



HOW TO OPTIMIZE YOUR GLOBAL BUSINESS:

A GUIDE FOR HUMAN
RESOURCES PROFESSIONALS

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GLOBALIZATION FOR HR PROFESSIONALS

Companies that want to stay competitive need a global strategy. Buyers are not forced to rely on local suppliers to meet their needs, and growth-minded companies are taking advantage of overseas talent to expand their ranks.

A global strategy means that employees, suppliers, and customers are located around the globe, so clear communication is critical to success and sustainable growth. Translating and localizing content for key audiences is a must if you want to:

- **COMMUNICATE** more effectively
- **ATTRACT** better talent
- **REMAIN** compliant



As more businesses become global and employees work remotely, it's more important than ever for HR organizations to be a resource for hiring practices, training, and company policies and procedures for employees around the globe.

CORPORATE WEBSITES

Attracting new talent will often begin with a Google search. To remain competitive, it's vital that your company and resource landing pages are optimized for search engine exposure in each language your global organization operates. Part of that optimization needs to include a mobile-first strategy.

QUICK FACTS

- 93% ▶ of online experiences begin with a search engine ¹
- 66% ▶ of the world's population is a unique mobile phone user ²
- 95% ▶ of people in the U.S. own a mobile phone ³
- 61% ▶ of users will never return to a website if it is not mobile-friendly ⁴



TIP: Provide clear, useful information about your company, culture, mission, and leadership localized for your target audience. Include local contact information, displayed prominently, in the target language.



VIDEO CONTENT

People are turning to videos now more than ever. A 2022 survey ⁵ showed that people watch an average of 2.5 hours of online videos, which is a 1-hour increase from 2018.

People have:

- 96% ▶ Watched an explainer video to learn about a product or service.
- 73% ▶ Preferred to watch a video over reading (11%), view an infographic (4%), download an eBook or manual (3%), watch a webinar (3%)

CORPORATE WEBSITES



If you support just 10 languages, you'll be reaching 77% of internet users.⁶

Most common languages used on the internet:

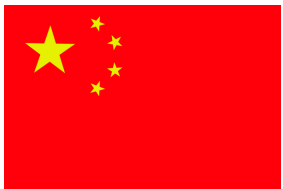
- ▶ English
- ▶ Chinese
- ▶ Spanish
- ▶ Arabic
- ▶ Portuguese
- ▶ Indonesian / Malaysian
- ▶ French
- ▶ Japanese
- ▶ Russian
- ▶ German

WHO ARE YOU TRANSLATING FOR?

- ▶ International Colleagues
- ▶ Partners
- ▶ Third Party Vendors
- ▶ International Talent



TOP COUNTRIES AS A PERCENTAGE OF TOTAL WORLDWIDE ECOMMERCE⁷



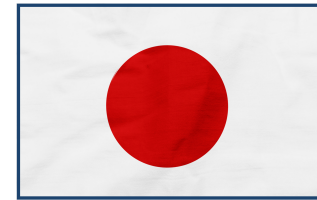
China



United States



United Kingdom



Japan



South Korea

TRAINING & ELEARNING

In a global business environment, localizing your eLearning content is essential for training new global employees, vendors, and customers around the globe while ensuring ongoing compliance with international standards.

QUICK FACTS

- ▶ The corporate eLearning market is expected to grow from \$37 billion in 2019 to \$108 billion in 2026.⁸
- ▶ 90% of corporate businesses provide eLearning to employees.⁹
- ▶ eLearning increases retention rates by 25-60%.¹⁰
- ▶ Providing eLearning courses consumes 90% less energy and produces 85% fewer CO2 emissions per person than in-person training.¹¹

The Latest in eLearning

Ask your LSP about:

Microlearning:

Mini-lessons designed for skill-based learning that can be developed, localized, and deployed quickly.

Adaptive Learning:

The use of computer algorithms and self-assessment modules to create personalized curricula on the fly.

Mobile-first learning:

Provide learning through mobile with personalized learning experiences and an engaging environment.

TRAINING & ELEARNING

5 Writing Tips



Follow these 5 writing tips to ensure that your module can be easily localized:

- 1 Considering the reading level of your intended audience and create content appropriately.
- 2 Write with a clear and concise sentence structure. Don't use the passive voice.
- 3 Use lists to make information easy to digest and remember.
- 4 Avoid culture-specific examples, comedy, slang, metaphors and abbreviations.
- 5 Keep your design simple because the same text in different languages can fill varying amounts of screen space or audio recording time.

Working with a top-tier language service provider (LSP) ensures correct localization and the seamless integration of your eLearning content across a wide range of eLearning formats and applications.

GET READY TO LOCALIZE

Internal Preparation

- ▶ Sort your content to identify what needs translation and what doesn't.
- ▶ For videos, decide on the best strategy regarding dubbing or subtitles for each intended audience.
- ▶ Select internal subject matter experts to answer any questions that may arise during the localization process.

Things to Provide Your LSP:

- ▶ Glossary of specialized terms
- ▶ Style guides for text and graphics
- ▶ Any previously translated text

eLearning Perk!

Localized courses can make even the most distant employees feel engaged and motivated!

CORPORATE COMMUNICATIONS

U.S. companies employ more than 14 million people overseas. For your company to become a strong, well-integrated global organization, it's important to communicate with your international employees in their own language.

QUICK FACTS

Distributing localized versions of internal communications is an important indicator that you **respect and value** your entire team.

In certain countries, there are **legal requirements** to translate specific HR documents and communications into the local language - even if your employees speak English.



CHECK-IN

How many countries does your organization operate in?

WHAT LANGUAGES ARE SPOKEN IN THOSE COUNTRIES?



CORPORATE COMMUNICATIONS

In a global business environment, localizing your eLearning content is essential for training new global employees, vendors, and customers around the globe while ensuring ongoing compliance with international standards.

HR DOCUMENTS TO TRANSLATE

- ▶ Official notices and forms
- ▶ Onboarding materials
- ▶ Compliance training programs
- ▶ Company newsletters
- ▶ Employee handbooks

5 Writing Tips



Keep the following in mind when writing internal corporate communications:

- 1 Be Concise** Snackable bites are more likely to be consumed by busy employees
- 2 Think mobile** Keep email headlines short for easy viewing on smartphones
- 3 Stay on topic** Only send content that is relevant and necessary to know
- 4 Call to action** Include a CTA to provide actionability and help employees feel invested in what they've just read or watched
- 5 Two-way street** Invite employees to contribute to the conversation

Safety Signage

Localize on-site signage in every facility. Make sure the meaning is crystal-clear to all employees and that the content meets all regional statutory requirements.

HOW MORNINGSIDE CAN HELP

Morningside's project managers are specially trained in each component of the localization process. The best-qualified project manager for the required localization services handles the project from beginning to end, including:

- ▶ Source content analysis
- ▶ Project initiation
- ▶ Assembling translation teams
- ▶ Managing in-country translation review



PROJECT REQUEST & DELIVERY

New project requests can be emailed or uploaded via HUB, our client platform, and delivered to you in any format you require, including:



JAVA



Flash



CSS



Captivate



Articulate



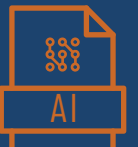
InDesign



FrameMaker



Lectora



Illustrator

ABOUT US

Morningside equips the world's leading organizations with a full suite of end-to-end language solutions. With over 4,000 clients in 55 countries, Morningside is globally recognized for its subject matter expertise and technology innovation in regulated markets such as legal services, life sciences, corporate compliance, and IP services. Our translation, localization and interpretation expertise equips leading global organizations with the tools they need to operate seamlessly in foreign markets, overcome regulatory hurdles and connect with audiences worldwide. Global 500 companies, international law firms, and regulatory bodies all rely on us as trusted partners to make intelligent choices for their most valuable assets.



Websites



Multimedia



Marketing Materials



Software &
Apps



Desktop
Publishing (DTP)

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