



BACKGROUND ON BUSINESS

US Companies Seek Bilingual Employees

(NAPSA)—Creating a bilingual workforce can say a lot about a company—and what it thinks about its customers.

As the United States becomes increasingly multi-cultural, and global in business, employers are faced with the challenge of communicating with customers who may not be English-speaking.

In order to serve a diverse customer base better, employers are now looking for new, more effective ways of recruiting, training and retaining bilingual employees.

According to Joel Gray, senior research consultant at Spanusa Inc., changing demographics, combined with the importance of a growing Hispanic market, will make it virtually impossible for companies to ignore this segment of the population. If an employer doesn't recognize, use and reward an employee's second-language skills, there is a growing risk that the employee will find someone who does.

One tool that may help businesses review their compensation plan for bilingual employees, and institute any necessary changes, is the latest publication from the Human Resource Center of the International Personnel Management Association (IPMA).

The publication, called *Bilingual Pay*, has been described as a



A growing number of employers are actively seeking employees who are bilingual.

practical resource for developing a bilingual workforce.

It contains an overview of how globalization has affected the compensation of bilingual employees and analysis of the impact and trends of the global workforce.

It also contains examples of incentive pay programs from several areas of the country.

For example, Denton County, Texas rewards full-time and regular part-time employees who demonstrate a verbal fluency in languages other than English. Full-time employees receive additional pay at the rate of \$50 a month. Part-time employees receive \$25 a month.

Bilingual Pay is available for \$50—\$30 for IPMA members. To order copies call 703-549-7100 or send an e-mail to the Publications Department at CPR@ipma-hr.org.