you can determine who spent the most time studying, or who successfully com-

pleted the most lessons. (For an additional incentive, you can even make intermediary results public throughout the month!) You can also establish a Wall of Fame on which you display photos of high achievers, **which can create more incentive to study** by adding an element of competition to the language learning process. The Account Management Team at Babbel for Business is happy to help with any of these incentives.

2. Learning incentive: Challenge of the Week

With a weekly challenge, you can create a **regular and playful learn-**

ing incentive and offer a chance for employees to test what they know.

In so doing, you offer a framework in which **learners can see what they've successfully retained from the past few days**. Here, many different formats can work, from classic vocabulary quizzes to creative roleplay.

This sort of regularity and transparency awakens a sense of play and competitive spirit within the group and increases engagement among participants.

3. Learning incentive: Goal-setting as a team

It's often challenging at the outset to set regular and realistic objectives with language learning – and yet, these are so crucial for maintaining motivation. In order to make this easier, it's sometimes a good idea to assign this task to a group of learners, rather than an individual. This way, instead of being left alone to ruminate on their study goals, **learners can discuss realistic study strategies together and decide upon a collective learning goal**.

Give your learners plenty of company support, and suggest that they put their goals in writing. For even more motivation, you can hang a poster with the goals they've set somewhere visible, which can serve as a helpful reminder. Sharing learning goals, as well as hanging posters where everyone can see them, also works to increase each learner's **sense of personal responsibility** and has a positive impact on the **team spirit** of your group of learners.

4. Learning incentive: Study partners

By having your employees choose study partners, you'll guarantee they'll have more fun learning! This interpersonal component will also mean higher learning efficiency, through the increased sense of accountability that comes with partner work. Depending on the makeup of the group of learners, study partners can choose each other or be assigned partners. Within the study partnership, a sense of trust grows, that will allow learners to communicate easily about their study

goals, strategies, frustrations and successes. Of course, when two partners are learning the same language, there's the added bonus of being able to try out what they've learned in real time! You can help support the study partnership by sending each partner small reminders to meet – this is especially helpful when differing work schedules or learning environments mean that these employees wouldn't otherwise cross paths.

5. Learning incentive: Annual meeting

Language learning goals can also be an important part of most employees' yearly evaluations with their managers. By adding this small organizational component to your annual reviews, you'll reinforce the importance of language learning within your company. Plus, by evaluating study habits and language learning progress in annual reviews, learners will know to give their target language adequate atten-

tion. Thanks to Babbel's user reports, each user's exact invested study time and personal progress can be communicated precisely and formally during their annual review. This feedback and acknowledgement motivates learners and increases learning success. And of course, the annual review is also a great time to strategically discuss further study plans.

Which learning incentive is right for your team?

Choose one or more learning incentives that seem practical and interesting to you. Learning incentives are most successful when they're implemented in combination, that is, multiple incentives at once: This way, you'll acknowledge the **diversity of your**

team and support **different learning styles and preferences**. This will be the most effective way to optimize learning activity in your business. Try it out, and let yourself be surprised by your employees' motivation and ambition to learn!





Optimize Language Learning for Your Employees with These Time Management Principles

Time management skills allow your employees to make optimal use of their available time.

Why is time management important? Well, because even the most realistic goal can only be achieved if you allot the right amount of time to achieving it. This is especially true with language learning. In this post, you can discover how, with the right time management, your employees can fulfill their language-learning potential and use their time most effectively.

How long and how often should a study session be?

From research we know that our brain can only work with new information for a period of **fifteen minutes**, and based on this, we have designed all Babbel lessons for this length of time. This way, new content can be introduced in an optimal way, and the time invested in each study session remains efficient and short. **For your business, this means that effective language learning is ensured through short lessons**, but you should also factor in adequate time to review material. In total, language experts recommend a study session of approximately 20-25 minutes.

In determining optimal time management for language learning in your business, consistency is also impor-

tant. From didactic research we know that regular study sessions are the key to learning success. Where does this conclusion come from? Well, in order to transfer information from short-term memory to **long-term memory**, the brain has to review this information as regularly as possible over a longer period of time. **For your employees, this means that they will only really learn a language if they do it regularly for some time.**

It's easy to integrate this kind of studying into your regular workday, and in doing so, your employees can maximize their success. Through structured time management, they will develop good study habits, and these in turn will make learning easier.

What is the best way to schedule study sessions?

Ideally, your employees will determine a regular study time on their own when they start their course. This activates a **sense of responsibility** and **motivates** them to learn. This, in turn, is where the advantage of online learning methods such as Babbel becomes evident, given that simple digital access to a language learning app is ideal when it comes to promoting flexible learning. **Thanks to structured time management and technical freedom, you can offer your employ-**

ees proactive and agile language learning.

If your employees are interested, you can also encourage them to form study groups where they meet to study language together. They don't even need to be studying the same language — the point here is the common goal of language learning. As a result, the discipline of being in a group (and succeeding together) will also strengthen teamwork in your business over time.

How Posters Support Your Employees' Language Learning

The language-learning app Babbel offers an online learning experience with numerous advantages: synchronized access on all devices, flexible and self-determined study sessions and simultaneous training in speaking, writing, reading and listening. In addition to this online learning experience, we also support language learning in your business through offline inspiration in the form of posters, which help to create a motivating and effective learning environment when placed strategically.

What are the advantages of Babbel posters for learners?

Each Babbel poster is dedicated to a learning-related theme – such as motivation or developing good study habits. It doesn't matter which language your employees are learning: the universally applicable study tips the on posters provide a positive influence on the language-learning

environment of your business. Each poster presents practical study tips and important learning principles in a clear and structured way. Through this visual information, your employees can absorb the poster contents easily and effectively.

Take full advantage of your posters with these 3 tips

Tip 1: Place the posters strategically

There are locations in your business where employees typically **congregate** or **spend time waiting**. This might be due to the architecture of your workplace or the way space is used, for example:

- ✓ in front of or in the elevator
- ✓ near the coffee machine
- ✓ near cupboards
- ✓ on a blackboard
- ✓ in a break room

Your employees are receptive to inspiration when they're in these locations, and this offers you the ideal place to put language learning posters. In this way, your employees will take the poster contents as personal inspiration to study — and it can also bring the additional advantage of inspiring conversation.

Tip 2: Variety is key

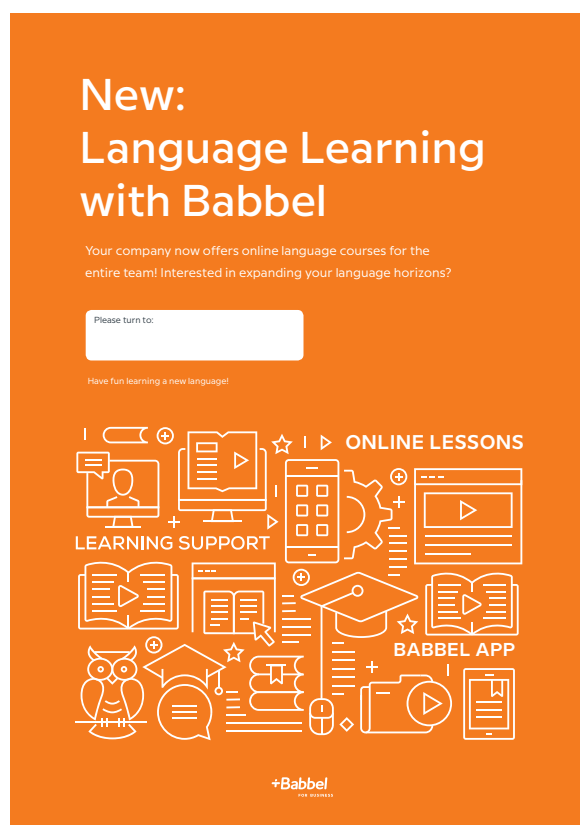
Switch out the posters regularly, and put them up in new places. Your employees will notice them more and focus on what's on the posters in a renewed way, and this provides you with an **effective way to present new content to them**. Your employees will benefit from the variety of visual stimuli and — consciously or unconsciously — interact with the poster content. In addition, you can reintroduce previously known material in **new contexts**. As a result, the content is easier to remember and inspires language learning over and over again.

Tip 3: Combine the poster content and its professional context

Another tip for using posters optimally involves a meaningful pairing of a poster's content with its location. The details of how to do this depend on the unique characteristics of your business, but the following is helpful in a general sense:

- ✓ Hang a motivating poster in a place where your employees are active and will be inspired to put their newfound study inspiration to direct use. Good examples of such locations are entranceways and corridors.
- ✓ Hang a poster about building good study habits in a place where your employees carry out routine tasks and have time to reflect — such as the coffee machine or copier.

With Babbel posters, you'll be providing your employees with offline inspiration for online language learning. You'll also be creating a learning-friendly atmosphere and improving learning progress through usefully and strategically placed content.



Got Time for a Quick Catch-up Chat?

Ever feel like you're suffering from a bit of screen fatigue? We live so much of our working lives online, it's nice to take a break from the computer every now and again to make a cup of coffee and have a chat with someone face-to-face rather than via instant messaging! We also know that some people find it much easier or more convenient to express themselves or give feedback in person rather than trying to write it down in an email or a survey.

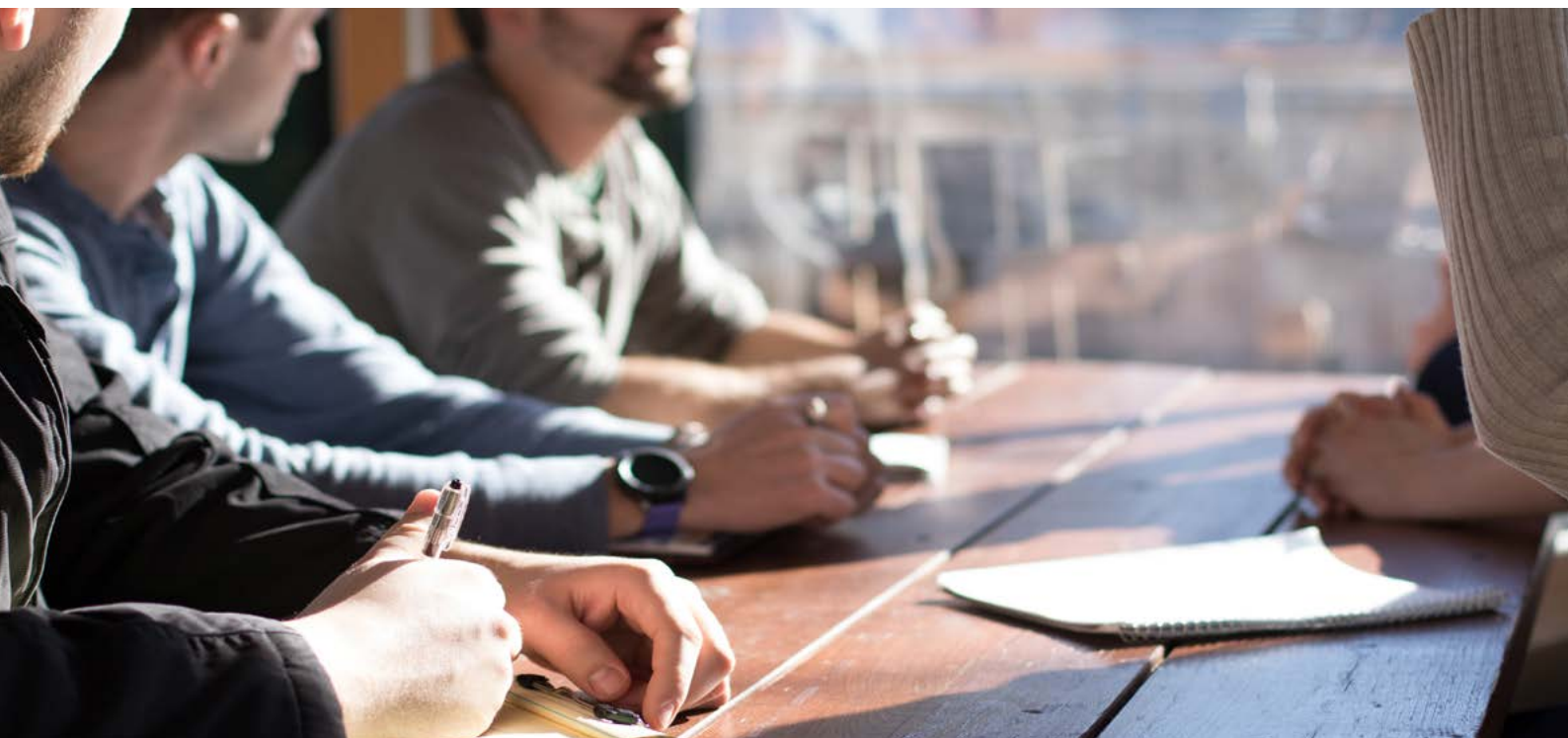
Whether you have ten people, a hundred people, or a thousand people learning with Babbel, it's nice to find ways to give them the opportunity to chat with you about how their language learning journey is going, and for you to find out whether they need a bit of extra support or encouragement. The key is to keep it cool and casual — you don't want to give the impression you're Big Brother there to check up on them! It's more about reaching out to them so that they know they're supported and can give open feedback about how the program is working for them.

One-to-one chat or a group session?

This will really depend on how many learners you have, how much bandwidth you or your department has, and even what your company culture is like.

One-to-one chats can be great because you can really make it personal and talk about their individual

needs and experiences. Learners might give more open feedback if they feel they're not being judged by their peers in a group environment. But some learners might also find this format too intense or intimidating, or it might make them worry that they're being singled out for negative reasons — that's okay, we get that!



Group chats can also be a lot of fun — everyone grabs a coffee, maybe a pastry or a cookie, and sits down in a relaxed environment to chat about their experiences. This has the added benefit of creating a learners' network, too. Perhaps they'll be able to connect with other colleagues learning through Babbel to share their tips, favorite lessons, or even problem-solve together. Again, some people may find this format intimidating or intense and worry if they're not having the same experience as their peers, or aren't "progressing" at the same pace. It won't be for everyone, so it's best if this is a voluntary event, just with lots of encouragement. If possible, it's great to offer a blend of these two

options. Perhaps organize some group sessions where everyone is invited but make clear that it's voluntary, and that if people would prefer a one-to-one session then that's an option, too!

The most important thing is just that you're able to make contact in some way at regular intervals with your learners: You can give them encouragement and support, they can provide you with feedback on what their experiences are like, and of course we'd be more than happy to share in that feedback, too! Let us know what's working, what could be improved, and if there's anything we can do to support you.

Increase Awareness about Your Babbel Program through Your Organization's Intranet

So you've signed up for Babbel, and you're excited to give your employees the opportunity to gain new language skills, but how can you make sure everyone knows about it? One of the most effective tools might be your organization's intranet!

Your intranet is most likely the digital space that your employees visit most regularly — perhaps to request vacation time, access shared files, explore another department's projects, or sign up for training events. Perhaps you even have your own internal academy or human resources team that specializes in managing your learning

and development programs. By integrating the details of your Babbel program into this framework, you can create awareness, provide further details, and maybe even create a space for people to share their experiences.

What is the best way to represent Babbel on your intranet?

There's no one-size-fits-all answer to this question, but we have a couple of ideas and possibilities. Hopefully one will work for you!

Spotlight box:

Create a special feature on the homepage of your intranet with the Babbel logo and a simple line of text — something like "Learn a language at work with Babbel!" — and include a hyperlink to your learning and development pages where they can find out more information.

Training catalog:

Perhaps you have an online catalog with details of all the learning opportunities that your employees have access to (such as computer skills, management skills, or technical skills). Add the Babbel program to the catalog so that people know that it's a possibility and can get in touch!

Benefits page:

Is there a section of your intranet dedicated to the additional benefits that your company offers? Perhaps employees get discounts at certain stores, or corporate membership at a gym, or reimbursement for public transportation tickets? Why not add Babbel so that they can start benefiting from a language program, too!

Contact person:

Some people just love to chat, so it can also be a good idea to include a brief overview of the Babbel program to which your company subscribes, along with the name of the person responsible for the program. You never know who might reach out!

If you need any support in how to represent Babbel on your intranet, just let us know! We're happy to provide you with images and texts to fit the specific needs of your organization. Hope to hear from you soon!

How Language Lunches Can Support Learning and Bring Colleagues Together

There often aren't enough opportunities to talk about language learning in everyday professional life. How can you encourage the conversation? One great way to do so is by hosting language lunches. Held during the lunch break, language lunches offer your employees the chance to chat informally in the language they're learning. They can also make new contacts, share their language learning experiences, and motivate each other to keep going. The following suggestions for language lunches will help you combine business with pleasure. So why not try out practicing a new language on the lunch break?

What is a Language Lunch?

The basic idea of a language lunch is to bring different language-learning employees together during the lunch break. There are a few different ways you can do it, but the main focus is having lunch together, making new contacts and adding a bit of language learning – whether it's actively speaking or practicing listening comprehension.

Neuroscience shows us that people learn more quickly and more easily when it's done freely and takes place in diverse contexts. Along those lines, language lunches are an entertaining way to boost the effectiveness and fun of language learning and build team spirit at your company at the same time.

How can a language lunch be organized?

What can you and your language-learning employees talk about at a language

lunch? There are no limits to your creativity when coming up with topics,

and spontaneous conversations are also welcome. While you may want to offer suggestions to get the ball rolling, established groups who have been meeting for some time will often start

coming up with their own topics to discuss. We've put together a few topics and possibilities to get you started on organizing a language lunch of your own.

Language lunch with native speakers for support

At international companies with employees from different countries, it's easy to organize this kind of language lunch: One or two native speakers meet with those learning their language for lunch, where the conversation is held only in that language. For example, five employees who want to learn Spanish meet with two Spanish speakers once a week. The participants also agree ahead of time on whether the native speakers should correct mistakes or lead the conversation, posing questions to the learners, for instance, about their weekends.

Language lunch without native speakers

No native speakers of a language being learned at your company? In that case, everyone learning the same language meets together at the language lunch. The focus isn't on speaking without any mistakes, but on having fun conversing in the new language in a safe environment. You can guide the topic of conversation with structured suggestions. Especially at the beginning of this kind of language lunch, it makes sense to have a round of introductions and have people talk about their weekends. Learners with more advanced language skills can also talk about projects they're working on at the moment. Even those who are lower in level can benefit by sitting in on the discussion and training their listening comprehension skills.

Language lunch with different learning languages

Are your employees learning different languages? In that case, you can structure a language lunch with different tasks, for example, gathering figures of speech in their learning languages. By setting up this kind of exercise, your employees won't just get a feeling for the differences between languages but also for the different cultures behind them. Generating conversation about

language and culture can lead to animated discussion and can create a learning community, helping learners stay engaged.

The advantages of a language lunch for your company

Depending on how you organize language learning at your company, one kind of language lunch might fit better than another. The optimal group has four to six people who meet regularly every week or every two weeks. The one-hour lunch break is the ideal time for it – or you can do it as a shorter 15-minute language coffee break. After just a few sessions, participating

employees will see the advantages of the language lunch: an inviting atmosphere, natural conversation, practical language use, and animated social engagement. Your company will see the advantages, too, as language lunches will motivate your individual learners, enhance the learning process, and strengthen your company's team spirit in the long term.

Why Reminder Emails are Important for the Learning Success of Your Employees

Have you ever asked yourself why it's actually so hard to keep your New Year's resolutions? In order to form new habits, three things are necessary: repetition, motivation, and endurance. Here you'll see just how important reminder emails are in actively supporting your employees as they develop successful study routines.

Numerous everyday problems can endanger a regular study routine: a full calendar, good excuses, lagging motivation, or even just simple procrastination. After all, anyone who's already abandoned their New Year's resolutions in February understands

this problem well. However, we all know **successful counterexamples:** We already do so many things in our day automatically, such as brushing our teeth! So here you'll see that with just a little effort, studying can become just like toothbrushing. Of

course, at the beginning it's hard for any learner to carve out the time and find their concentration. **But the more consistently** the act of learning is planned into your day and actually implemented, **the easier** it becomes to integrate learning into your daily rhythm. Consistency is the key to success: When you succeed in integrating studying into the rhythm of your everyday life, it won't be long before you're celebrating your successes.

The hardest part on the journey to developing your new habit is establishing a routine. That's where short reminders come in: They motivate learners to organize their lessons and consistently return to studying. With this approach, you can actively support your team: **Regular, short reminder emails — in a friendly, motivational tone and packed with helpful tips — set your employees on the path to learning success.**

Of course, our **Babbel for Business Account Management Team** is here to help you draft these reminder emails, with helpful templates and numerous additional suggestions for what to include to keep your employees learning. For example, we'll include tips

about the learning process or special content tailored to the learning language or informative links to material on the B2B Blog — and this will create a **motivational language learning experience at your company**. In this way, learners will be able to use different approaches and different media to create successful new study habits.

Of course, it's important to keep in mind that developing a study rhythm will come more naturally to some learners than others! In this case, it pays to engage your employees in conversation — find out exactly what's troubling them, and then you can better understand how to surmount these hurdles successfully. **Additional tips** to engage reminders to maximize employee language learning success include setting up reminder notices on the company calendar, hanging motivational posters, and organizing community language lunches or study contests where employees can share their successes with each other.

With the help of these **small but effective** reminders, your team will quickly develop a regular study rhythm and great new learning habits!