

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
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- 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](#)

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

	Motivation
<p>former outcomes across English, literacy, and workforce readiness skills</p> <p>enrollment, retention, and completion of learning programs</p> <p>measurable skill gains (MSGs) across various pathways</p> <p>seamless pathways into jobs, credentials, and further education</p>	<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.
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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

	Motivation
<p>across English, foundational, skills</p> <p>ment, persistence, and</p> <p>cross highly varied skill levels</p> <p>world communication, jobs,</p>	<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	2/ Learners lose motivation	2/ EnGen’s content is aligned	2/ (IMPACT REPORT) 75% of learners

consistently engaged and attending is challenging.	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.	with learners' real-world goals – and flexible, accessible delivery helps learners engage anytime, anywhere.	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

Key Differentiators

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

1. Human-centered learning that supports instructor impact at scale

EnGen uses adaptive technology to personalize and contextualize instruction by learner level and goals, reducing instructor burden in mixed-level classes. EnGen coaches and onboarding specialists provide multilingual guidance, goal-setting, and encouragement to sustain learner engagement and persistence.

2. Radical accessibility that removes barriers to participation

Designed for adult learners balancing work, family, and education, the mobile-first platform works without Wi-Fi or a data plan. This ensures learners can continue their studies in any environment—whether at home, on breaks, or in transit—reducing dropout caused by access limitations.

3. Real-world, job-relevant instruction that increases learner engagement

Instruction is grounded in authentic, real-world contexts that reflect the language learners need in daily life and workplace settings. This helps learners immediately apply new skills, increasing relevance, motivation, and long-term retention.

4. Research-driven instructional design aligned to adult learning science

EnGen is grounded in more than 20 years of research in second-language acquisition and adult learning theory. The instructional approach reflects how adult learners best acquire, retain, and apply new language skills over time.

5. Learner-informed continuous improvement that reflects real classroom needs

The platform evolves based on direct feedback from thousands of adult learners annually, ensuring that content, usability, and learning pathways reflect real-world learner challenges and educator-informed priorities.

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

anke@globig.co - add problems and section for Key Differentiators

Key Terms

- **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).
- **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.
- **Upskilling:** The process of teaching employees new skills that improve performance in their current role or prepare them for advancement.
- **Turnover/Retention**
- **Advancement/Pathways**

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	1/ EnGen improves retention by creating visible pathways for onboarding, growth and advancement, especially for frontline	For every \$1 invested in EnGen, employers save \$2 in reduced turnover alone. 84% of EnGen

	becomes normalized.	workers.	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 disparities persist despite investment.	4/ EnGen removes language as a barrier to opportunity through accessible, supported learning pathways that enable equitable access to training, promotion, and career growth.	94% of EnGen learners feel more confident using English at work and beyond. XYZ /pending 2026 stat on accessing training pathways

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 Point
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 hires they'll refer to the company offered as a solution.
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 hires improved communication skills.
3/ High reliance on staffing agencies	3/ Rising cost-per-hire, lower control over quality, and unstable talent supply chains.	3/ EnGen can help build stronger internal talent pipelines instead of external staffing dependency.	For every \$100 spent on EnGen, employers reduced their reliance on staffing agencies.
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 studies show EnGen hires CNAs, pre-approved that aligns with workforce needs.

			<p>“Having m apprentice game-cha organizati curriculum them with language they are v day one.” President and Work CentralMa</p>
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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 Point
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 learners s various wo (Update w link/numb
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 ST unified DC Maine to b talent pipe
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 ST unified DC Maine to b talent pipe (84% of pa employee
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/high
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 lea dozens of more than languages 94% impro using Eng 93% save 92% impro Add Cell-E
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 i delivers a 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 learners across v

<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>indicator link/num</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 S unified D in Maine talent pip</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 E confiden 92% imp 90% imp skills 79% ach like a pa</p> <p>Update v link/num Add Cel</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 lea EnGen's approac classroo</p> <p>Add Cel</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 lea EnGen's approac classroo</p> <p>Add Cel</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 EnGen o to local e
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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.

Channel Partners Segment

Audience is SALES PEOPLE

Social Services Segment

Value Prop/Competitor Grid

Value Prop

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

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](https://www.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.

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

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.
 - [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](#)

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

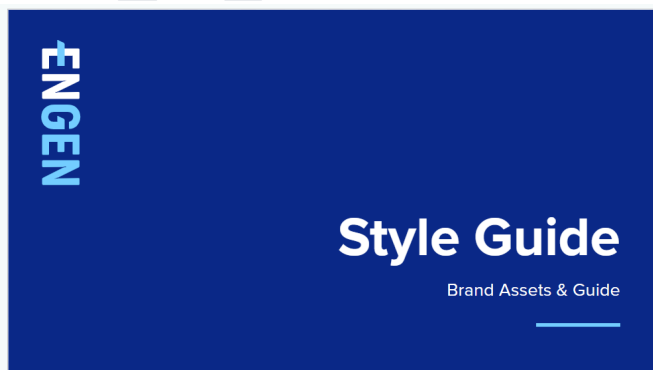
**State/local data on multilingual workforce available via [NAE](#) & [MPI](#).

- [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

Brand Voice

EnGen Brand Voice Guide

1. Brand Voice Essence

Expert clarity with urgent optimism.

We are a bold, research-backed social impact company that communicates clearly and humanely about complex systems, so organizations can expand access to opportunity at scale.

We are a credible SaaS company translating complex workforce systems into clear, actionable solutions for real-world impact.

2. What We Sound Like

- a credible SaaS platform with deep expertise
- a trusted partner to workforce systems
- a clear translator of complex workforce challenges
- a mission-driven organization focused on real-world outcomes

We communicate with:

- confidence grounded in evidence
- clarity over complexity
- urgency without panic
- optimism backed by proof

3. Voice Pillars

Expert, Evidence-Backed

- We speak from deep experience and research.
- We explain clearly, not academically
We use evidence, not opinion
- We avoid overclaiming
- We sound like we know the system—because we do.

Accessible Clarity

- We make complex ideas easy to understand.
- Short, direct sentences
- Plain language first
- No unnecessary jargon
- We prioritize understanding over sounding sophisticated.

Urgent Optimism

- We acknowledge real systemic challenges while focusing on solutions.

- We name the problem clearly
- We emphasize what can be done
- We speak with momentum and possibility
- We avoid both hype and despair.

Human Systems Thinking

- We connect systems-level work to real people.
- Learners are always present in the story
- Organizations are partners, not abstract entities
- Outcomes are human and tangible
- We never lose sight of impact on real lives.

4. Tone

Content	Tone
Product messaging	Clear, confident, practical
Thought leadership	Expert, insightful, grounded
Social impact storytelling	Human, hopeful, specific
Enterprise / government	Formal-leaning but still plainspoken
Product UI / in-app	Minimal, direct, helpful (**accessible for learners)

5. Writing Principles & Examples

Use	Avoid
<ul style="list-style-type: none"> • Use plain English by default • Keep sentences short and purposeful • Active voice • Define terms only when needed • Lead with clarity, not persuasion tactics 	<ul style="list-style-type: none"> • Buzzwords (“transformational,” “synergy,” “revolutionary”) • Overly abstract mission language without substance • Academic phrasing • Performative inspiration

Do	Don't
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<p>“Millions of workers face barriers to training that most systems were not designed to solve.”</p> <p>“We help organizations deliver foundational skills training at scale.”</p> <p>“This creates clearer pathways from learning to employment.”</p>	<p>“We are revolutionizing workforce enablement ecosystems.”</p> <p>“We leverage innovative synergies to unlock human potential.”</p> <p>“We are redefining the future of learning.”</p>
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8. Simple Voice Test

Before publishing anything, ask:

- Is it clear without simplification of meaning?
- Does it sound like a real expert talking to another expert?
- Could a non-technical stakeholder understand this immediately?
- Does it avoid hype while still feeling urgent?
- Does it connect systems → people → outcomes?

9. 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 is a mission-driven workforce learning SaaS company that helps organizations expand access to language, literacy, and foundational skills needed for economic mobility. As a Certified B Corporation, we partner with employers, educators, workforce development organizations, and local governments to deliver flexible, personalized, online learning that meets learners where they are—on the devices they already use. Our solutions, including Cell-Ed, combine foundational skills and career-aligned English learning to help build a more skilled, adaptable, and future-ready workforce.</p>

Current Homepage	Revised Per New Voice
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Skills That Power Progress
Invest in people. Grow opportunity.

Expand opportunities with EnGen's personalized learning solutions, bringing language, literacy, and career skills directly to working adults.

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.

Skills That Power Progress
Invest in people. Expand opportunity.

EnGen helps organizations strengthen language, literacy, and career skills for working adults—building clearer pathways to economic mobility and a more future-ready workforce.

MEET ENGEN

Millions of adults face persistent barriers to opportunity—from limited English proficiency to gaps in digital and foundational skills that traditional systems were not designed to close.

EnGen delivers online, on-demand learning that meets people where they are—on the devices they already use—so learning can happen in real life, not just in theory.

Our Solutions

EnGen

We help adults build career-ready English skills, strengthen workplace confidence, and access pathways to in-demand jobs and credentialed training.

Cell-Ed

We 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.

Why EnGen

We help employers, educators, workforce organizations, and governments build stronger teams and more resilient communities by connecting learning directly to opportunity.

Our approach builds:

Skills and confidence: 94% of learners gained new job skills

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

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

With EnGen, organizations don't just deliver training—they expand access to skills that strengthen individuals, workplaces, and communities.