

**Power Potential.
Unlock Talent.
Upskill with
English.**



Workforce-Focused English Programs that Deliver

ENGEN



Introduction

Tadd Wamester

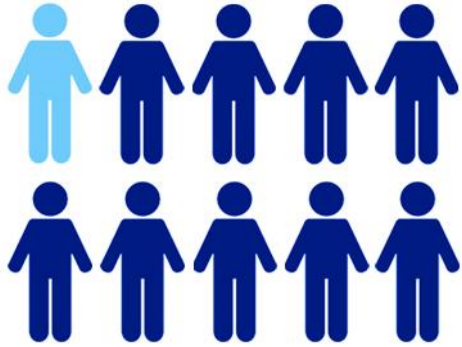
Senior Director

Workforce & Government Partnerships

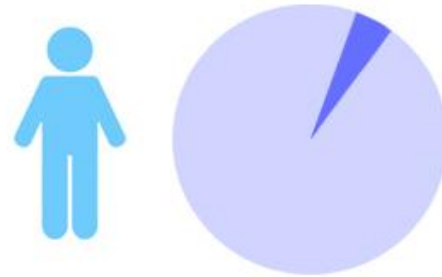
tadd@getengen.com



Workforce Priorities: Recognize English Skills as Workforce Skills



1 in 10 working-age adults is an English learner.



The U.S. serves the needs of **just 4% of this workforce.**

Innovative, Workforce-Focused English Programs are the Solution



Traditional ESL programs do not meet the needs of all working adults

- May rely on **outdated** and **ineffective** curricula
- **Significant barriers** to participation (e.g., childcare, transportation, fixed or irregular work schedules)
- **Shortage** of providers and funding
- ESL is **often siloed** from workforce development programs

The EnGen Solution: Bridging the Gap



The EnGen Solution: A Workforce-Aligned English Upskilling Platform

EnGen is on a mission to deliver real-world English instruction to the 96% of adult English learners not served by the current U.S. system, building a future-ready, fully staffed U.S. workforce.



Personalized Learning



Easy-to-Run Platform



Career-Specific Instruction



Real-World Content



Performance Visibility



1:1 Coaching



Workshops



Group Classes



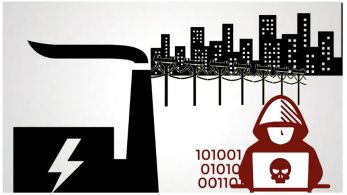
Multilingual Support

English as a Workforce Skill

- Hospitality
- Skilled Trades
- Medical Assistants
- Cybersecurity
- Manufacturing
- Education
- Entrepreneurship
- Nursing
- Professional Skills
- Pharmacy Technicians
- Community Health Workers
- Transportation
- Logistics
- Customer Service
- Welding
- Construction
- Mechanics
- Telecommunications Installation
- Food Service
- HVAC
- Project Management

How Does Human Behavior Impact Cybersecurity?

NEW AMERICA 13 DE OCTUBRE DE 2023



101001
01010
00110

00:15 01:17

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Intelligent Automation in the Banking Sector

BLOOMBERG 26 DE JUNIO DE 2022




00:03 01:17

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Customer Service Tips: Really Listen to Customers

WSSC VIDEO 1 DE AGOSTO DE 2017



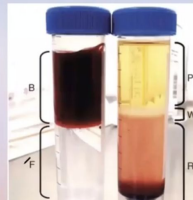
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The Components of Blood

DOC BARLETT 31 DE DICIEMBRE DE 2020

Blood Separation

- Plasma
- WBCs
- Platelets
- RBCs



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Leverage technology to do what computers do best, so people can do what humans do best

- Reach more learners / workers
- Remove barriers to access
- Focus and Individualize instruction
- Measure progress and outcomes for rapid and efficient training transitions
- Optimize learning for competency-based models
- **INTEGRATE DIGITAL SKILLS**

The EnGen Solution: Focus on Healthcare



Healthcare pathways include:

Allied Healthcare • Phlebotomy • Certified Nursing Assistants (CNA)
Patient Care & Support • Pharmacy Technician
Mental Health & Well-Being • Introduction to Medical Coding & Billing
Introduction to Medicine • NCLEX • Emergency Medical Technician (EMT)
English for Sterile Processing

“EnGen has demonstrated that MaineHealth is an organization that invests and supports our care team members’ educational journeys throughout their careers.”

– Jennifer O’Leary,
Former Director, Maine Health Center for Workforce Development

The EnGen Solution: Focus on Manufacturing



Manufacturing pathways include:

Introduction to Workplace Safety • English for General Industry Safety
English for Manufacturing • Introduction to E-commerce Warehousing
Introduction to Warehouse Machinery • Maintenance Awareness
Processes & Production • Quality Practices & Measurement • Safety

Chobani®



Tyson

Companies like Chobani and Tyson offer EnGen courses like English for Manufacturing to ensure its multilingual workforce can communicate and safely operate equipment – and access career mobility through English proficiency.

The EnGen Solution: Focus on Skilled Trades



Skilled trade pathways include:

English for Construction • Introduction to HVAC
English for Electrical Work • HVAC Maintenance & Heat Pump
Introduction to English for Electrical Lineworkers
English for Telecommunications Installers

“The construction vocabulary [offered] through EnGen has been a game changer for our employees enrolled in the program. The EnGen app is proof that you can learn a new language at your own pace without having to leave your home.”

– Jessica Lizarraga

Human Resource Generalist, Rummel Construction



Rummel Construction, Inc.

The EnGen Solution: Credentials and Career Pathways



English “Bootcamp” Programs

EnGen’s career-aligned courses prepare learners for technical training programs in healthcare and beyond.



Integrated Education & Training (IET)

EnGen connects Internationally Trained Professionals with English, career skills, and tools for networking and interviewing.



Pre-Apprenticeship Programs

EnGen connects learners with career-aligned English and short-term credentials to succeed as CNA apprentices at local hospitals and long-term care facilities.



Cross-Campus Programs

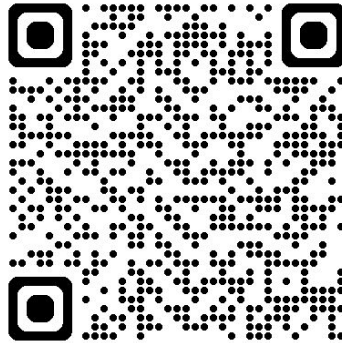
EnGen serves recently arrived refugees, learners enrolled in academic pathways, and other students in workforce education programs that lead to high-demand careers.

LEARN HOW YOUR ORGANIZATION CAN ACCESS ENGEN FREE OF CHARGE IN MICHIGAN

ENGEN



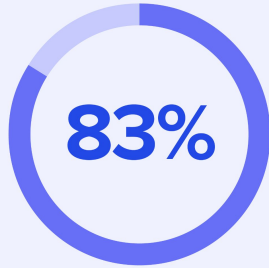
Michigan Global
Talent Initiative



MICHIGAN DEPARTMENT OF
**LABOR & ECONOMIC
OPPORTUNITY**

**GLOBAL
MICHIGAN**

Employers that invest in English upskilling see stronger employee recruitment and retention in return.



of learners surveyed said they'll likely stay with their company because English is offered as a benefit.



of learners said they'll likely refer a friend to their company for the same reason.

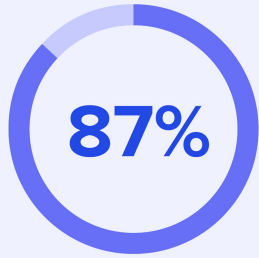


of learners achieved a career or social goal as a result of English upskilling.

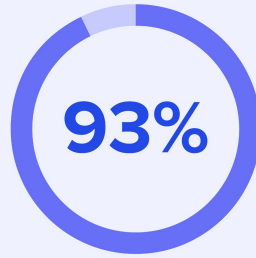
"They offered me a promotion to Assistant Manager at Walmart."

– EnGen learner employed at Walmart

English instruction powers more engaged and productive workplaces.



of learners improved their English proficiency.



of learners improved confidence at work and beyond.

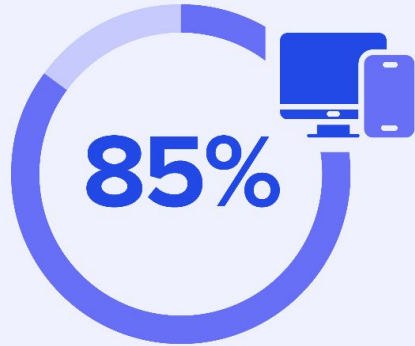


of learners saved time at work.

“I used to have no self-confidence in communicating with my colleagues and would only greet them and avoid talking to them. But now I can establish much better communication.”

— EnGen learner employed at Amazon

English upskilling and digital upskilling go hand-in-hand.



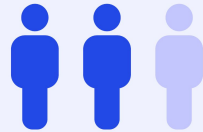
85%

of learners surveyed said their digital skills have improved as a result of using EnGen.

"I liked EnGen because I have been learning how to use the computer, which I didn't even know how to turn on before."

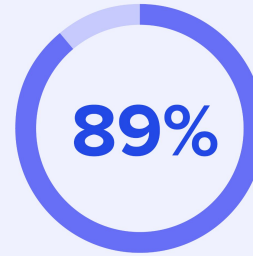
— EnGen learner employed at a multinational food processing company

English upskilling opens pathways to new credentials, certifications, and careers.



2 in 3

learners surveyed said that EnGen's online, on-demand approach has helped them more than traditional, classroom-based approaches.



of learners improved their job skills in addition to English skills.

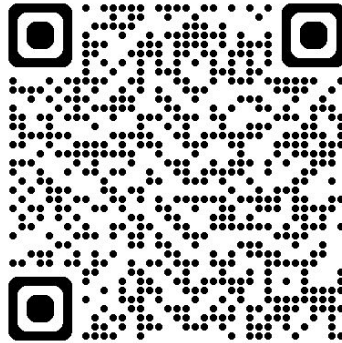
“I was able to pass the national exam for my profession in the U.S.A. and obtain a license. Now I am preparing to open a small business.”
— *EnGen learner enrolled at Ysleta Community College*

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The EnGen Solution: Pathways to Skills, Credentials, Careers

Power Your Workforce with English Upskilling



Learners enroll in EnGen, get 24/7 access to instruction on their smartphone.



EnGen enrollment services save managers' time and maximize learners' participation.



EnGen coaches provide multilingual support, goal setting, and technical assistance.



EnGen's certified instructors offer live online classes and workshops.



Employees build English skills aligned to their jobs.



Employees improve confidence and communication. They save time at work and improve their job skills.



Employees grow in their roles at your company and refer friends for open positions.

