

# 5 REASONS TO LOCALISE YOUR ELEARNING



## EFFICIENT LEARNING IN THE USER'S NATIVE LANGUAGE

Users learn much faster and more efficiently in their native language. This would mean that they will grasp the material in a more comprehensive way if provided in their mother tongue.



## COMPLY WITH THE LAW

In some countries, it might be necessary to localise your eLearning course in order to be compliant with local law. This needs to be researched in advance.



## CONNECT WITH A WIDER AUDIENCE

In most cases, eLearning courses are designed for employees who don't necessarily need to speak English. Make sure they get the same value from your course as everyone else.



## DISTRIBUTE CONSISTENT INFORMATION

Your employees' command of English might vary. The way to ensure proper understanding and spread a consistent message is to distribute the course in their native language.



## BUILDING A GOOD REPUTATION OF THE BRAND

Showing respect towards other cultures is vital to building a strong international brand. For example, having your company's Code of Conduct localised into multiple languages shows that you are engaged in your employees' well-being.