



IAMGOLD

CUSTOMER STORY

BUILDING STRONGER BUSINESS RELATIONSHIPS IN QUEBEC

Top Reasons To Choose Language Advantage

- ✓ Language learning helps forge stronger business relationships
- ✓ Flexibility that meets the learner's needs
- ✓ Classes are tailored to your business objectives

Industry : Mining & Metals

Region : North America, South America, West Africa

A Student's Journey of Success

Lizbeth Toscano is a Senior Advisor Health, Safety and Sustainability with **IAMGOLD**, a mining company headquartered in Canada with offices in both **Toronto, Ontario** and **Montreal, Quebec** and three operating gold mines on three continents, **North America, South America** and **West Africa** in addition to several active exploration teams in Ontario, Quebec, South America and West Africa.

Ms. Toscano is primarily responsible for the Health and Safety programs across all operations and as such proficiency in languages is an advantage. Already fluent in Spanish as her mother tongue, Ms. Toscano attended a bilingual school to learn English and also spent 4 years in private study learning German. She received limited French language instruction as an elective course in Junior high.

Ms. Toscano and her boss recognized the need for Ms. Toscano to undertake French language instruction as speaking majority of IAMGOLD employees is francophone. Despite her proficiency with other languages, Ms. Toscano needed to enhance her spoken and written French skills.

Communication is integral to all business and attaining French fluency will allow Ms. Toscano to communicate more effectively, comfortably and confidently with her colleagues.

67% of executives said that language miscommunications lead to inefficiencies and almost half agreed that it made collaboration more difficult, slowing down productivity*

**** Forbes Insights***

The Power of Human Connection



The Challenge

Prior to engaging with Language Advantage Inc., Ms. Toscano had to rely on translators and translation services. As well, it was more difficult for Ms. Toscano to form meaningful relations with her colleagues and become fully immersed in the business culture at IAMGOLD.

Why Language Advantage

Learning a new language is a massive undertaking for anyone but more so for the adult learner because of time constraints. It can be challenging to fit in a course of study on top of work and family commitments. Language Advantage Inc. recognises this and offers instruction that is uniquely tailored to the learner's availability and learning style. The number of hours per week will be recommended based on the student's goals and objectives.

She noted that it makes a world of difference when you speak someone else's language and understand the culture, when you start making an effort to learn and speak the language there is a noticeable shift in the relationship and people become warmer, more responsive, and more willing to cooperate.

Additionally, Language Advantage Inc. specializes in teaching sector-specific vocabulary in the appropriate cultural context so the student can confidently approach their everyday work.

The Results

Lizbeth happily reports that in just two years of intermittent study with Language Advantage Inc, due to competing commitments with her time, she is now able to communicate with more ease with her colleagues. She is able to attend meetings held exclusively in French without a translator and understands all that is being discussed. Ms. Toscano speaks French confidently in one-on-one situations and is able to review documents in French without the assistance of a translator. She was able to come this far in part because of her own drive and ambition but also because of the support, instruction and guidance she received from the teachers she has worked with at Language Advantage Inc. Language Advantage Inc. was engaged to lead and support Lizbeth on her journey to becoming comfortable and fluent in French.

"Learning a new language means acquiring a new culture and mindset; once you are comfortable with these new language skills, they open doors into a more welcoming and interactive environment."

Lizbeth Toscano, Corporate Health and Safety Manager, IAMGOLD



www.languageadvantage.ca