

FOR HR AND PEOPLE LEADS

Ten minutes a day. **One language.** Twelve weeks to prove it.

For the international employees on your team who work in the Netherlands but still operate in English. A daily ten-minute habit, not a classroom course, not a language coach parked on your calendar until 2026. CEFR progression, an HR dashboard your director can read without a briefing, and a pilot you can say yes to without writing a procurement memo.

Inside: the habit, the HR dashboard, the 12-week pilot, the price, and who you will be talking to.

Read it on the train.

THE HABIT

Ten minutes. Every working day.

A short ten-minute session every working day, in a format the employee picks. Read a story, listen to a conversation, drill vocabulary, or run a speaking exercise with our voice coach. Every session earns XP, progress climbs visibly, and the system steers itself to the CEFR level the learner is at.

- Four skills covered: reading, listening, writing, speaking

- Adaptive: the system sees where someone stalls and adjusts

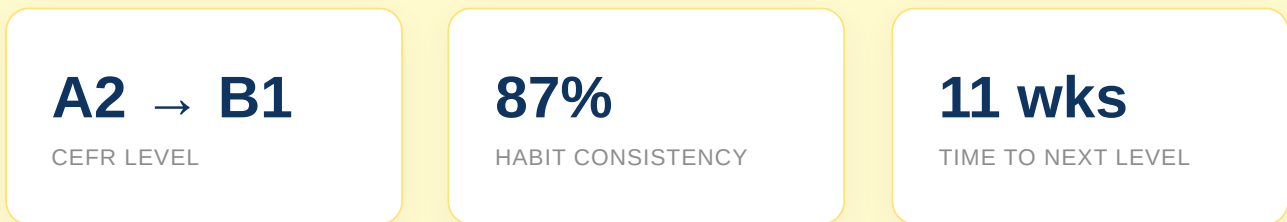
- CEFR progression from A1 to B2, with measurable level transitions

- No fixed-time classroom lessons to schedule around

- Works on phone, laptop, on the train, on a break, over coffee

What your director sees, without asking for a briefing.

An HR-readable progress view per employee, available from week one of the pilot.
No hour logs, no raw data dumps. A few numbers you can show in a leadership meeting without building a slide deck.



Sample dashboard snapshot. Your numbers are your own.

- CEFR level at start and current
- Daily habit consistency (percent of working days active)
- Predicted time to the next CEFR level
- Attention points per employee (where it is grinding)
- Weekly email report to the HR contact

Live from week 1. Written report in week 12.

THE 12-WEEK PILOT

Fixed scope. Fixed price. Fixed gate.

€1,500 flat, for the full pilot

3 to 5 internationals. 12 weeks. CEFR intake on day one, mid-point check at week 6, exit assessment at week 12. One written report at the end that you forward to your director.

WHAT IS INCLUDED

- Full Dutch Fluency system access for every pilot learner
- CEFR intake, mid-point, and exit assessments
- Two 1-on-1 coaching sessions per learner
- Live HR dashboard from week one
- Written end-of-pilot report for your director
- Defined evaluation gate, agreed before kickoff

If the outcomes hit the evaluation gate, you scale into the annual programme. If they do not, you keep the report and walk away, with no follow-on commitment.

WHO YOU WILL BE TALKING TO

One person. Not an account team.

No sales-development rep, no account manager, no implementation specialist who takes over after the pitch. One person, from the first email to the final report. Not for tender, not routed to a call centre. Reachable directly on working days.



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Book a call: dutchfluency.com/teams