

Brand Voice

EnGen Brand Voice

Voice Overview

Expert clarity. Urgent optimism. Real partnership.

We translate complex workforce systems into clear, human language, grounded in evidence and focused on real-world outcomes.

We are not outside experts telling people what to do.

We are trusted, reliable partners in the work, building solutions together.

How We Sound

We are:

- Clear, not academic
- Warm and human, not formal or institutional
- Confident, not hype-driven
- Urgent, not alarmist
- Collaborative ALWAYS

We bring ease and humanity to complex topics. We make things feel more understandable and less overwhelming, without losing seriousness or rigor.

We sound like a trusted partner who says: “We’re in this with you.”

People work with us because the work is hard—and they trust us to help make it possible.

Voice Principles

- Clarity first: Plain language, short sentences
- Evidence-based: No overclaiming or buzzwords
- Human-centered: Learners and outcomes always visible
- Systems + people: Connect big challenges to real lives
- Partnership stance: We build *with*, not *for*
- Warmth with purpose: Lightness to improve clarity without losing substance

When Writing for Learners

We simplify further. Every message should help someone quickly understand what this is and what to do next. We communicate with:

- Respect for time and lived experience
- Simple, plain language (low cognitive load)
- Supportive, encouraging tone (never pressure or urgency tactics)
- Clear focus on goals and next steps
- Consistent, predictable structure
- Asset-based, people-first language

Writing Checklist

- Can someone understand this in one read?
- Does it sound simple, grounded, and human?
- Are we acting like a partner, not a lecturer?
- Is the next step obvious?
- Does this feel supportive—not salesy or abstract?

Examples - For Discussion

Current Boilerplate	Revised Per New Voice
<p>EnGen provides accessible language, literacy, career, and life skills that open doors to opportunity. A Certified B Corporation, EnGen partners with employers, educators, workforce organizations, and local governments to deliver flexible, personalized, online learning that meets learners where they are—on the devices they already use. EnGen’s suite of solutions, including Cell-Ed, drive economic mobility and a future-ready workforce.</p>	<p>EnGen helps open doors to opportunity through accessible language, literacy, and workforce learning. We partner with employers, educators, workforce organizations, and local governments to deliver flexible, personalized online instruction that meets adult learners where they are—on the devices they already use. A Certified B Corporation, EnGen builds solutions that support economic mobility and stronger, future-ready workforces. Our solutions, including Cell-Ed, are designed to help learners and organizations move forward together.</p>

Current Homepage	Revised Per New Voice
<p>Skills That Power Progress Invest in people. Grow opportunity.</p> <p>Expand opportunities with EnGen’s personalized learning solutions, bringing language, literacy, and career skills directly to working adults.</p>	<p>Skills That Power Progress Invest in people. Expand opportunity together.</p> <p>Equip working adults with language, literacy, and career skills for better jobs and stronger</p>

MEET ENGEN

Millions of adults face barriers from limited English to gaps in digital and foundational skills.

Use EnGen's online, on-demand solutions to power independence, boost career mobility, and bring learning to people, anytime, anywhere.

EnGen

Equip adults with career-ready English skills, boost workplace confidence, and open pathways to high-demand jobs and credentialed training.

Cell-Ed

Connect adults with essential literacy, digital, and life skills that lead to stronger careers, greater self-sufficiency, and real-world success.

Together, EnGen and Cell-Ed create practical pathways to opportunity.

BUTTON: Learn More About Our Solutions

Why EnGen

Build stronger teams and thriving communities with EnGen.

Our approach connects adults with skills, confidence, and career readiness.

- Skills & confidence: 94% of EnGen learners gained new job skills.
-
- Retention & growth: 84% are more likely to stay with their employer; 79% achieved a career milestone.
-
- Social impact & integration: 80% can navigate life more effectively.

With EnGen, leaders cultivate talent, drive economic mobility, and strengthen communities.

communities.

MEET ENGEN

Millions of adults face barriers—from limited English to gaps in digital and foundational skills—that can make it harder to access opportunity and advance at work.

EnGen works alongside employers, educators, workforce organizations, and local governments to bring learning directly to people—flexible, on-demand, and available wherever they are.

Our goal is simple: Help people build skills, confidence, and mobility at work and in life.

Our Solutions

EnGen

Support adults in building career-ready English skills, strengthening workplace confidence, and accessing pathways to in-demand jobs.

Cell-Ed

Provide foundational literacy, digital, and life skills that support stronger job performance, greater independence, and long-term success.

Together, EnGen and Cell-Ed create practical, scalable pathways from learning to opportunity across workforce and social service systems.

Why EnGen

Our collaborative approach builds:

- Skills and confidence: 94% of learners gained new job skills
- Retention and growth: 84% are more likely to stay with their employer; 79% achieved a career milestone
- Social impact and independence: 80% report greater ability to navigate daily life and work

	<p>With EnGen, organizations go beyond training; they expand access to skills that improve job readiness, support workplaces, and strengthen communities.</p>
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Adult Education Segment

Adult Education Segment

Overview

This document outlines key buyer and user personas within the adult education sector to support more effective marketing strategy, messaging, and product alignment. It focuses on two primary audiences:

- Adult education directors: typically responsible for purchasing decisions
- Adult education instructors: primary users and administrators of the platform

For each persona, the document includes:

- An overview of roles, titles, goals, and motivations
- Context for decision-making and day-to-day responsibilities
- Common challenges, including systemic and program-level barriers

Building on this foundation, the document:

- Identifies key pain points for each audience
- Explores how EnGen addresses these needs
- Connects audience challenges to value-driven messaging opportunities

This resource is designed to:

- Inform marketing strategy and positioning
- Strengthen messaging relevance for each persona
- Support more targeted and effective outreach to adult education programs

Key Terms

- **ABE (Adult Basic Education):** Instruction for adults building foundational skills in reading, writing, math, or English.
- **Bridge:** A transitional program that helps learners move from basic skills levels into higher education, training, or employment pathways.
- **Contextualized:** Instruction that teaches academic skills using real-world or job-related content.

- **CTE (Career and Technical Education):** Umbrella term for training programs that prepare adults for specific careers through technical instruction and job skills, often leading to certifications. **SEE NOTE BELOW
- **Enrollment:** The process of officially joining an adult education or training program.
- **IET (Integrated Education and Training):** A specific model of instruction that combines basic skills instruction with job training and workforce preparation at the same time. EnGen can be a co-requisite in an IET program. (FL, TX, ME) *SEE NOTE BELOW
- **Measurable Skills Gains (MSG):** A WIOA measure showing documented progress in literacy, numeracy, English skills, or educational milestones during enrollment.
- **Pathway:** A sequence of education and training steps leading to a specific career goal, often including stackable credentials.
- **Persistence:** A learner’s continued participation in education or training over time despite challenges.
- **Pre-Apprenticeship:** Short-term training that prepares learners for entry into a registered apprenticeship with foundational skills and workplace readiness.
- **Retention:** A program’s ability to keep learners engaged until they reach goals or complete training.
- **WIOA (Workforce Innovation and Opportunity Act):** A federal law that funds and guides workforce development and adult education programs, emphasizing employment, skill gains, and career pathways. English instruction is primarily funded under Title II (Adult Education and Family Literacy Act), which supports ESL/EL Civics and IET programs.

****NOTE:** CTE is the “what,” IET is one of the “hows.” CTE refers to occupational training programs, while IET is a model that integrates basic skills, workforce preparation, and typically CTE. IET programs often include CTE, but the terms are not interchangeable. States may emphasize one or the other based on funding and program design.

Terms Not to Use

- **Skills Deficit:** Frames learners in terms of deficits rather than growth. Prefer “foundational skill building.”
- **ELL (English Language Learner):** Common in K–12 contexts and may not fit adult education settings. Prefer “adult English learner.”
- **ESL (English as a Second Language):** Oversimplifies learners’ language backgrounds and is linked to outdated program models. When referring to EnGen, prefer “career-aligned English instruction,” “English learning,” “English upskilling.”
- **Hard-to-serve:** Places the challenge on the learner rather than systems or access. Prefer “learners facing barriers” or specify the barrier.
- **LEP (Limited English Proficient):** Deficit-based framing that labels learners by limitation rather than progress or skill-building. Prefer “adult English learner.”

- **Low-skilled / Low-skill:** Deficit-focused and potentially stigmatizing. Prefer “developing skills,” “building skills,” or specify the skill area.
- **Non-traditional student:** Adult learners are the norm in this context. Prefer “adult learner.”
- **Remedial / Remediation:** Can carry negative connotations and discourage persistence. Prefer “foundational.”

Persona 1: Leadership/Administrators (Buyers)

Adult Education Directors: Sample Job Titles

- Director (Buyer)
- State Director of Adult Education
- Workforce Development Director
- Dean of Continuing Education
- ESL Program Director
- ESL / ABE / Foundational Skills Program Director
- CTE / ITE Program Manager

Adult Education Directors: Background Info

Goals	Motivation
<ul style="list-style-type: none"> -Improve learner outcomes across English, literacy, and workforce readiness skills - Increase enrollment, retention, and completion across adult learning programs - Demonstrate measurable skill gains (MSGs) across varying learner pathways - Build scalable pathways into jobs, credentials, apprenticeships, and further education 	<ul style="list-style-type: none"> - Commitment to equity, access, and economic mobility across underserved adult learner populations - Pressure to secure and renew funding by proving measurable impact - Desire to modernize fragmented systems into a unified, scalable workforce readiness ecosystem

Adult Education Directors: Messaging Pillars

Problem	Agitation	Solution	Proof/Results Samples
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<p>1/ Programs struggle to recruit enough learners and to ensure those enrolled are appropriately placed and ready to succeed.</p>	<p>1/ Under-enrollment leads to underutilized funding and staffing. Over-enrollment of underprepared learners reduces completion rates</p>	<p>1/ EnGen’s personalized assessments place learners at the right level, while tailored instruction builds the language, literacy, and foundational skills needed to succeed.</p>	<p>1/ (VIDEO) This Minnesota-based adult education program uses EnGen to help English learners move into career and credential pathways.</p>
<p>2/ Adult education leaders operate across disconnected ESL, ABE, IET, and workforce programs that were not designed to work together.</p>	<p>2/ Learner progression is hard to track across programs – and instructional efforts are duplicated or misaligned</p>	<p>2/ EnGen’s unified learning ecosystem integrates English, foundational literacy, digital, and life skills into clear, connected pathways.</p>	<p>2/ (QUOTE) “This was our first time creating a career pathway program for ELLs. We wanted an innovative platform to help our learners build the language skills to move into career certificate programs, which we found in EnGen.” –Danielle Perry, Integrated Education and Training Coordinator, Peninsula Regional Education Program</p>
<p>3/ Even when instruction is strong, learners often lack a clear, structured bridge into jobs, apprenticeships, or credentials.</p>	<p>3/ When programs are disconnected from labor demand, learners lose clear pathways—and employers hesitate to hire without visibility into workforce readiness, affecting funding and credibility.</p>	<p>3/ EnGen’s workforce-aligned pathways connect instruction directly to credentials, apprenticeships, and job opportunities.</p>	<p>3/ (CASE STUDY) Maine uses EnGen in a CNA pre-apprenticeship program that aligns English skills and workforce readiness: 84% of pre-apprenticeship graduates found employment as CNAs</p>
<p>4/ Funding is increasingly tied to demonstrable, outcomes-based performance rather than enrollment alone.</p>	<p>4/ Reporting is complex across multiple disconnected systems; it’s hard to clearly prove program impact beyond participation</p>	<p>4/ EnGen provides real-time tracking of learner progress across language, literacy, digital, and workforce readiness skills.</p>	
<p>5/ Programs serve increasingly diverse adult learners with varied goals, backgrounds, and barriers.</p>	<p>5/ One-size-fits-all programming no longer works, but it is difficult to tailor pathways at scale across populations</p>	<p>5/ EnGen’s personalized pathways combine English, foundational literacy, and workforce skills, allowing individualized progression at scale.</p>	<p>5/ (IMPACT REPORT) 75% of learners agree that EnGen’s online, on-demand approach has helped them more than traditional classroom based learning</p> <p>(MEDIA HIT) From OpenCampus: Malou Harrison, Miami Dade College’s executive vice president and provost, was trained in teaching English to speakers of other languages. She says EnGen’s “workforce-related learning” is a good</p>

			fit with the language programs at a community college that serves a “mosaic of cultures, that comes with a mosaic of languages,” and where three-quarters of students hold at least one job.
6/ Employers increasingly expect workers to navigate AI-enabled tools and digital workflows, but many adult learners are still developing foundational digital skills.	6/ Without structured digital skill development, learners risk being left behind in a rapidly shifting AI-first economy. Programs face growing pressure to prepare learners not just for today’s jobs, but for evolving workplace technologies and digital expectations.	6/ EnGen embeds digital literacy and technology-based learning into everyday instruction, helping learners build the confidence and foundational digital skills needed to participate in modern education, training, and work environments.	6/ 90% of learners improved their digital skills as a result of learning with EnGen.

Persona 2: Adult Education Instructors (Implementers)

Adult Education Instructors: Sample Job Titles

- Adult Education & Workforce Instructors
- ESL, ABE, IET Instructors
- Foundational skills and workforce readiness classroom instructors

Communication happens post sale. Often provide input and buy in.

Adult Education Instructors: Background Info

Goals	Motivation
<ul style="list-style-type: none"> - Support learner progress across English, foundational, and workforce readiness skills - Increase student engagement, persistence, and completion - Differentiate instruction across highly varied skill levels - Prepare learners for real-world communication, jobs, and credential pathways 	<ul style="list-style-type: none"> - Deep commitment to helping adult learners build confidence and opportunity - Desire to see tangible, real-world progress in students’ lives - Pride in effective, high-impact teaching - Frustration with limited time and support in high-need classrooms

Adult Education Instructors: Messaging Pillars

Problem	Agitation	Solution	Proof/Results
1/ Instructors manage classrooms with highly mixed English and literacy levels.	2/ Lesson planning becomes overly complex and time-consuming Classroom progress feels uneven and inconsistent	3/ EnGen supports differentiated learning with adaptive practice, helping instructors meet every learner where they are.	
2/ Keeping adult learners consistently engaged and attending is challenging.	2/ Learners lose motivation when learning doesn't feel relevant to their lives. They're less likely to prioritize classroom time against work, caregiving, and transportation demands, stalling progress and classroom continuity.	2/ EnGen's content is aligned with learners' real-world goals – and flexible, accessible delivery helps learners engage anytime, anywhere.	2/ (IMPACT REPORT) 75% of learners agree that EnGen's online, on-demand approach has helped them more than traditional classroom based learning
3/ Instructors are expected to show clear learner gains tied to program outcomes.	3/ Reporting requirements add administrative burden. It's hard to quantify incremental improvement in real time.	3/ EnGen automatically tracks skill progression and provides clear, real-time evidence of learner growth.	3/ (VIDEO) This Minnesota-based adult education program uses EnGen to help English learners move into career and credential pathways.
4/ Instructors must ensure that language, literacy, and foundational skills translate into real-world communication and workforce readiness.	4/ Class time is limited, making it difficult to consistently embed job-relevant practice and real-life scenarios.	4/ EnGen integrates real-world communication, digital, and life skills into everyday learning, helping instructors prepare learners for jobs, credentials, and community participation.	4/ (QUOTE) "I am really impressed by the quality and relevance of EnGen's career pathway coursework. The content development team is creating exactly what we need to provide language support for our business and industry partners." — Aimee Finley, Instructional Specialist, Dallas Community College
5/ Instructors are increasingly expected to prepare learners for technology-enabled workplaces, even when many learners are still developing foundational digital skills.	5/ As AI and digital tools reshape everyday work, learners who lack digital confidence risk falling behind in employment, training, and communication. Instructors often lack the time and resources to integrate digital skill-building into already full classrooms.	5/ EnGen embeds digital literacy and technology-based learning into everyday instruction, helping learners build confidence using digital tools while strengthening English, literacy, and workforce readiness skills.	5/ 90% of learners improved their digital skills as a result of learning with EnGen.

Key Differentiators

- Proven
- Knowledge Holder - First to create Pathways - first and only to do what?

1. Technology + human support that scales learner success

EnGen combines adaptive technology with human-centered coaching and onboarding support to personalize learning, sustain engagement, and help instructors effectively support mixed-level classes at scale.

2. Flexible models for education and workforce settings

Unlike platforms built only for traditional classroom settings, EnGen supports teachers, coaches, case workers, employers, and independent learners across adult education, workforce, and community settings.

3. Mobile-first access that removes participation barriers

Learners can study anytime, anywhere — even without Wi-Fi or a data plan — making learning accessible for busy adults balancing work, family, and education.

4. Workforce-focused instruction learners can apply immediately

Lessons are grounded in real-world and workplace scenarios, helping learners build practical language and communication skills they can use right away.

5. The only platform focused on workforce writing skills

EnGen uniquely helps learners build writing and communication skills tied to workforce readiness, career advancement, and employer success.

6. Built on adult learning science and proven research

EnGen's instructional model is grounded in more than 20 years of research in second-language acquisition and best practices for adult learners.

7. Continuous improvement driven by learner feedback

The platform evolves based on feedback from thousands of adult learners each year, ensuring content and learning pathways reflect real learner and educator needs.

8. A complete workforce-connected ecosystem with proven scale

Together, Cell-Ed and EnGen provide an integrated learning solution (foundational skills + vocational English skills) already used by hundreds of adult education providers, workforce boards, employers, and community organizations nationwide.

9. Proven models replicated nationwide

EnGen and Cell-Ed have developed scalable workforce-connected learning models that are already delivering results and expanding across the country.

10. A pioneer in workforce-connected adult learning

As an early leader in pathways-based learning, EnGen helped shape models that connect English learning, digital skills, and workforce readiness.

Questions for Internal Stakeholders

- Are these the right personas for our target market?
 - Where should program-level managers (e.g., CTE/IET Program Managers, ESL Program Directors) sit—within the Director persona or as a separate persona?
 - Which job title(s) are most critical for lead generation and marketing focus (assumption: directors)?
- What specific motivations should we highlight for each buyer persona?
- Have we listed the correct core problems/pain points? (They are in no particular order)
 - Are there additional pain points we should include?
 - Which problems are most important or highest priority for each persona?
- Do we have research or data that validates these problems, agitations, or solutions (P/A/S)?
 - Are our proof points strong enough, and where are we relying on assumptions or stretches?
 - Do we have sufficient social proof, and where should it be strengthened?
 - At the top of the funnel, should we prioritize external (non-EnGen) proof to educate and elevate the problem and agitation?
 - How should proof evolve through the funnel—from external validation early to EnGen-specific proof later in the journey?

Employer Segment

Employer Segment

Key Terms

- **Advancement/Pathways:** Structured opportunities and career routes that help employees progress into new roles, promotions, or expanded responsibilities within an organization, often supported through training, coaching, or internal mobility programs.
 - **Frontline Workers:** Employees who directly perform or support core operations and customer-facing work (e.g., healthcare aides, warehouse staff, call center agents, hospitality workers). Many frontline workers are also “**deskless workers**” (employees who primarily work away from a desk) and may include “**back-of-house workers**” (employees who support operations behind the scenes rather than interacting directly with customers). However, not all deskless or back-of-house workers are considered frontline workers.
 - **HR Ops (HR Operations):** The administrative function of HR responsible for executing processes such as onboarding, benefits administration, employee data management, and program logistics.
 - **Internal Mobility:** The movement of employees into new roles or promotions within the same organization, often enabled by training and upskilling programs.
 - **L&D (Learning & Development):** The HR function focused on employee training, skill development, and capability building to improve performance and support career growth.
 - **ROI (Return on Investment):** A measure of the business value generated from training programs relative to their cost, often tied to outcomes like retention, productivity, or promotion rates.
- Time-to-Fill:** A recruiting metric that measures how long it takes to fill an open position from job posting to accepted offer.
- **Time-to-Productivity:** The time it takes for a new hire to reach full productivity in their role after onboarding.
 - **Turnover/Retention:** Workforce metrics that track employee departures and an organization’s ability to keep employees over time. These measures are often used to evaluate workforce stability, engagement, and the effectiveness of hiring, onboarding, and development programs.
 - **Upskilling:** The process of teaching employees new skills that improve performance in their current role or prepare them for advancement.

Terms Not To Use

- **DEI (Diversity, Equity, Inclusion):** Has become increasingly politicized/divisive in current political climate. Instead of explaining how EnGen can support DEI initiatives,

frame around removing language/skills barriers that limit access to training, advancement, and skilled roles.”

- **Skills Deficit:** Frames learners in terms of deficits rather than growth. Prefer “foundational skill building.”
- **ELL (English Language Learner):** Common in K–12 contexts and may not fit employer or workforce contexts. Prefer “adult English learner.”
- **ESL (English as a Second Language):** Can feel outdated and disconnected from workforce outcomes and job relevance. When referring to EnGen, prefer “career-aligned English instruction,” “English learning,” “English upskilling.”
- **LEP (Limited English Proficient):** Deficit-based framing that labels learners by limitation rather than progress or skill-building. Prefer “adult English learner.”
- **Low-skilled / Low-skill:** Can be stigmatizing and does not reflect the complexity of roles or potential for growth. Prefer “developing skills,” “building skills,” or specify the skill area.

Persona 1: Workforce Performance & Development Leader (HR / L&D/ DEI)

Job titles

- Chief Human Resources Officer (CHRO) / VP of HR / HR Director
- Director of Learning & Development (L&D) / Talent Development Manager
- Workforce Strategy or Employee Experience Manager
- DEI / Inclusion & Belonging Director or Program Manager
- HR Operations Manager / HR Operations Specialist
- Benefits Administrator / Benefits Coordinator / Total Rewards Manager

Goals	Motivation
<ul style="list-style-type: none"> ● Improve retention in frontline and high-turnover roles ● Upskill employees for internal mobility and career advancement ● Deliver scalable, consistent workforce development across locations ● Ensure equitable access to training and advancement opportunities ● Reduce administrative friction in HR programs (enrollment, access, reporting) ● Demonstrate measurable ROI across training, benefits, and workforce initiatives 	<ul style="list-style-type: none"> ● Pressure to retain and develop talent in tight labor markets ● Need to close English and communication gaps that limit performance and promotion ● Accountability for proving ROI across HR, L&D, DEI, and benefits investments ● Commitment to equitable advancement pathways for multilingual and immigrant workers ● Demand for scalable programs that work across large, distributed workforces ● Desire to reduce HR operational complexity and improve employee program uptake

Problem	Agitation	Solution	Proof Points
1/ High turnover in frontline and entry-level roles, esp within the first 90 days.	1/ Constant rehiring drains budgets; managers burned out; institutional knowledge lost; workforce instability becomes normalized.	1/ EnGen improves retention by creating visible pathways for onboarding, growth and advancement, especially for frontline workers.	For every \$1 invested in EnGen, employers save \$2 in reduced turnover alone. 84% of EnGen learners say they'll remain with current company because English is a benefit.
2/ Employees lack foundational/English skills needed for advancement	2/ Internal mobility stalls; "stuck in role" perception grows; disengagement increases among multilingual workers; promotion pipelines dry up.	2/ EnGen offers integrated English + job skills learning paths tied to specific roles which promote readiness for internal promotion.	79% of EnGen learners achieve a career goal like a pay raise or promotion
3/ Workforce training programs are fragmented, low-engagement, and difficult to tie to ROI	3/ Employees don't complete training programs due to fragmented systems and language or digital literacy barriers that make access and participation difficult. L&D leaders struggle to demonstrate measurable impact, and leadership questions the value of learning investments.	3/ EnGen delivers integrated, job-relevant learning that combines English and workplace skills with accessible, guided delivery—reducing language and digital barriers, improving participation and completion rates, and making ROI clearly measurable through performance-aligned outcomes.	3 in 4 workers agree that EnGen's online, on-demand approach helped them more than traditional classroom-based learning
4/ (MAYBE?) DEI goals are difficult to achieve due to language barriers limiting access to advancement	4/ Immigrant/multilingual employees are concentrated in lower-wage roles, DEI outcomes are hard to prove, and advancement	4/ EnGen removes language as a barrier to opportunity through accessible, supported learning pathways that enable equitable access to training, promotion,	94% of EnGen learners feel more confident using English at work and beyond. XYZ /pending 2026 stat on accessing

	disparities persist despite investment.	and career growth.	training pathways
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Persona 2: Talent Pipeline Owner (Recruiting & Staffing)

Job titles

- Head of Talent Acquisition
- Talent Acquisition Manager
- Recruiting Manager
- Workforce Pipeline Manager
- Campus Recruiting Manager
- Staffing Manager

Goals	Motivation
<ul style="list-style-type: none"> • Fill open roles faster in high-demand or hard-to-staff positions • Increase the number of qualified, job-ready candidates in the pipeline • Reduce time-to-fill and cost-per-hire • Improve first-90-day retention of new hires 	<ul style="list-style-type: none"> • Constant pressure to solve talent shortages and hiring bottlenecks • Frustration with candidates lacking basic English and communication skills • Need to reduce reliance on expensive staffing agencies • Desire for scalable, predictable talent pipelines (especially frontline roles)

Problem	Agitation	Solution	Proof Points
1/ Organizations do not have a sufficient pipeline of job-ready candidates with the skills required for open roles.	1/ Roles remain open for extended periods, recruiters are forced to over-source, and hiring managers lose confidence in candidate quality.	1/ EnGen can help build pre-qualified pipeline of candidates trained in job-specific English and workplace readiness before they enter the hiring process.	86% of EnGen learners say they'll refer someone to their company because English is offered as a benefit.
2/ Candidates frequently fail screening or early interview stages due to insufficient English/foundational skills.	2/ Recruiters spend significant time screening unqualified candidates, interview processes become inconsistent, and hiring bottlenecks increase due to communication-related drop-offs.	3/ EnGen can provide standardized, role-aligned English training that ensures candidates meet baseline communication requirements.	92% of EnGen learners improved their job skills; 90% improved digital skills.
3/ High reliance on staffing	3/ Rising cost-per-hire, lower	3/ EnGen can help build	For every \$1 invested in

agencies	control over quality, and unstable talent supply chains.	stronger internal talent pipelines instead of external staffing dependency.	EnGen, employers save \$2 in reduced turnover alone.
4/ (MAYBE??) Local adult education and community college ESL programs are not aligned with employer hiring needs	4/ Graduates complete programs without being job-ready, forcing employers to continue competing for scarce talent and leaving education providers with weak employment outcomes.	4/ Employers can use EnGen to co-design industry-aligned English + job skills pathways that map directly to employer-defined roles and competencies.	Case study: Maine employers hire CNAs from an EnGen-powered pre-apprenticeship program that aligns English skills and workforce readiness. “Having multilingual CNA apprentices has been a game-changer for our organization. The digital curriculum not only equips them with essential healthcare language but also ensures they are workforce-ready from day one.”– Monique Roy Vice President-Learning, Culture and WorkforceDevelopment, CentralMaine Healthcare

Key Differentiators

1. Scalable human-centered learning that drives workforce outcomes

EnGen combines patented adaptive technology with human coaching and multilingual support to ensure employees stay engaged, complete training, and successfully apply skills on the job. This hybrid model improves participation and completion rates—critical for workforce programs that must perform at scale across diverse employee populations.

2. Radically accessible training that removes participation barriers

The platform is designed for frontline and distributed workers, functioning on mobile devices without requiring Wi-Fi or a data plan. This ensures employees can consistently access training regardless of shift schedules, job location, or connectivity constraints.

3. Job-relevant learning that translates directly into workplace performance

Instruction is built using authentic workplace scenarios and real-world content, enabling employees to immediately apply English and communication skills in job-relevant contexts such as safety, customer interaction, and operational instructions.

4. Evidence-based design grounded in decades of language acquisition research

EnGen's instructional model is built on 20+ years of research in adult language acquisition and applied learning science, ensuring training reflects how adult learners actually build, retain, and apply new language skills in real-world environments.

5. Continuous product improvement driven by frontline workforce feedback

The platform is continuously refined based on large-scale learner input, including annual feedback from thousands of users. This ensures the product evolves in response to real workforce needs, improving relevance, usability, and outcomes over time.

Government Segment

Government Segment

Key Terms

- **Career Pathways:** Structured training and education sequences that connect foundational skills development to credentials, in-demand jobs, and advancement opportunities.
- **Credential Attainment:** A key workforce performance metric tracking whether participants earn recognized certifications, licenses, or degrees through training programs.
- **Digital Equity:** Efforts to ensure all populations (especially low-income, rural, and immigrant communities) have access to the devices, connectivity, and skills needed to fully participate in digital services and training.
- **Economic Mobility:** The ability of individuals and families to improve income, stability, and long-term financial well-being through education, training, and employment opportunities.
- **Employment & Training Programs:** Publicly funded initiatives designed to improve job readiness, skill development, and employment outcomes for jobseekers and underemployed populations.
- **Foundational Skills:** Core competencies such as literacy, digital skills, and English skills that enable participation in training and employment.
- **Performance Accountability (also called Outcomes-Based Funding):** Funding models that require programs to demonstrate measurable results such as employment, earnings gains, and training completion.
- **Service Delivery Partners:** Organizations such as community-based organizations (CBOs), workforce boards, and training providers that implement publicly funded programs.
- **WIOA (Workforce Innovation and Opportunity Act):** The primary federal legislation governing workforce development funding and programs in the U.S., focused on employment outcomes, training access, and accountability. . English instruction is primarily funded under Title II (Adult Education and Family Literacy Act), which supports ESL/EL Civics and IET programs.
- **Workforce Development System:** The network of public agencies, training providers, employers, and community organizations that deliver federally and state-funded employment and training services.

Terms Not to Use

- **At-risk populations:** Can be stigmatizing and vague. Prefer “underserved populations,” “untapped talent pools,” or “individuals facing employment barriers.”

- **DEI (Diversity, Equity, Inclusion):** Increasingly politicized in public-sector funding contexts. Prefer “access to opportunity,” “removing participation barriers,” or “expanding workforce access.”
- **ELL (English Language Learner):** Primarily K–12 terminology and not appropriate for adult workforce or immigrant integration programs.
- **ESL (English as a Second Language):** Often seen as education-system terminology and less aligned with workforce outcomes. Prefer “workforce-aligned English instruction” or “career English development.”
- **LEP (Limited English Proficient):** Deficit-based terminology often avoided in modern workforce and immigrant integration contexts. Prefer “adult English learner.”
- **Low-skill:** Deficit-framing that can be stigmatizing. Prefer “developing foundational skills” or specify skill areas (e.g., “English communication,” “digital literacy”).

Persona 1: Workforce Development & Economic Mobility

Job Titles

- Director of Workforce Development
- Workforce Board Executive Director
- Director of Employment & Training
- Workforce Innovation Director
- Deputy Commissioner, Workforce Services
- Economic Development Director
- Workforce Partnerships Director
- Adult Education Director/TBD (**currently included in adult education segment; confirm if this should move to government)

Goals	Motivation
<ul style="list-style-type: none"> ● Improve job placement, retention, and wage outcomes ● Increase labor force participation among underserved groups ● Align training programs with employer workforce demand ● Scale workforce services across regions and populations ● Improve performance on WIOA and related workforce metrics ● Expand access via digital and hybrid delivery models ● Demonstrate clear ROI of public workforce investments 	<ul style="list-style-type: none"> ● Pressure to show measurable workforce and economic impact ● Need to address persistent local and regional talent shortages ● Commitment to improving economic mobility and self-sufficiency ● Accountability for effective use of public workforce funds ● Frustration with fragmented, siloed workforce systems ● Drive to modernize legacy programs with scalable solutions ● Political and public pressure to prove program success

Problem	Agitation	Solution	Proof Points
1/ Weak workforce outcomes despite high program investment	1/ Weak outcomes make it harder to justify or expand public workforce investment and reduce confidence from employers and policymakers.	1/ EnGen delivers measurable workforce outcomes at scale through flexible, on-demand learning that improves job readiness, retention, and wage progression.	Survey of 6,000+ EnGen learners shows impact across various workforce indicators. (Update with 2026 link/numbers)
2/ Workforce systems operate across disconnected silos (training providers, employers, and support services).	2/ Fragmentation leads to duplication, inefficiency, and missed alignment with labor market demand. Participants move through disconnected pathways.	2/ EnGen can unify fragmented workforce ecosystems through a shared, scalable learning layer that connects training providers, employers, and support services.	CASE STUDY : How EnGen unified DOL + DOE systems in Maine to boost healthcare talent pipelines.
3/ Training often lacks a clear pathway from participation into sustained employment.	3/ Without clear job pathways, participants disengage and employers lack confidence in workforce readiness.	3/ EnGen provides clear, structured pathways from foundational to career skills with content tied to real job and industry needs.	CASE STUDY : How EnGen unified DOL + DOE systems in Maine to boost healthcare talent pipelines. (84% of participants found employment.)
4/ Funding is increasingly tied to measurable outcomes, not just service delivery.	4/ Siloed reporting systems make it difficult to demonstrate impact beyond participation metrics, increasing scrutiny from funders.	4/ EnGen enables outcome-driven reporting with built-in analytics on engagement, skill gains, confidence, and workforce readiness indicators.	TBD/highlight admin portal
5/ Programs must serve diverse populations with varying skills, barriers, and goals.	5/ One-size-fits-all programs reduce engagement and limit effectiveness across diverse populations and local labor markets.	5/ EnGen supports diverse learner populations with highly personalized, adaptive, and multilingual learning pathways that meet individuals where they are.	EnGen learners represent dozens of countries and speak more than four dozen languages other than English. 94% improved confidence using English 93% saved time at work 92% improved their job skills Add Cell-Ed impact stats
6/ Programs face shrinking budgets and rising demand for measurable workforce outcomes.	6/ Workforce leaders are expected to deliver stronger employment and wage results with fewer resources.	6/ EnGen provides a scalable, outcomes-driven learning solution that improves employment and wage outcomes with measurable ROI.	Every \$1 invested in EnGen delivers a \$6 return to local economies.

Persona 2: Immigrant Integration & Economic Inclusion

Job Titles

- Director, Office of New Americans
- Director of Immigrant Integration
- Director of Immigrant Affairs
- Refugee Services Director
- Director of Community Services
- Economic Mobility Director
- Family Self-Sufficiency Program Manager
- Director of Digital Equity

Goals	Motivation
<ul style="list-style-type: none"> • Increase English proficiency and communication skills among immigrant and refugee populations • Improve employment access, retention, and wage growth for newcomer communities • Support economic self-sufficiency and reduced reliance on public assistance programs • Expand access to workforce, education, and digital skills programs for multilingual populations • Improve social and economic integration outcomes across communities and regions • Demonstrate equitable access and outcomes across immigrant and underserved populations • Scale culturally and linguistically accessible services across diverse communities 	<ul style="list-style-type: none"> • Commitment to improving economic mobility and long-term stability for immigrant and refugee families • Pressure to demonstrate successful integration outcomes to policymakers and the public • Strong equity-driven mission to reduce systemic barriers to employment and opportunity • Need to address workforce gaps by better activating immigrant and multilingual talent pools • Frustration with fragmented services that fail to connect language learning, skills, and employment pathways • Desire to modernize integration programs with scalable, accessible, and flexible digital solutions • Responsibility to support social cohesion and successful community integration

Problem	Agitation	Solution	Proof Points
1/ Immigrant, refugee, and underserved populations face multiple barriers to economic	1/ Limited English skills, digital gaps, and navigation challenges combine to restrict	1/ EnGen provides on-demand, accessible English learning integrated	Survey of 6,000+ EnGen learners shows impact across various workforce

<p>participation.</p>	<p>access to stable employment and economic mobility.</p> <p>Just 2% of adult English learners can access instruction in the current workforce system.</p> <p>While 92% of jobs require digital skills, a full 1 in 3 workers—including 2 out of 3 adult English learners—lack these essential abilities.</p>	<p>with digital and foundational skills to support real-world communication and employment readiness.</p>	<p>indicators. (Update with 2026 link/numbers)</p>
<p>2/ Workforce, education, and social services are often disconnected, making them hard to access and navigate.</p>	<p>2/ Users to move across disconnected programs without clear guidance, increasing drop-off.</p>	<p>2/ EnGen unifies fragmented learning and support pathways through a single, flexible platform that connects English, foundational skills, and workforce readiness.</p>	<p>CASE STUDY: How EnGen unified DOL + DOE systems in Maine to boost healthcare talent pipelines.</p>
<p>3/ Even when English or foundational skills improve, there is often no clear pathway to jobs, credentials, or mobility.</p>	<p>3/ Participants may gain skills but still fail to achieve meaningful economic advancement.</p>	<p>3/ EnGen creates clear pathways from learning to employment by aligning English and foundational skills with real-world industry requirements.</p>	<p>94% of EnGen improved confidence using English 92% improved their job skills 90% improved their digital skills 79% achieved a career goal like a pay raise or promotion</p> <p>Update with 2026 link/numbers Add Cell-Ed impact stats</p>
<p>4/ Traditional programs struggle to scale across diverse populations, including immigrants, refugees, and low-income communities, often compounded by digital access and connectivity gaps.</p>	<p>4/ Capacity limits, rigid models, and digital divides limit ability to serve diverse populations at scale, especially working adults and new arrivals.</p>	<p>4/ EnGen enables radically accessible, mobile-first, scalable delivery across diverse populations – no wifi or data plan needed.</p>	<p>3 in 4 learners prefer EnGen’s online, on-demand approach over traditional classroom-based learning</p> <p>Add Cell-Ed stats on access</p>
<p>5/ Rigid delivery models fail to meet varied needs, including language level, work schedules, and transportation/access constraints.</p>	<p>5/ Lack of flexible, personalized support slows engagement and progress toward self-sufficiency and integration goals.</p>	<p>5/ EnGen delivers personalized learning experiences that adapt to language level, background, and access needs.</p>	<p>3 in 4 learners prefer EnGen’s online, on-demand approach over traditional classroom-based learning</p> <p>Add Cell-Ed stats on access</p>

6/ Immigrant-serving/inclusion programs face unstable and fragmented funding.	6/ Leaders must sustain long-term support for high-need populations amid short-term, uncertain funding.	6/ EnGen provides a scalable, multilingual, outcomes-driven learning solution that improves employment and wage outcomes with measurable ROI.	6/ Every \$1 invested in EnGen delivers a \$6 return to local economies.
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Key Differentiators

1. Scalable human-centered learning that drives workforce outcomes

EnGen combines adaptive learning with human coaching and multilingual support to improve completion and job readiness at scale across diverse populations—helping workforce agencies increase participation, retention, and employment outcomes without increasing administrative burden or per-learner cost.

2. Radically accessible training that removes participation barriers

The platform is mobile-first and designed to work without reliable Wi-Fi or data plans, ensuring consistent access for frontline, rural, low-income, and immigrant populations—expanding equitable participation regardless of shift schedules, transportation, or connectivity constraints.

3. Job-relevant learning that translates directly into workforce outcomes

Training is built around real workplace scenarios such as safety, customer interaction, and operational communication, enabling workforce and immigrant integration programs to accelerate the transition from skill development to employment, retention, and wage progression.

4. Evidence-based design grounded in science

EnGen is built on decades of research in adult language acquisition, providing workforce and public sector leaders with a research-backed, audit-ready foundation for programs that must demonstrate effectiveness and withstand funding accountability requirements.

5. Continuous product improvement driven by frontline learner feedback

The platform is continuously improved using large-scale learner feedback and usage data, enabling workforce agencies and public programs to keep services responsive to evolving labor market needs, participant barriers, and performance expectations without redesigning programs from scratch.

Social Services Segment

Social Services Segment

Key Terms

- **Case Management:** The process of helping individuals navigate services, resources, and supports across employment, education, housing, healthcare, benefits, and other systems to improve stability and outcomes.
- **Community-Based Organization (CBO):** A nonprofit or local organization that provides services and support directly within communities, often focused on underserved or historically marginalized populations.
- **Digital Inclusion:** Efforts to ensure individuals and communities have affordable access to devices, internet connectivity, digital skills training, and technology support needed to participate fully in modern life.
- **Economic Mobility:** The ability of individuals and families to improve income, employment stability, and long-term financial well-being through education, workforce participation, and supportive services.
- **Foundational Skills:** Core competencies such as literacy, digital skills, English proficiency, and communication skills that support workforce participation, education, and daily life navigation.
- **Integrated Service Delivery:** A coordinated approach in which multiple organizations or service systems work together to address interconnected client needs such as employment, education, language learning, housing, and benefits access.
- **Language Access:** Policies, services, and tools (sometimes federally mandated) that ensure individuals with limited English skills can meaningfully access programs, information, and services. (NOTE: This usually includes translation and interpretation services; English upskilling can be positioned as an important complement to these programs)
- **Refugee & Immigrant Integration:** Programs and services that support newcomers' successful participation in community life through language learning, employment support, digital skills, education, and civic engagement.
- **Self-Sufficiency:** Programs and strategies designed to help individuals and families reduce reliance on public assistance by increasing income, employment, education, and long-term stability.
- **TANF/SNAP Employment Programs:** Public benefit-related workforce programs that help recipients of Temporary Assistance for Needy Families (TANF) and Supplemental Nutrition Assistance Program (SNAP) benefits build skills, prepare for employment, and improve self-sufficiency.
- **Trusted Community Access Points:** Community-based institutions such as libraries, nonprofits, and resource centers that serve as welcoming entry points for education, digital access, workforce services, and social support.
- **Workforce Readiness:** The combination of foundational, digital, communication, and employability skills needed to successfully enter, retain, and advance in employment.

Terms Not To Use

- **At-risk populations:** Can feel stigmatizing or deficit-focused. Prefer “underserved communities,” “historically excluded populations,” “individuals facing systemic barriers,” or “communities with limited access to opportunity.”
- **Clients:** In some community and adult learning contexts, this can feel transactional or service-dependent. When appropriate, prefer “learners,” “participants,” “community members,” or “residents.”
- **Digital natives / digitally illiterate:** Oversimplifies learner experiences and can feel dismissive. Prefer “individuals building digital skills” or “learners with limited digital access or experience.”
- **ELL (English Language Learner):** Primarily associated with K–12 systems and less commonly used in adult-serving community organizations. Prefer “adult English learner,” “multilingual learner,” or “English learner.”
- **ESL (English as a Second Language):** Still widely recognized, but can feel outdated or classroom-centric in workforce and community settings. Prefer “English language learning,” “career-focused English,” or “workforce-aligned English instruction” when describing EnGen.
- **Hard-to-serve:** Can imply blame or deficiency. Prefer “historically underserved,” “under-resourced,” or “populations facing participation barriers.”
- **LEP (Limited English Proficient):** Deficit-based terminology often avoided in immigrant integration and community services contexts. Prefer “multilingual individuals,” “adult English learners,” or “individuals with limited access to English-language services.”
- **Low-skill / low-skilled:** Deficit-framing that can diminish learner strengths and experience. Prefer “developing foundational skills,” “building workforce skills,” or specify the relevant skill area directly.
- **Noncompliant:** Can feel punitive or dehumanizing in social services environments. Prefer “disengaged,” “facing participation barriers,” or “experiencing inconsistent participation.”
- **Vulnerable populations:** Often viewed as overly broad or paternalistic. Prefer “underserved communities,” “communities facing systemic barriers,” or more specific population descriptions where possible.

Persona 1: Economic Mobility & Workforce Access

Organization Types

- TANF/SNAP employment programs
- Workforce-adjacent nonprofits
- Housing and family support organizations

- Reentry and justice-impacted service providers
- Community action agencies

Job Titles

- Director of Workforce or Employment Programs
- Director of Economic Mobility or Family Self-Sufficiency
- Workforce & Education Program Manager
- Community Programs or Adult Learning Director
- Workforce Partnerships or Digital Inclusion Manager

Goals	Motivations
<ul style="list-style-type: none"> • Improve employment, retention, and self-sufficiency outcomes • Expand access to foundational skills, digital literacy, and job readiness training • Increase participation among underserved and hard-to-reach populations • Scale services despite limited staff capacity and funding • Demonstrate measurable outcomes to funders and stakeholders 	<ul style="list-style-type: none"> • Pressure to deliver stronger workforce and economic mobility outcomes • Commitment to helping clients achieve long-term stability and independence • Need for scalable, low-burden solutions that extend staff capacity • Frustration with fragmented systems and disconnected services • Demand from funders and partners for measurable impact

Problem	Agitation	Solution	Proof Points
1/ Clients face significant barriers to employment, digital access, and skill attainment.	1/ Participants struggle to persist and achieve stability, limiting long-term program impact.	1/ EnGen provides hyper-accessible, flexible, learning that supports job readiness, digital skills, and career pathways.	1/ 94% of EnGen learners feel more confident using English; 90% improved their digital skills; 92% improved their job skills. Add Cell-Ed impact data here.
2/ Services are fragmented across workforce, education, and social support systems.	2/ Clients are referred between disconnected programs and often fall through the cracks.	2/ EnGen can foster coordinated service delivery and learner continuity between programs and agencies.	Cell-Ed – Ventura County case study

3/ Staff capacity is stretched thin as demand for services grows.	3/ Teams are expected to serve more participants with limited funding and staffing.	3/ EnGen is scalable for any size program, integrates seamlessly with existing curricula without increasing operational burden.	Cell-Ed – Ventura County case study
4/ Traditional classroom-based models do not work for many adult learners.	4/ Attendance and engagement suffer due to work schedules, transportation, childcare, and life demands.	4/ EnGen is available to learners anytime, anywhere – no wifi or data plan required.	4/ 3 in 4 learners say that EnGen’s online, on-demand approach has helped them more than traditional classroom-based learning.
5/ Funders increasingly expect measurable outcomes and ROI.	5/ Programs face pressure to prove impact beyond enrollment and participation metrics.	5/ EnGen offers real-time reporting and analytics that demonstrate learner progress and workforce impact.	TBD/highlight admin portal

Persona 2: Immigrant, Refugee & Language Access Services

Organization Types

- Immigrant- and refugee-serving nonprofits
- Community-based organizations (CBOs)
- Refugee resettlement agencies
- Ethnic community centers
- Family literacy organizations

Job Titles

- Director of Immigrant Integration or New American Programs
- Refugee Services or Community Integration Director
- ESL or Adult Education Program Director
- Language Access or Multilingual Services Manager
- Economic Inclusion or Family Literacy Director

Goals	Motivations
<ul style="list-style-type: none"> ● Improve English proficiency, workforce readiness, and digital skills ● Increase workforce participation and economic inclusion for immigrant communities ● Expand access to culturally responsive and flexible learning opportunities ● Support career advancement and long-term economic mobility for newcomers ● Improve learner engagement and persistence across diverse populations 	<ul style="list-style-type: none"> ● Commitment to equity, inclusion, and opportunity for immigrant communities ● Desire to reduce language and digital barriers to workforce participation ● Need for flexible programs that work outside traditional classroom settings ● Pressure to demonstrate meaningful outcomes to funders and partners ● Concern about learners falling through gaps between systems and services

Problem	Agitation	Solution	Proof Points
1/ Many learners face overlapping language, digital, and employment barriers.	1/ Limited English proficiency and digital confidence restrict workforce participation and economic mobility.	1/ EnGen offers integrated English, literacy, digital skills, and workforce readiness solutions	1/ 94% of EnGen learners feel more confident using English; 90% improved their digital skills; 92% improved their job skills. Add Cell-Ed impact data here.
2/ Traditional ESL programs are often inflexible or disconnected from career outcomes.	2/ Learners disengage when instruction feels inaccessible or disconnected from their lives and livelihoods.	2/ EnGen offers career-focused, flexible learning, specifically tailored to working adults' real-world goals.	2/ 3 in 4 learners say that EnGen's online, on-demand approach has helped them more than traditional classroom-based learning.
3/ Programs must serve highly diverse populations with varying literacy, education, and technology levels.	3/ One-size-fits-all approaches reduce engagement and effectiveness.	3/ EnGen's instruction is personalized for learners' level, backgrounds, and interests.	Cell-Ed – Ventura County case study
4/ Community organizations often operate with limited	4/ Staff spend significant time patching together	4/ EnGen's solution works independently or integrates	Cell-Ed – Ventura County case study

instructional capacity.	resources and supporting learners in time-intensive ways.	seamlessly into existing programs. It's an easy-to-implement solution that reduces administrative and instructional burden.	
5/ Funders and partners expect measurable integration and economic outcomes.	5/ Organizations struggle to demonstrate impact beyond participation counts.	5/ EnGen offers clear reporting on learner engagement, skill gains, and workforce-related outcomes.	TBD/highlight admin portal

Persona 3: Community Learning & Digital Inclusion

Organization Types

- Public libraries
- Digital equity coalitions
- Community technology centers
- Municipal community resource centers

Job Titles

- Library Director or Adult Services Manager
- Director of Digital Inclusion or Community Technology
- Adult Learning or Lifelong Learning Manager
- Community Engagement or Community Education Director
- Digital Navigator Program Manager

Goals	Motivations
<ul style="list-style-type: none"> • Expand equitable access to digital skills and online learning • Increase participation in community-based adult learning opportunities • Support residents disconnected from traditional education and workforce systems • Provide flexible, low-barrier learning options for diverse learners 	<ul style="list-style-type: none"> • Commitment to closing digital access and opportunity gaps • Recognition that digital skills are essential for economic participation • Need to serve growing community demand with limited staffing and resources • Interest in scalable solutions that support large and diverse populations

<ul style="list-style-type: none"> Strengthen the organization’s role as a trusted community learning hub 	<ul style="list-style-type: none"> Desire to provide welcoming, accessible entry points for adult learners
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Problem	Agitation	Solution	Proof Points
1/ Many community members lack basic digital skills and confidence.	1/ Residents are excluded from employment, education, and essential online services.	1/ EnGen offers hyper-accessible digital skills and foundational learning programs – no wifi or data plan required.	1/ 90% improved their digital skills; add Cell-Ed impact data here.
2/ Libraries and community organizations are expected to fill growing learning and technology gaps.	2/ Staff are asked to support complex learner needs without sufficient resources or expertise.	2/ EnGen offers scalable solutions that enable staff-supported, low-barrier learning.	Cell-Ed – Ventura County case study
3/ Traditional education and workforce systems fail to reach many adult learners.	3/ Community members need trusted, informal entry points into learning and skill-building.	3/ EnGen offers, self-paced learning that can be delivered through community-based settings.	Cell-Ed – Ventura County case study
4/ Learners have inconsistent access to devices, internet, and structured instruction.	4/ Participation and persistence suffer when programs require rigid schedules or high-tech environments.	4/ EnGen is available on-demand, anytime, anywhere – delivered on mobile devices or regular phones.	Cell-Ed – Ventura County case study
5/ Community organizations must demonstrate impact to sustain funding and partnerships.	5/ It is difficult to quantify community learning outcomes and long-term value.	5/ EnGen’s real-time reporting tools demonstrate reach, participation, and skill development.	TBD/highlight admin portal

Key Differentiators

1. Flexible learning that fits real adult lives

EnGen supports adults balancing work, caregiving, transportation challenges, and unpredictable schedules with mobile-first, self-paced learning accessible anytime and anywhere.

2. Designed for community-based and workforce-connected service models

Unlike platforms built only for classrooms, EnGen supports learning across libraries, nonprofits, workforce programs, case management settings, and community organizations.

3. Integrated English, digital, and workforce skill development

EnGen helps learners build the practical communication, digital, and employability skills needed to participate more fully in work, education, and community life.

4. Scalable support for organizations with limited staff capacity

Adaptive technology, structured learning pathways, and onboarding support help organizations serve more learners effectively without dramatically increasing staff workload.

5. Radical accessibility for hard-to-reach and underserved populations

EnGen meets learners where they are — with mobile-first access, offline functionality, and even phone-based learning that works on basic devices and landlines without Wi-Fi or data plans. This radically expands access for adult learners facing technology, transportation, connectivity, language, or scheduling barriers.

6. Career-focused learning with immediate real-world application

Lessons are grounded in workplace and everyday scenarios, helping learners quickly apply new skills in employment, community, and daily life contexts.

7. Built specifically for adult learners

EnGen's instructional approach is grounded in adult learning science and decades of research in second-language acquisition, engagement, and persistence for adult learners.

8. Supports measurable outcomes and funder priorities

Organizations can track learner engagement, progress, and skill development to help demonstrate impact to funders, government partners, and stakeholders.

9. Proven across workforce, adult education, and community settings nationwide

EnGen and Cell-Ed are already supporting adult learners through workforce agencies, libraries, nonprofits, adult education programs, and community organizations across the country.

10. A trusted partner in workforce-connected adult learning

As an early leader in pathways-based adult learning, EnGen brings deep experience connecting English learning, digital skills, and economic mobility outcomes for underserved adults.

Educational Benefits Providers (CPs)

Education Benefits Providers (Channel Partners) Segment

Key Terms

- **Adoption/Utilization:** Measures of how actively employees enroll in, access, and participate in employer-sponsored education and workforce benefits programs.
- **Benefits Engagement:** Strategies and activities designed to increase employee awareness, participation, and ongoing use of employer-sponsored benefits and learning programs.
- **Career Mobility:** The ability for employees to move into new roles, promotions, or expanded responsibilities within an organization through skill development and advancement pathways.
- **Education Benefits:** Employer-sponsored learning opportunities such as tuition assistance, workforce training, English learning, credential programs, coaching, and career development resources.
- **Employee Experience:** The overall experience employees have with workplace systems, benefits, growth opportunities, communication, and organizational support throughout their employment journey.
- **Frontline Workforce:** Employees working in operational, customer-facing, “back of house,” shift-based, or deskless roles who often face greater barriers to accessing traditional education and training programs.
- **Internal Mobility:** The movement of employees into new positions or advancement opportunities within the same organization, often supported through upskilling and workforce development initiatives.
- **Learning Pathways:** Structured sequences of education, training, and skill-building experiences that help employees progress toward workforce readiness, advancement, or career goals.
- **ROI (Return on Investment):** A measure of the business value generated by workforce and education programs relative to cost, often tied to outcomes such as retention, promotion, engagement, productivity, and workforce stability.
- **Skills-Based Workforce Development:** An approach focused on building practical, job-relevant skills that improve employee performance, advancement potential, and workforce participation.
- **Talent Pipeline:** A pool of current or prospective workers being developed to fill future workforce needs, particularly in high-demand or difficult-to-fill roles.
- **Workforce Accessibility:** The degree to which workforce learning and benefits programs are accessible across language, technology, schedule, literacy, and connectivity barriers.

- **Workforce Readiness:** The foundational communication, digital, and employability skills employees need to succeed, advance, and participate fully in workplace training and career pathways.
- **Workforce Solutions Partner:** A vendor or strategic partner that helps employers address workforce challenges such as retention, recruitment, advancement, training, and employee engagement through integrated programs and services.

Terms Not to Use

- **At-risk populations:** Vague and can feel stigmatizing in employer contexts. Prefer “underserved workforce populations,” “employees facing participation barriers,” or “frontline and multilingual workers.”
- **Clients** (when referring to employees/learners in employer context): Can feel transactional in benefits and HR conversations. Prefer “employees,” “learners,” “participants,” or “workforce populations,” depending on context.
- **DEI (Diversity, Equity, Inclusion):** Increasingly politicized in employer-facing conversations. Prefer framing around “expanding access to opportunity,” “removing workforce participation barriers,” or “enabling equitable access to training and advancement.”
- **ELL (English Language Learner):** Common in K–12 contexts and less aligned with workforce or benefits ecosystems. Prefer “adult English learner,” “multilingual workforce,” or “English learning participant.”
- **ESL (English as a Second Language):** Can feel outdated and disconnected from workforce outcomes. Prefer “career-aligned English instruction,” “English learning,” or “English upskilling.”
- **LEP (Limited English Proficient):** Deficit-based labeling that emphasizes limitation rather than growth. Prefer “adult English learner,” “multilingual employee,” or “workers building English communication skills.”
- **Low-skilled / Low-skill:** Can be perceived as stigmatizing and reductive. Prefer “developing skills,” “building workforce skills,” or naming specific competencies (e.g., “foundational communication skills,” “digital skills development”).
- **Noncompliant** (in workforce/learning contexts): Can feel punitive and misaligned with employee experience framing. Prefer “low participation,” “limited engagement,” or “facing access barriers.”
- **Skills Deficit:** Deficit-based framing that can feel stigmatizing and does not reflect growth potential. Prefer “foundational skill building,” “skills development,” or specific skill areas (e.g., communication, digital literacy, workforce readiness).

Persona 1: Educational Benefits Provider Segment

Core Focus

Using education and workforce solutions to help employers solve retention, advancement, workforce participation, and talent pipeline challenges.

Job Titles

- VP of Workforce Solutions
- Strategic Account Executive
- Enterprise Benefits Consultant
- Workforce Partnerships Director
- Employer Solutions Consultant

Organization Types

- Educational benefits providers
- Tuition assistance platforms
- Workforce upskilling vendors
- Employee experience platforms
- Employer learning marketplaces

Goals	Motivations
<ul style="list-style-type: none"> • Differentiate their platform in a crowded benefits market • Help employers improve retention and workforce outcomes • Expand deal size and strategic account value • Increase utilization and measurable impact of education benefits • Position themselves as strategic workforce partners rather than vendors 	<ul style="list-style-type: none"> • Pressure to demonstrate ROI and business value to employer clients • Need for solutions that resonate with frontline and hourly workforces • Desire to offer benefits that drive measurable engagement and retention • Competition from other benefits and learning platforms • Need for scalable solutions with clear employer outcomes and proof points

Problem	Agitation	Solution	Proof Points
1A/ Educational benefits are underutilized by	1A/ Employers question ROI when participation is limited	1/ EnGen delivers radically accessible, mobile-first learning	Learner/Admin LPs & toolkits

<p>frontline and hourly workers.</p> <p>1B/Traditional education benefits often fail to meet the realities of frontline workers.</p>	<p>to salaried employees and frontline/deskless/back of house populations remain disengaged.</p> <p>1B/ Programs built around traditional higher education models struggle with participation, persistence, and accessibility barriers.</p>	<p>designed specifically for frontline, multilingual, and distributed workforces.</p> <p>EnGen partners with employers on tailored outreach and enrollment strategies, including multilingual communications, flyers, and engagement toolkits that improve awareness and participation.</p>	
<p>2/ Many frontline and multilingual employees are unable to fully access existing education benefits and advancement programs.</p>	<p>2/ Employers invest in tuition, credentialing, and career mobility programs that remain underutilized by the populations they most want to reach.</p>	<p>2/ EnGen serves as a workforce learning on-ramp that helps employees build the English, digital, and foundational skills needed to successfully participate in broader education and career development programs.</p>	<p>2/ XX% of EnGen learners enroll in other career training/credential programs</p>
<p>3/ Benefits platforms struggle to differentiate in a crowded market.</p>	<p>3/ Solutions become commoditized, sales cycles stall, and employers see education benefits as interchangeable.</p>	<p>3/ EnGen helps partners offer a workforce-connected solution tied directly to retention, advancement, communication, and workforce outcomes.</p>	<p>3/ For every \$1 invested in EnGen, employers save \$2 in reduced turnover alone.</p>
<p>4/ Employers expect measurable business impact from workforce and education investments.</p>	<p>4/ Buyers increasingly demand proof tied to retention, internal mobility, engagement, and workforce stability outcomes.</p>	<p>4/ EnGen connects learning to workforce outcomes through job-relevant instruction, measurable engagement, and workforce-aligned pathways.</p>	<p>4/ 94% of EnGen learners feel more comfortable speaking English at work; 93% save time at work; 92% improved their job skills; 84% will remain with their employer because English is offered as</p>

			a benefit. TBD/highlight admin portal
5/ Employers struggle to develop multilingual and frontline talent pipelines internally.	5/ Communication barriers and lack of foundational skills limit advancement opportunities and workforce mobility.	5/ EnGen combines career-aligned English, digital, and workplace communication skills to support advancement and internal mobility.	5/ 79% of EnGen learners reach a career goal like a pay raise or promotion.

Persona 2: Client Success & Workforce Adoption Leader

Core Focus

Driving adoption, engagement, implementation success, and measurable workforce outcomes after the sale.

Job Titles

- Client Success Director
- Workforce Engagement Manager
- Employer Implementation Manager
- Learning Program Success Manager
- Customer Outcomes Director

Organization Types

- Same as above

Goals	Motivations
<ul style="list-style-type: none"> • Increase employee participation and program completion • Improve employer satisfaction and renewal rates • Ensure programs are accessible to frontline and multilingual workers • Reduce implementation friction for HR and operations teams 	<ul style="list-style-type: none"> • Pressure to improve adoption and utilization metrics • Frustration with low engagement in traditional education benefits • Need for programs that work across distributed, frontline workforces • Desire to deliver visible employee success stories and outcomes

<ul style="list-style-type: none"> • Demonstrate measurable workforce impact to employer clients 	<ul style="list-style-type: none"> • Accountability for renewals, expansion, and client retention
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Problem	Agitation	Solution	Proof Point
1A/ Employee education benefits often experience low participation and completion rates.	1A/ Employers become frustrated with low utilization, weak engagement, and limited visible workforce impact.	<p>1/ EnGen delivers accessible, mobile-first learning designed specifically for frontline and multilingual workers, improving participation and persistence.</p> <p>EnGen also provides tailored outreach, enrollment support, and multilingual engagement materials that help employers drive awareness and adoption across diverse workforce populations.</p>	Learner/Admin LPs & toolkits
2/ Frontline and distributed workers face significant barriers to accessing traditional learning programs.	2/ Shift schedules, language barriers, limited digital access, and inconsistent connectivity reduce adoption and program success.	2/ EnGen removes participation barriers through flexible, mobile-first, offline, and phone-based learning accessible anytime and anywhere.	2/ 3 in 4 learners say that EnGen's online, on-demand approach has helped them more than traditional classroom-based learning.
3/ Employees often lack the foundational skills and confidence needed to engage successfully in existing learning and education benefits.	3/ Employers see low utilization and uneven participation across workforce populations, especially among frontline and multilingual employees.	3/ EnGen acts as a bridge to broader education and workforce benefits by helping learners build the communication, digital, and learning readiness skills needed to persist and succeed in additional training programs.	3/ XX% of EnGen learners enroll in other career training/credential programs

4/ Employers expect seamless implementation and minimal operational burden.	4/ HR and operations teams disengage when programs are difficult to launch, manage, or support across locations. 3/	4/ EnGen provides structured onboarding, scalable learner support, and easy-to-implement delivery models that reduce administrative friction.	Learner/Admin LPs & toolkits
5/ Employers increasingly expect measurable workforce outcomes from education benefits.	5/ Client success teams face pressure to demonstrate value tied to retention, advancement, engagement, and workforce performance.	5/ EnGen provides workforce-aligned learning pathways and measurable engagement data that help demonstrate employer impact and ROI.	5/ 94% of EnGen learners feel more comfortable speaking English at work; 93% save time at work; 92% improved their job skills; 84% will remain with their employer because English is offered as a benefit. For every \$1 invested in EnGen, employers save \$2 in reduced turnover alone.

Key Differentiators

1. Scalable, human-centered learning that drives measurable workforce outcomes

EnGen combines adaptive learning technology with human coaching and multilingual support to ensure employees stay engaged, complete training, and apply skills on the job. This hybrid model improves participation and completion rates across diverse, distributed workforces—critical for benefits platforms measured on utilization and impact.

2. Radically accessible learning designed for frontline and multilingual employees

The platform is built specifically for frontline and distributed workers, with mobile-first access that works even without Wi-Fi or data plans. This ensures employees can participate regardless of shift schedules, job location, language barriers, or technology access—expanding reach across populations traditional benefits often miss.

3. Job-relevant learning that strengthens workforce performance and advancement

Instruction is grounded in real workplace scenarios, enabling employees to immediately apply English, communication, and workplace skills in contexts such as safety, customer interaction, operations, and career advancement. This strengthens both individual performance and employer-defined workforce outcomes.

4. Built-in employer activation: Outreach toolkits and enrollment support that drive adoption

EnGen partners with benefits providers and employers to increase utilization through ready-to-use activation resources, including multilingual outreach toolkits, employee-facing communications, and landing pages tailored for frontline and multilingual populations. These tools reduce friction in rollout and significantly improve awareness, enrollment, and sustained engagement.

5. Evidence-based design grounded in adult learning science and language acquisition research

EnGen's instructional model is based on more than 20 years of research in adult language acquisition and applied learning science. This ensures learning pathways reflect how adult learners build, retain, and apply new skills in real-world workforce environments.

6. Continuous product improvement driven by frontline workforce feedback

The platform is continuously refined based on feedback from thousands of adult learners each year. This ensures the product evolves in response to real workforce needs, improving usability, relevance, and outcomes across diverse employee populations.

Sonali Notes

Define Segment(s)

Organization Type

Titles, Job Roles

Funding Sources

What are their goals by persona/title

Personality Traits/Heart/drivers as PEOPLE

Problems (Challenges/Pain Points)

- Systems
- Completion rate
- Cannot measure and track

Agitation (Result of Not Solving Issue)

Solution

Social Proof/Results

Value Prop

- *We pioneered this - we have been doing this for 30 years*
- *We have real results - proven, tested/vetted*

Positioning in Market

- Competitors - their position

Key Takeaways

- We can get more people in your career pathways programs

Key Words/Terms

- **Talent Pipelines:** talent pipeline development, career pathways, transitions to IET/CTE/apprenticeships
- **Program Success & Completion:** IET/CTE/apprenticeship completion, persistence, learner progression

- **Credentials & Outcomes:** short-term credentials, industry-recognized credentials, career-aligned outcomes
 - **Workforce Readiness & Skills:** workforce readiness, AI literacy, workplace technology, foundational skills
 - **Accountability & Scalable Impact:** measurable skill gains (MSGs), outcomes tracking, workforce development models
 - **Accessibility & Reach:** scalable programs, reach hard-to-serve populations including English learners
-
- Forward-looking community colleges and adult education providers are optimizing their approach to better serve adult English learners, connecting them with skills, career pathways, and employment in high-demand sectors.
 - Demand for English courses drives [40%](#) of enrollments in the adult education system.
 - The adult education system plays a central role in upskilling the U.S. workforce, including the [1 in 10](#) working-age adults who are English learners.
 - Employers face persistent staffing gaps, despite low unemployment.
 - Even if every unemployed worker were to fill an open job within their respective industry, there would still be millions of unfilled job positions, highlighting the widespread labor shortage, per the [U.S. Chamber of Commerce](#) (as of April 2025).
 - Skills gaps hinder innovation and economic mobility.
 - [70%](#) of employers say there's a skills gap in their companies; [one third](#) report say that gap has limited innovation.
 - The U.S. workforce system currently serves the needs of just [2%](#) of adult English learners—the adult education/workforce development system must build capacity to do more.
 - EnGen can [seamlessly integrate](#) with your organization's current English curriculum, enhancing your students' learning experiences and boosting instructors' capacity to deliver differentiated, high-impact instruction.
 - Instructors can leverage tech to expand their capacity to support adult English learners with [models](#) like bootcamps, IETs, pre-apprenticeship programs, and cross-campus programs.
 - EnGen's English upskilling model creates on-ramps that ensure speakers of other languages can access degree programs, credentials, and other training at your institution.

- EnGen's approach is optimized for working adults, allowing them to make progress quickly. Some learners are able to accomplish their real-world goals after just [20 hours](#) on the platform.
- Adult education providers across the country—[like these examples](#)—are optimizing their English instruction with EnGen.
- EnGen's approach is proven to enhance your students' progress:
 - [94%](#) of learners improved their confidence in using English.
 - [92%](#) improved their career-aligned skills in addition to English skills.
 - [88%](#) improved their English proficiency.
 - [90%](#) said their digital literacy improved as a result of using EnGen.
 - [79%](#) achieved a career goal; [83%](#) achieved a social goal.
- Learn how EnGen can work for your organization:
 - CTA: [Invite to live demo](#)

Additional Resources:

- [2025 Workforce Report: Workforce Partners Brief](#)
- [Case Study: Bolster Apprenticeship Pipelines with English Upskilling](#)
- [EnGen Adult Education Landing Page](#)
- [Hechinger Report: Katie op-ed on higher ed English upskilling](#)
- [CAEL: Katie guest blog on opening training & learner pathways for English learners](#)
- [Open Campus: Learning English for the Workplace](#)
- [Ask Dr. Katie: How can community colleges \(and employers\) support multilingual learners?](#)
- [EnGen video](#) featuring partners & learners at Anoka-Hennepin Adult Basic Education
- EnGen Learner Blogs: [Jessica](#) (Eastern Gateway CC), [Kathya](#) (Austin CC), [Ana](#) (Miami Dade)
- [Blog: \(Ask Dr. Katie\) How can community colleges support multilingual workers and learners?](#)
- [Blog: Three ways that technology can address language barriers & digital skills gaps](#)

2025 Draft



COMMS & MESSAGING ALL-IN-ONE DOC

Updated June 2025

What's included here?

[PART 1: GENERAL MESSAGING](#)

[PART 2: EMPLOYER/CORPORATE MESSAGING](#)

[PART 3: SECTOR-SPECIFIC EMPLOYER/CORPORATE MESSAGING](#)

[PART 4: ADULT EDUCATION MESSAGING](#)

[PART 5: LOCAL GOVERNMENT/ECOSYSTEM MESSAGING](#)

[PART 6: BRAND ASSETS & GUIDE](#)

[PART 7: PRODUCT METRICS & FEATURES](#)

[PART 8: COMPETITORS/ALTERNATIVES](#)

PART 1: GENERAL MESSAGING

General Boilerplate

EnGen offers an at-scale, AI-powered approach to English instruction, designed to solve a systemic access issue: Adult English learners now represent 1 in 10 working-age adults in the U.S., yet the workforce system serves the needs of just 2% of these workers. A Certified B Corporation, EnGen is filling the gap by partnering with employers, adult educators, workforce development organizations, and state governments to connect job seekers and incumbent workers with English skills, career pathways, and employment in high-demand industries. EnGen's workforce-aligned approach addresses employers' recruitment and retention challenges and advances learners' economic mobility.

Sector-Specific Blurbs

Employers

U.S. employers face persistent staffing and skills gaps—and EnGen helps them address both. EnGen's online, on-demand, career-aligned English platform delivers workforce-aligned language instruction and upskilling simultaneously, boosting workers' productivity, confidence, career mobility, and retention. A full 84% of EnGen learners say they'll stay with their company because EnGen is offered as an employee benefit; 86% say they'll refer a friend to their company for the same reason.

Adult Education

Community colleges, universities, and adult education providers use EnGen to optimize

instruction for adult English learners and create real-world impact in local workforces. As demand for English courses now drives 40% of enrollments in the adult education system, EnGen expands institutions' capacity to offer high-impact learning opportunities, seamlessly integrating with existing curricula to connect workers with degree programs, certificates, and other career-focused credentials. Adult educators across the country leverage EnGen in models like bootcamps, IETs, and pre-apprenticeship programs.

Local Government

From Colorado to Michigan to Maine, a growing network of states are tapping EnGen to catalyze state-level workforce development programs, connecting English learners—who now represent 1 in 10 working-age adults across the U.S.—with skills, career pathways, and employment. EnGen's on-demand, career-aligned English instruction connects local employers with high-potential talent pools. Every \$1 invested in English upskilling generates a \$6 return for local economies.

Tagline

Power Potential.
Unlock Talent.
Upskill with English.

Mission

EnGen's mission is to connect workers, including English learners, with pathways to skills, credentials, and employment in high-demand industries.

About EnGen

(Blurb for RFPs, other outreach)

EnGen was founded in 2020, inspired by a moonshot mission to close a critical access gap: English proficiency is a foundational workforce skill for the 1 in 10 working-age adults in the U.S. who is an English learner. Yet the U.S. currently serves the needs of just 2% of this talent pool. The result is an access gap that limits economic mobility for individual workers, exacerbates staffing shortages for local employers, and stymies productivity and innovation for our economy.

EnGen's mission is to connect workers, including English learners, with pathways to skills, credentials, and employment in high-demand industries. EnGen's patented, award-winning English upskilling platform built based on decades of data and best practices from technology-mediated language instruction, adult education, and second language acquisition—and is optimized to serve the needs of working adults, including the estimated 13 million adult English learners currently in the U.S. workforce.

Since launch, EnGen has rapidly scaled to enroll nearly 130,000 learners via partnerships with local government agencies in states like Colorado, Maine, and Michigan; forward-looking employers like Amazon, Chobani, Whole Foods Market, and Walmart; and community colleges and adult education programs in states across the country.

Our results speak to the power of English upskilling to build future-ready workforces that drive business outcomes for employers: 94% of EnGen learners have improved their confidence in using English; 93% saved time at work; 92% improved their job skills; 90% have said their digital skills have improved; and 79% have achieved a real-world career goal like a pay raise or promotion as a result of EnGen.

EnGen earned status as a Certified Public Benefit Corporation in 2021; we are committed to continuing to grow our results-driven platform to reach the 96% of adult English learners who are currently unable to access English instruction in the U.S. Get full details on our work and impact at getengen.com

PART 2: EMPLOYER/CORPORATE MESSAGING

- Employers of all sizes and sectors are grappling with the same challenges: Staffing and skills gaps.
 - Staffing gaps hinder productivity.
 - Even if every unemployed worker were to fill an open job within their respective industry, there would still be millions of unfilled job positions, highlighting the widespread labor shortage, per the [U.S. Chamber of Commerce](#) (as of April 2025).
 - The labor gap is expected to grow to [6 million](#) workers by 2032, with sectors like healthcare, skilled trades, hospitality, and service industries hit the hardest by labor shortages.
 - Skills gaps limit innovation.
 - [70%](#) of employers report having a skills gap in their companies; [one third](#) say that gap has limited innovation.
- U.S. employers must connect with all available talent. Companies are committed to upskilling workers with in-demand skills, including English skills.
 - Employers in [healthcare](#), [manufacturing](#), [hospitality](#), [e-commerce](#), [technology](#) and more are investing in career-aligned English upskilling as a talent solution.

- EnGen offers a valuable resource for training new hires, ensuring they have the English skills to excel in their roles from day one.
 - English upskilling improves communication, safety, and collaboration.
 - [88%](#) of EnGen learners improved their English proficiency.
 - *Advance Retention & Talent Development:*
 - EnGen helps employees learn English and job skills simultaneously, enabling them to take on new roles and responsibilities.
 - [92%](#) of EnGen learners saved time at work
 - [92%](#) of EnGen learners improved their job skills
 - [79%](#) of EnGen learners achieved a career goal, like a pay raise or promotion.
 - *Promote Engagement:*
 - EnGen is a valuable tool to improve employee communication and connections at work, key to fostering engagement, collaboration, and safety.
 - [84%](#) of EnGen learners will likely stay with their company because EnGen is an employee benefit.
 - [86%](#) of EnGen learners will likely refer a friend to their company because EnGen is an employee benefit.
 - *On-Site, On-Demand:*
 - EnGen includes on-demand instruction, live online classes, and personalized coaching, based on the needs of employees and employers alike.
 - The platform integrates seamlessly into existing training and benefits programs.
 - EnGen’s approach is optimized for working adults, allowing them to make progress quickly. Some learners are able to accomplish their real-world goals after just [20 hours](#) on the platform.
- Learn how EnGen can work for your organization:
 - CTA: [Invite to live demo](#)

Additional Resources:

- [2025 Workforce Report: Employers Brief](#)
- [Axios: U.S. immigrants are likely to stay at jobs with English-language](#)

- [programs](#)
- [Working Nation: Report: Workers who are foreign born – and receiving English upskilling on the job – experience greater retention and career mobility](#)
- [Fast Company: Why many U.S. companies are teaching workers English](#)
- [HR Dive: Want to hire refugees? Get serious about inclusive communication](#)
- [HR Brew: Opinion: Are language programs missing from your talent retention toolkit?](#)
- [Blog: How English upskilling powers the workforce: Perspectives from U.S. employers + immigrant workers](#)
- [Blog: Community colleges champion diversity in their classrooms – here’s how employers can too.](#)
- [Blog: Is English upskilling in your company’s 2024 budget? It should be](#)
- [Blog: Top 3 Takeaways: New BLS data on foreign-born workers](#)

PART 3: SECTOR-SPECIFIC EMPLOYER/CORPORATE MESSAGING

Hospitality	Restaurants	Healthcare	Retail	Manufacturing	Construction
<p>English is considered an ‘international language,’ key to employability in the hotel and hospitality sector. Connecting adult English learners with English skills creates a multilingual workforce, key to communicating with guests in their preferred language and elevating guest experience.</p>	<p>The restaurant industry is expected to add more jobs over the next decade than the current workforce can fill; restaurant employers must tap new talent pools, including adult English learners.</p> <p>English upskilling helps restaurant workers build communication, safety, and productivity on the job. Employees deliver an elevated customer experience, move into new roles, and become brand ambassadors.</p>	<p>In the health sector, multilingual skills and cross-cultural competencies are linked to improved communication & patient health outcomes, critical assets when 74% of U.S. hospitals serve patients whose primary language is not English.</p>	<p>Workplace-based English upskilling models pioneered by global retailers like Amazon & Walmart, in partnership with EnGen, hold promise for employers to advance communication, safety, and retention at work.</p>	<p>English upskilling programs will help the sector address critical skills and staffing shortages, particularly when language skills are delivered as part of pre-apprenticeship programs. There are 400,000 manufacturing jobs currently unfilled in the U.S., with just one qualified candidate for every 20 open positions. And nearly one-quarter of the sector’s workforce is 55 or older, meaning that staffing shortages will only get worse.</p>	<p>The construction industry is facing a shortfall of 500,000 workers. 65% of home builders report either “some” or “serious” shortages of workers, including finding workers for foreman and leadership roles: 63% of construction CEOs said they have difficulty finding managers. Incumbent workers, including English learners, are primed for promotion into leadership roles if the sector invests in English upskilling.</p>

Additional Resources: EnGen Hospitality Landing Page Fast Company: Op-ed by Kimo Kippen, former CLO at Hilton. PPT: English upskilling for the hospitality industry	Additional Resources: EnGen Restaurants Landing Page Blog: One Solution: Upskilling Insights from the Restaurant Sector HR Dive: National Restaurant Association op-ed WTVR: Segment featuring Taziki's learner Fast Company: Op-ed featuring Taziki's PPT: English upskilling for the hospitality industry Employer Voices video featuring Eures/ESFM	Additional Resources: EnGen Healthcare Landing Page Blog: Tapping New Talent Pools in Healthcare: Five Takeaways for HR Leaders Case Study: A Blueprint for Building a Highly Skilled Health Workforce Case Study: Bolster Apprenticeship Pipelines with English Upskilling Training Industry: Atrium Health Case Study Blog: Addressing physician shortages starts with English upskilling Blog: Opening new pathways to address health worker shortages	Additional Resources: EnGen Retail & Ecommerce Landing Page Amazon Case Study HR Brew: Amazon English Upskilling Q&A Axios: Story on English upskilling featuring Walmart Fast Company: Op-ed featuring Amazon Amazon learner blogs: Juan , Olena , Tanzima , Michael , Sabrina , D , Zoharys , Guerda Employer Voices video featuring Amazon	Additional Resources: EnGen Manufacturing Landing Page Blog: The U.S. needs more apprenticeships. Here's why – and how – to start with adult English learners.	Additional Resources: Forbes: Employers Have A New Way To Attract And Retain Talent: Upskill With English (Featuring Rummel Construction)

PART 4: ADULT EDUCATION MESSAGING

- Forward-looking community colleges and adult education providers are optimizing their approach to better serve adult English learners, connecting them with skills, career pathways, and employment in high-demand sectors.
 - Demand for English courses drives [40%](#) of enrollments in the adult education system.

- The adult education system plays a central role in upskilling the U.S. workforce, including the [1 in 10](#) working-age adults who are English learners.
 - Employers face persistent staffing gaps, despite low unemployment.
 - Even if every unemployed worker were to fill an open job within their respective industry, there would still be millions of unfilled job positions, highlighting the widespread labor shortage, per the [U.S. Chamber of Commerce](#) (as of April 2025).
 - Skills gaps hinder innovation and economic mobility.
 - [70%](#) of employers say there's a skills gap in their companies; [one third](#) report say that gap has limited innovation.
 - The U.S. workforce system currently serves the needs of just [2%](#) of adult English learners—the adult education/workforce development system must build capacity to do more.

- EnGen can [seamlessly integrate](#) with your organization's current English curriculum, enhancing your students' learning experiences and boosting instructors' capacity to deliver differentiated, high-impact instruction.
 - Instructors can leverage tech to expand their capacity to support adult English learners with [models](#) like bootcamps, IETs, pre-apprenticeship programs, and cross-campus programs.
 - EnGen's English upskilling model creates on-ramps that ensure speakers of other languages can access degree programs, credentials, and other training at your institution.
 - EnGen's approach is optimized for working adults, allowing them to make progress quickly. Some learners are able to accomplish their real-world goals after just [20 hours](#) on the platform.
 - Adult education providers across the country—[like these examples](#)—are optimizing their English instruction with EnGen.

- EnGen's approach is proven to enhance your students' progress:
 - [94%](#) of learners improved their confidence in using English.
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 - [88%](#) improved their English proficiency.
 - [90%](#) said their digital literacy improved as a result of using EnGen.
 - [79%](#) achieved a career goal; [83%](#) achieved a social goal.

- Learn how EnGen can work for your organization:
 - CTA: [Invite to live demo](#)

Additional Resources:

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- [Case Study: Bolster Apprenticeship Pipelines with English Upskilling](#)
- [EnGen Adult Education Landing Page](#)
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- [Blog: \(Ask Dr. Katie\) How can community colleges support multilingual workers and learners?](#)
- [Blog: Three ways that technology can address language barriers & digital skills gaps](#)

PART 5: LOCAL GOVERNMENT/ECOSYSTEM MESSAGING

As conveners of key workforce partners—including employers, adult educators, community colleges, nonprofits, and other stakeholders—state governments (and local workforce boards) play a unique role in connecting local workforces with skills, career pathways, and employment in high-demand industries.

- As local employers report staffing and skills shortages, local governments play a central role in upskilling local workers, including the 1 in 10 working-age adults that are English learners.
 - Even if every unemployed worker were to fill an open job within their respective industry, there would still be millions of unfilled job positions, highlighting the widespread labor shortage, per the [U.S. Chamber of Commerce](#) (as of April 2025).
 - [70%](#) of employers say there's a skills gap in their companies; [one third](#) report say that gap has limited innovation.
 - State/local data on immigrant workforce available via [NAE](#) & [MPI](#).
- English skills are workforce skills, but often overlooked in workforce development efforts.
 - To build a future-ready workforce, we must connect workers with in-demand skills. Yet language skills are siloed from career readiness programs.

- The U.S. workforce system currently serves the needs of just [2%](#) of adult English learners.
- Government leaders can support the development of an ecosystem that connects local workers with high-demand workforce skills, including English skills.
 - Everyone has a role to play in this work, from employers to community colleges to other workforce partners.
 - Government leaders must invest in at-scale solutions that serve the needs of local employers, using best practices in English instruction to open pathways to apprenticeships, short-term credentials, industry-recognized certifications, and careers in high-demand fields.
 - English upskilling (EnGen) can play a foundational role in building a future-ready workforce.
 - English upskilling connects workers with language skills, industry-specific job skills, and high-demand digital literacy skills, offering a [6x ROI](#) for local economies.
 - [92%](#) improved their career-aligned skills in addition to English skills.
 - [88%](#) improved their English proficiency.
 - [90%](#) said their digital literacy improved as a result of using EnGen.
 - **NEW: Across 1,300 HR decision-makers across 17 countries.**
 - **81% say AI tools increase the need for English skills**
 - **6 in 10 say AI cannot make up for weak English proficiency in the workforce**
 - **92% say English is more important today than five years ago**
 - English upskilling programs support local employers' recruitment, retention, and engagement goals.
 - [84%](#) of EnGen learners will likely stay with their company because EnGen is an employee benefit.
 - [86%](#) achieved a career or social goal, like a new job offer or earning a career credential
 - English upskilling can be offered at scale to serve local employers and newcomer talent alike.
 - [2 in 3](#) learners said that EnGen's online, on-demand approach has helped them more than traditional classroom-based approaches

- EnGen’s approach is optimized for working adults, allowing them to make progress quickly. Some learners are able to accomplish their real-world goals after just [20 hours](#) on the platform.
- English upskilling supports civic engagement and social inclusion.
 - [3 in 4](#) learners agree that they could navigate life better, are more engaged in their community, and help their family more
- State governments can follow the lead of [Colorado](#) and [Michigan](#) in building state-level networks to advance this work.
 - CTA: [Invite to live demo](#)

Additional Resources

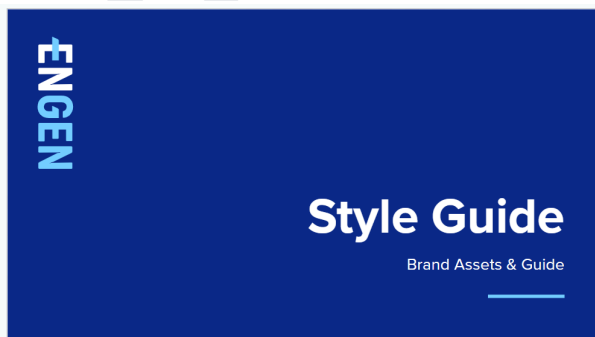
**State/local data on multilingual workforce available via [NAE](#) & [MPI](#).

- [2025 Workforce Report: Workforce Partners Brief](#)
- [Case Study: Bolster Apprenticeship Pipelines with English Upskilling](#)
- [Forbes: Three States Are Transforming Their Labor Markets With English Language Learning](#)
- [EnGen Sate Partnership Blog](#)
- [Michigan Workforce Summit Playbook & Takeaways](#)
- [Colorado Workforce Summit Playbook & Takeaways](#)
- [CO Biz Magazine: Katie Brown Q&A](#)
- [The Hill: States are doubling down in upskilling with English: Three examples:](#)
- [NAWB: Four Ways Workforce Boards Can Better Serve Immigrant and Refugee Jobseekers](#)
- [NAWB: Workforce Boards Can Address Unprecedented Labor Shortages by Unlocking Economic Opportunity for Immigrants and Refugees](#)

PART 6: BRAND ASSETS & GUIDE

Get information on EnGen logos, branding, colors, fonts, and keywords, plus sample flier layouts & photo gallery

This is a great resource to share with partners who want to create co-branded collateral.



→ Download the style guide [here](#).

PART 7: PRODUCT METRICS, FEATURES & SERVICES

EnGen is a comprehensive workforce development solution that includes:

- Enrollment Support: *EnGen enrollment advisors prepare learners at your organization for success.*
- On-Demand Digital Learning: *Learners get 24/7 access to workforce-aligned English instruction on their mobile device.*
- Live Group Classes & Workshops: *Certified instructors offer live online classes and workshops on real-world topics.*
- Personalized Coaching: *Multilingual coaches provide 1:1 support with goal setting, study habits, and tech troubleshooting.*
- Custom Content: *Real-world material from your organization can be used to build content for your learners.*

Organizational stats and impact:

- EnGen has enrolled 45,000 learners in 2024.
- EnGen has enrolled nearly 130,000 learners since its founding in 2020.
- We collaborate with nearly 400 employers, community colleges, and workforce partners across the country.
- Our fast-growing team reflects our mission: 67% of EnGen's staff are multilingual, newcomers, and/or the spouse/child of a newcomer.

Onboarding

Onboarding trains admins and teachers who will be using EnGen on how to best implement EnGen in order to set learners up for success. Onboarding takes place within the first 30 days of the program prior to learner enrollment so you can start off strong.

Onboarding includes:

- Live kickoff and training call to learn about organizational needs
- System configuration
- Asynchronous training on the EnGen platform
- Custom implementation plan

Active Management

EnGen is committed to providing exceptional customer service by offering responsive, personalized, and data-driven support to our partners. Clients with

Active Management are assigned a dedicated Customer Success Manager who ensures smooth implementation, ongoing training, and continuous engagement while collaborating closely with clients to understand their unique needs and help maximize learner engagement and outcomes. We offer timely, multi-channel support through email, live assistance, and the EnGen Resource Center (ERC) to ensure that partners and learners receive prompt responses to their inquiries. Additionally, we take a proactive approach by regularly analyzing data and feedback to enhance our platform and support services. Our team provides insights, best practices, and strategic recommendations to help organizations optimize learner success.

PART 8: COMPETITORS/ALTERNATIVES

Other Language Learning Apps

- People want language learning that's flexible and available anytime, anywhere. That's why they turn to self-study apps (like Duolingo and Rosetta Stone).
- But research shows that self-study apps don't produce results; they produce low levels of learner engagement (paying attention to instruction) and persistence (sticking with it), which translates to limited gains in proficiency and fluency.
- Working adults need real-world content that's relevant to their lives and livelihoods, along with human interventions to help them learn – and that's where EnGen's approach is different.
- We believe that learners shouldn't have to choose between flexibility and results. EnGen combines the flexibility of a mobile, AI-powered app with real-world instruction and human support.
- EnGen is a comprehensive workforce solution that includes:
 - On-demand digital learning
 - Live group classes & workshops
 - Personalized coaching
 - Custom content
- EnGen uses technology for what computers do best, so people can do what humans do best.
- Additional resources:
 - [Self-Study with Language Learning Software: 2024 Context and EnGen's Results](#)
 - [Ask Dr. Katie: Can an app really teach me a language?](#)

Translation

- With growing staffing and skills gaps, employers are focused on untapped talent, including adult English learners. But they're not sure where to start.
- Many begin with translation and interpretation programs. Translation is an

important tool to promote basic language access in the workplace, but it is not a comprehensive workforce development solution.

- English upskilling is a critical complement to translation programs. By connecting workers with English skills and job skills, English upskilling helps workers succeed in their roles and grow within your company.
- English upskilling is a foundational part of an organizational culture that connects workers with in-demand skills and career pathways, promoting employee engagement and retention and improving customer service and bottom lines.
- EnGen can support your organization with workshops and consulting services that can help you:
 - Launch high-impact English upskilling programs
 - Expand language learning opportunities across teams
 - Create organization-wide cultures that champion multilingualism
- Additional resources:
 - [Where To Start: Building a Workplace English Program](#)
 - [EnGen Workshops and Consulting Services \(Internal Messaging\)](#)

INTERVIEW