

Auckland Languages Strategy

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Using language as a business competence: Some perspectives

Indian Languages

Language	No. of speakers	Equivalent to
Hindi	400 million	English
Bengali	300 million	Arabic
Telugu	74 million	French
Marathi	73 million	French
Tamil	70 million	French
Urdu	66 million	Turkish/Italian
Gujarati	49 million	Thai
Kannada	38 million	Polish
Malayalam	38 million	Polish
Oriya	33 million	Polish



Language as a business competence

- ⌘ Linked to Culture / ethnicity



- ⌘ Diversity – language one of the criteria

 - ☒ tokenism versus integration

 - ☒ Using it to gain business advantage

- ⌘ Language similarity leading to customer satisfaction

 - ☒ increases understanding and trust

Language Strategy at Business: Tactics of implementation

- ⌘ A complement to English language
 - ☑ should not be a substitute for English
 - ☑
- ⌘ Effective in culture embedded businesses
 - ☑ usually small business linked to food and clothing
- ⌘ Large business can identify segments of customers to target
 - ☑ Large segment or small but high value customers; to lawyers and accountants

Language Strategy at Business:

Some examples

⌘ Indian restaurants and clothes

☑ usually small business linked to food and clothing

⌘ Banks and personal bankers

☑ staff who can speak different languages – Chinese ,
Indian, Korean, Indonesian etc

⌘ Big business deals

☑ informal meetings and discussions leading to business
agreements / partnerships

☑ Very useful in export business

Language Strategy at Business: Conclusion



- ⌘ Should not appear to be 'divisive'
 - ☑ Can put off other staff or employees

- ⌘ Complement and integrate
 - ☑ Do not overlook the business purpose

Language Strategy at Business



☒ Any Questions?