

*Building the language of thinking, learning and work.*

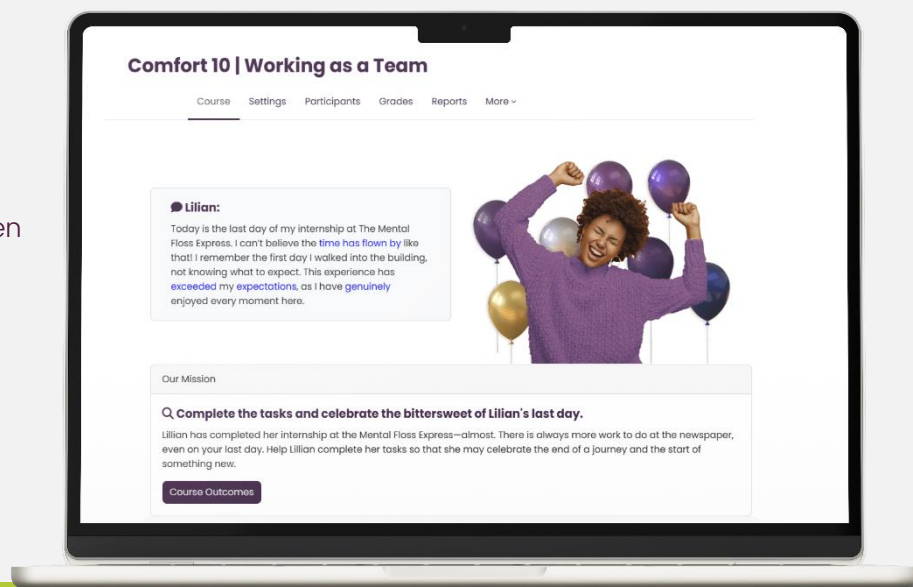
## BITE-SIZE ENGLISH

Bite-size English is an online learning programme designed for second-language adults to improve their everyday English.

*Every learner deserves the opportunity to succeed in the language of work.*

English is more than a subject to be learned. It is the language through which people understand information, participate in training, solve problems, and contribute to the workplace.

For many second-language English users, however, the journey from everyday communication to workplace confidence is challenging. Learners often become comfortable using English socially, yet struggle when communication requires deeper understanding, critical thinking, or accurate written expression.



*Bite-size English was developed to bridge this gap.* Combining accurate learner placement, engaging online learning, practical coaching, and measurable progress, the programme helps learners develop the confidence and capability to think, learn, and work effectively in English.

Whether accessed on a computer, tablet, or smartphone, Bite-size English provides a flexible learning experience that fits around work schedules while following structured milestones that keep learners progressing.

## 01 *Why* Bite-size English?

Successful language development starts long before the first lesson.

Organisations invest significantly in learning and development, yet many still experience disappointing results from English training. Learners attend programmes, complete activities, and receive certificates, but confidence and workplace communication do not always improve as expected.

*The reason is often surprisingly simple.* People learn best when the language challenge matches their current ability. When learners are placed too high, they become overwhelmed and lose confidence. When placed too low, learning becomes repetitive and progress slows.

Bite-size English begins by placing every learner at the level where meaningful progress can take place.

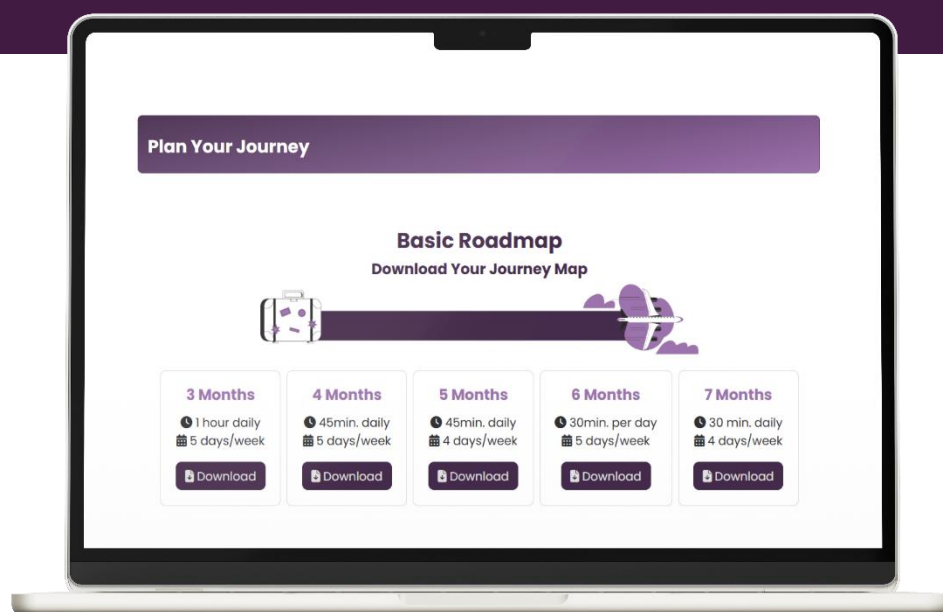
### *Every successful journey starts with the right placement*

Every learner begins by completing the **English Literacy Skills Assessment (ELSA)**.

The assessment identifies the learner's current English literacy level and ensures placement into the module that offers the greatest opportunity for success.

This approach allows learners to experience steady, measurable progress while organisations gain confidence that their investment is directed where it will have the greatest impact.

That is the difference between learning English and developing workplace capability.



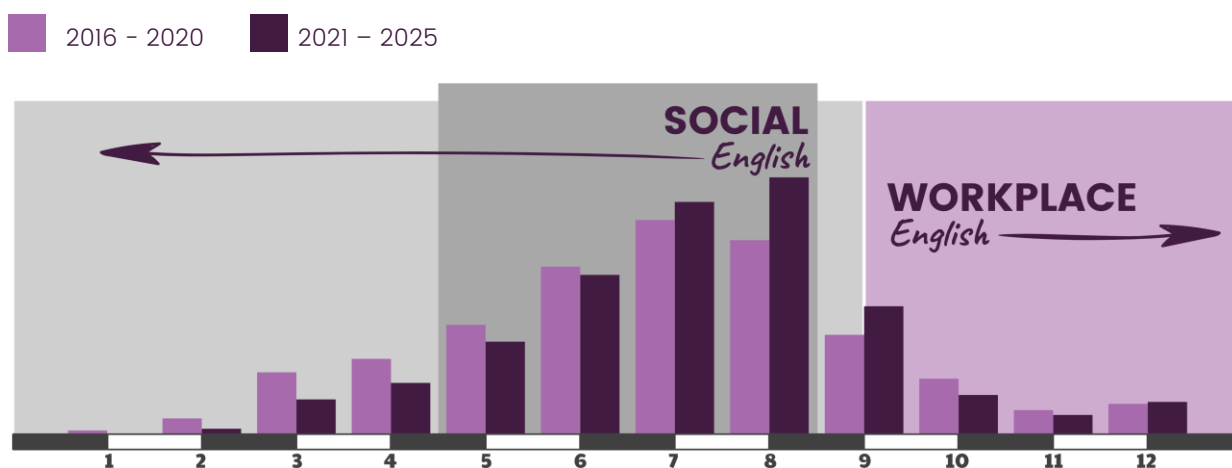
## 02 *Learning* Built on Evidence

More than fourteen years of English literacy assessment across South African organisations has provided valuable insight into how second-language adults develop workplace English.

The graph shows English literacy levels for 33 500 candidates assessed with ELSA over the past decade, comparing two 5-year periods. Each bar represents the percentage at each level. What matters most is **where candidates concentrate** — and **where progress slows**.

Even though there is some overall improvement of skills over time, the graph clearly shows a drop-off between Social English and Workplace English levels.

*English literacy profile of South Africans*



*One observation appears consistently.* Many learners become confident in everyday communication but find it difficult to make the transition to the higher-level language required in learning and work. This is where organisations often experience the greatest frustration.

### **Learners can communicate socially, yet still struggle to:**

- understand complex instructions
- interpret written information
- write clearly and professionally
- solve problems independently
- communicate confidently in unfamiliar situations

**This pattern helps explain why many learners feel confident in everyday English yet struggle to access work opportunities — even after years of learning.**

Bite-size English was designed specifically to support learners through this important stage of development.

### 03 The Bite-size English *learning journey*

Language development is a journey. Each stage builds the confidence, understanding, and thinking skills needed for the next.

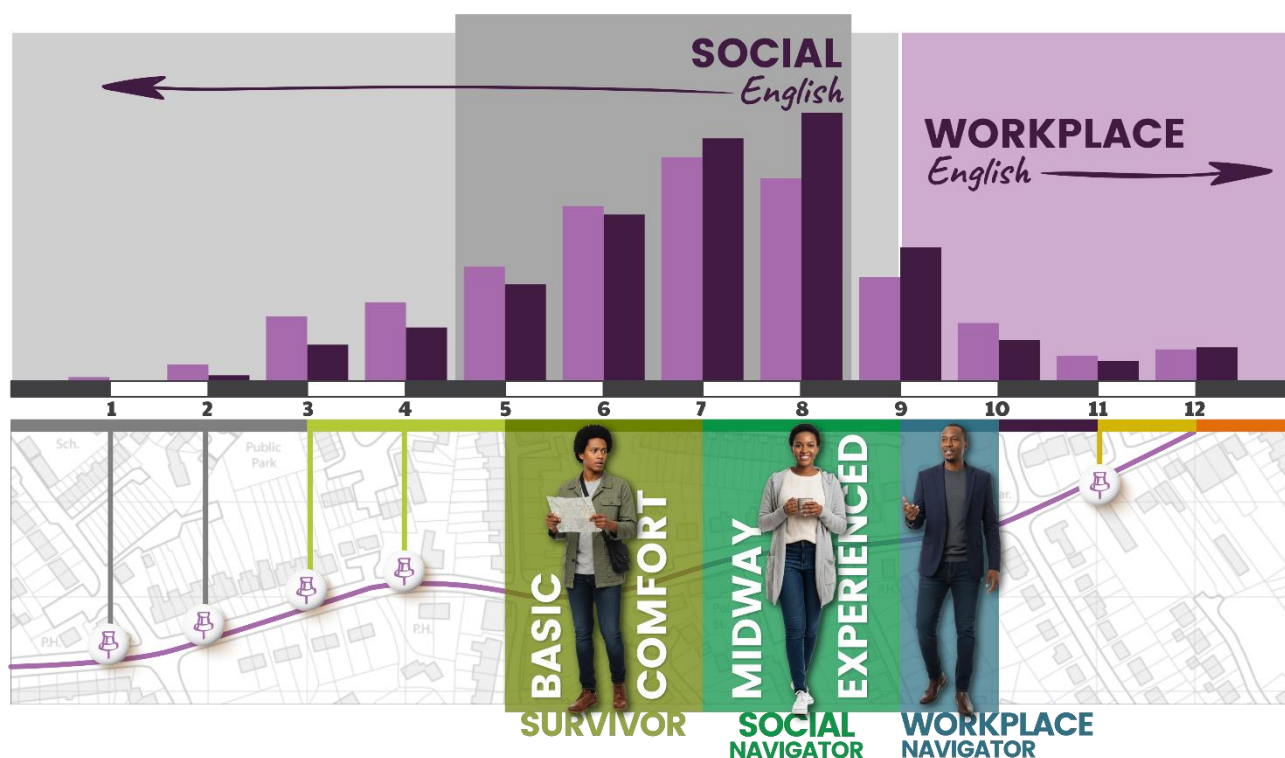
Rather than expecting every learner to follow the same path, Bite-size English supports learners where they are today while preparing them for where they need to be tomorrow.

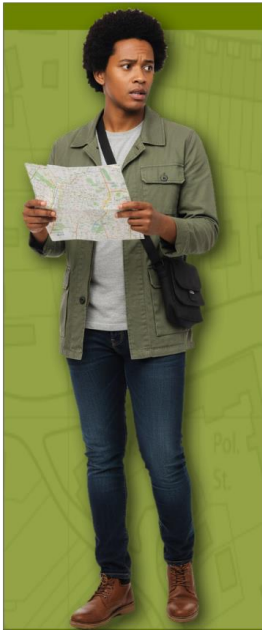
The Bite-size English programme aligns each learning module:

- ✓ Basic
- ✓ Comfort
- ✓ Midway
- ✓ Experienced

with second-language learner stages. Each module builds the confidence, language, and thinking skills needed to progress towards effective workplace English.

The Bite-Size English journey from **Survivor** to **Social Navigator** to becoming a **Workplace Navigator**





## Introducing **THE SURVIVOR** A Tourist in the Language

*'English feels like a place you're visiting — not somewhere you live or work.'*

Survivors have enough English to get by in everyday situations but don't feel fully comfortable or confident. They rely on signs, familiar words, and context to understand; mostly observing, not yet fully participating. They may follow along, but are careful about speaking up, unsure whether they have understood correctly.

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### What are the outcomes

Survivor Modules: **Basic** and **Comfort** support learners at the Survivor stage — building understanding, confidence, and everyday English skills.

| BASIC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | COMFORT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Enter at Level 5 → progress to Level 6</b></p> <p>In this fifteen-lesson module, learners join the news team at The Mental Floss Express as an intern.</p> <p>Through short, engaging news stories, learners practise listening, speaking, reading, and writing in English. The focus is on understanding meaning, following instructions, and building confidence in everyday English use.</p> <p>This level supports learners who can get by in English but still rely on cues and context to understand what is happening.</p> | <p><b>Enter at Level 6 → progress to Level 7</b></p> <p>In this module, learners take on the role of a junior journalist within the news team and receive ongoing guidance and feedback.</p> <p>Learners complete more assignments and explore a wider range of topics while strengthening their ability to understand information, express ideas, and communicate with greater ease in familiar situations.</p> <p>This level helps learners move from surviving in English to feeling comfortable and more confident in everyday communication.</p> |



## Introducing **THE SOCIAL NAVIGATOR** A Homebody in the Language

*'English feels comfortable — if you stay in familiar spaces.'*

Social Navigators can use English with ease among friends, family, and people they know well. They understand most everyday conversations and can express their ideas in familiar situations. Their confidence comes from knowing the context, not from skill depth.

They participate more actively than before, but may feel unsure when conversations change, become more complex, or move into unfamiliar or formal settings.

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## What are the outcomes

Social Navigator Modules: **Midway** and **Experienced** support learners on the Social Navigator journey, preparing them to exit as Workplace Navigators.

| MIDWAY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | EXPERIENCED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Enter at Level 7 → progress to Level 8</b></p> <p>In this module, learners explore ten different careers through the A Day in the Life of series.</p> <p>Learners practise understanding and how to use English in a wider range of everyday and work-related situations. The focus shifts from familiar social contexts to new topics, roles, and expectations.</p> <p>This level strengthens comprehension, problem-solving, and critical thinking, helping learners manage change and uncertainty more confidently.</p> | <p><b>Enter at Level 8 → progress to Level 9</b></p> <p>This advanced module introduces complex real-life and workplace scenarios involving different viewpoints and ways of thinking. Learners are challenged to understand information, respond thoughtfully, and adapt their communication in unfamiliar situations. The focus is on becoming functional in workplace English—thinking, reasoning, and making decisions with confidence.</p> <p>Completion prepares learners to move beyond social English and operate effectively in the workplace.</p> <p>Second-language users need more than language lessons; they need lifelong habits such as looking up unfamiliar words, checking pronunciation and spelling, proofreading and editing, unpacking information, following instructions, asking questions, and considering different viewpoints.</p> |

## 04 *Learning that works*

Bite-size English combines proven learning principles with engaging online experiences designed specifically for adult second-language English users.

Every module uses relatable storylines, practical situations, and interactive activities that encourage learners to apply English rather than simply memorise rules.

Learning focuses on developing the four essential communication skills:

- Listening
- Speaking
- Reading
- Writing

while simultaneously strengthening comprehension, reasoning, problem-solving, digital confidence, and independent learning.

Because learning takes place in meaningful contexts, learners develop skills they can immediately apply in everyday life and the workplace.

## 05 *Learning with support*

Successful online learning is never completely independent.

Every learner needs encouragement, accountability, and opportunities to practise communication. For this reason, Bite-size English incorporates coaching throughout the learning journey.

Coaches monitor learner progress, provide encouragement, support learning milestones, and help learners remain engaged throughout the programme.

Organisations may use trained internal coaches or choose external coaching support from Kaleidoprax.

## 06 *Measuring progress*

Learning should always produce measurable results.

Each Bite-size English journey begins with an ELSA assessment and concludes with a post-assessment that measures growth and determines readiness for the next learning stage.

This provides learners with a clear sense of achievement while giving organisations meaningful evidence of programme impact.

## *Why organisations choose* **Bite-size English**

- ✓ Learners begin at the right level.
- ✓ Flexible online learning fits around work schedules.
- ✓ Story-based learning improves engagement.
- ✓ Practical activities develop workplace communication.
- ✓ Coaches monitor progress and encourage learners.
- ✓ Growth is measured through pre- and post-assessment.
- ✓ Organisations receive meaningful information to support future learning decisions.

## *How to become* **a Bite-size English User**

Becoming a Bite-size English user is a simple, structured process.

1. Register your organisation.
2. Complete the onboarding process.
3. Book your Learning Environment Diagnosis.
4. Train your ELSA users and Bite-size English coaches.
5. Purchase learner credits.
6. Assess learners with ELSA.
7. Enrol learners into the appropriate module.
8. Introduce learners to the programme.
9. Monitor progress and encourage participation.
10. Measure learner growth on completion.

## *Ready to build workplace confidence?*

Every successful learning journey begins with understanding where learners are today. Discover how Bite-size English can help your organisation develop confident **Workplace Navigators**—people who can understand, learn, communicate, and contribute effectively in the language of work.

**Book a conversation or demonstration with Kaleidoprax to explore the best learning pathway for your organisation.**

We help organisations measure, understand, and improve English capability in the workplace — so, hiring, training, and performance actually work.

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