

**GlobalEnglish Reach** is a mobile-native app, designed to help learners improve their communication skills by practicing English in real-world, professional settings.

**Reach** combines rich video and audio content with compelling gaming design to offer hundreds of learning activities, called missions. Each mission helps to develop a critical workplace skill, such as leading a meeting, presentation delivery and business negotiations.

The result is an app that combines learner choice with expert guidance via GlobalEnglish’s learning recommendation engine in a gamified learning environment.

**GlobalEnglish Reach** is available without additional charge for most users. It works on both iOS and Android devices and can be downloaded from the Apple iTunes and Google Play stores.



Learners have access anytime, anywhere, to hundreds of missions covering a wide range of business skills

## How it works

### Goal-Orientated

Learners can choose the business skills they want to develop, prompting a recommendation engine to combine relevant learning activities, called missions, into a personal learning journey.

### Micro-Learning

Each mission takes just three to five minutes to complete, with motivational rewards at the end of every mission. Learners track their progress against personal goals as they develop skills that can be put to immediate use in the workplace.

### Habits of Success

Rewarding people for making incremental progress towards a goal leads to increased activity. In pre-launch trials, about two-thirds of **Reach** learners used the app every day.

### Integration

**Reach** is fully integrated into the **GlobalEnglish One** platform, allowing learners to access the benefits of both mobile and web-based learning, and program managers to track progress made in **Reach** as part of their overall evaluation.

## User Feedback

“It’s easy to practice and it’s fun.”

“Definitely recommend the app. It’s a nice new way to learn.”

“The web and mobile application are really complimentary.”

“Practicing fluency and more conversational English are more valuable than practicing more formal English.”

**63%** of learners practice daily

**3 minutes** average time spent in the app

**100%** of users would recommend to a friend

### Average Rating in App Stores

4.9  
★★★★★

