

# Workplace English Program & Content Development Checklist

Immigrant growth in the U.S. is accelerating, but employers are facing an unprecedented talent shortage. Immigrants, refugees, and first-generation Americans will lead workforce growth for years to come, but, too often, workers are blocked from high-value jobs simply because they do not have the English skills they need to access them.

Luckily, lack of language skills is not an insurmountable obstacle. Advances in technology and recent research in cognitive science show us that language skills can be rapidly unlocked if the learner is provided the right learning environment and approach. Successful workplace English programs enable organizations to provide their incumbent workers with the language skills they need to work more collaboratively, safely, and efficiently as well as to gain access to internal promotion. The workplace is an ideal environment for English upskilling via the innovative framework of Task-Based Language Teaching.

## WHY TASK-BASED LANGUAGE TEACHING (TBLT)?

TBLT uses phrases, words, and expressions that a learner needs to do their current job or the jobs they aspire to. The workplace provides an English-rich environment where custom language learning curricula can be automatically applied to the learner's day-to-day tasks, leading to greater learner engagement and success because they can tie their lessons to their daily lives.

Instead of the traditional learning materials that are scripted, outdated, and often irrelevant to learners' needs, EnGen starts with the most relevant, contextualized task-based content from the real world. This includes things like specific workplace phrases, words, and expressions that learners need to know to do their jobs or gain access to more meaningful careers.

EnGen is a language upskilling platform for employers, workforce development organizations, educational institutions, and governments that want to invest in upskilling a diverse workforce while providing economic mobility, civic participation, and a better quality of life for workers, immigrants, and refugees.

## PROGRAM & CONTENT DEVELOPMENT CHECKLIST

Organizations can use the checklist below to lay the groundwork for a custom English-language training pathway that will empower incumbent workers for their current jobs and future promotions.

- Identify jobs of participating employees.**  
Ask the question: What job-specific English do these learners need to do their jobs or advance to a promotion?
- Conduct a Needs Analysis: Determine job-specific English needs in current roles.**  
Gather examples of:
  - Materials that must be read in English
  - Reports, memos, documents, and emails that must be written in English
  - Instructions that must be understood in English
  - Conversations employees need to have in English
- Determine potential future English Language needs.**  
Examples include:
  - Names and descriptions of any courses or programs employees will need to complete to be eligible for promotion/advancement
  - Reports, memos, documents, and emails that must be written in English
  - Conversations employees will need to have in English
  - Names and descriptions of any courses or programs employees will need to complete to be eligible for promotion and advancement in your organization
- Collect examples of materials.**  
These will be used to create a workplace English program that is specifically customized to your organization's needs.

[Are you interested in creating a custom workplace English pathway?](#)  
[Learn more with a demo](#) from one of our workforce development experts.