

Dutch That Actually Gets Completed.

A 10-minute daily Dutch habit for your international team, with progress your HR team can actually read.

10 min

DAILY, ON THE PHONE

The habit size that survives a real workweek.

A0 → B1

CEFR TRACKED PER LEARNER

Every level up, every streak, visible to L&D.

6 weeks

FIXED-PRICE PILOT

If it does not land, the rest of the quarter is on us.

LEARNERS IN OUR COMMUNITY WORK AT COMPANIES LIKE



Booking.com

PHILIPS

Uber



miro

Why traditional Dutch keeps failing expats.

- Two-hour evening classes, after a full day of meetings. Attendance dies by week six.
- Generic textbooks. Nothing about renting in the Randstad, talking to the tandarts, or surviving a borrel.
- Zero visibility for L&D. You pay the invoice, cross your fingers, and hope something stuck.

How we fix it.

- ✓ 10 minutes on the phone, daily. Stories, photos, verbs, spaced repetition. Built to fit between standups.
- ✓ CEFR-aligned A0 through B1. Every learner, every level up, every streak tracked automatically.
- ✓ Weekly L&D dashboard. CSV export for your QBR. Magic Access Codes: one link per seat, no IT ticket.



WEEKLY COHORT SNAPSHOT

Team: Amsterdam Office · 15 learners

Lessons completed this week

14 / 15



Moved up a CEFR level this quarter

9 / 15



Avg. daily session length

11 min



7-day streak active

87%



Exports to CSV and PDF monthly. Drop it into your next L&D review.

What HR sees.

- Completion percentage, per learner and per cohort
- Current CEFR level and movement
- Active 7-day streaks
- Weekly minutes active

What HR does not see.

- Journal entries, photo descriptions, voice notes, chat answers
- Learners own their words. That is how they keep writing them.

Magic Access Codes · one link per employee · no IT ticket

START HERE

The 6-week pilot.

€1,500

Fixed. 6 weeks. Up to 15 seats.

Full system, HR dashboard, kickoff call, weekly report. If it does not land, the rest of the quarter is on us.

- ✓ Full Dutch Fluency system for every seat
- ✓ Weekly L&D dashboard + CSV export
- ✓ 30-minute kickoff with Rick
- ✓ Magic Access Codes, ready in a day
- ✓ Dutch Coffee Hour monthly live call
- ✓ No PO dance. No annual lock-in. Credit card works.

Programme

€2,500

 / cohort / year

Up to 25 seats. Full system, weekly dashboards, quarterly review with your L&D lead.

Executive

€6,000

 / year

Small executive cohort. Monthly 1:1 with Rick. Industry-tuned content.

ROI math. One expat who leaves costs €60,000 to €120,000 in search, relocation and ramp. A full-year Programme costs €2,500.

Benchmark. Berlitz and Language Partners tier-2 group programmes typically run €2,000 to €5,000 per learner per year. A full-year Dutch Fluency Programme for your whole team costs the same as one learner at a tier-2 course.

Rick.

Rick built Dutch Fluency because every year he watched smart expats give up on Dutch around week eight. The students were not failing. The format was. He rebuilt it: daily, small, honest. He runs the teaching side and still hosts Dutch Coffee Hour every month.

Johan.

Johan runs the business side. He is the person you will actually talk to when you email us or book a call. No account manager, no sales funnel, no CRM theatre. Just a direct conversation with the person who will set up your pilot.

Start a conversation.

Pilots usually start within two weeks of a first call. If you have 10 international employees and 15 minutes this week, we have a pilot ready for you.

[Book 15 minutes](#)

calendar.google.com/calendar/appointments/schedules/AcZssZ0HENpc6ckVmC9DlhkNGrsb8pJZlpn5tTiyWxUdkcs7KoXws9XxPEJyfVVspg-pJHZWj2pP7Q8c

[Email rick@dutchfluency.com](mailto:rick@dutchfluency.com)

Subject: Teams pilot