

"Rethinking Tomorrow – now in English"

Corporate English at Novozymes
Thursday June 10th 2010, CBS



AGENDA

English or.....English

English as corporate language among 5200 employees

Communicating with Zymers

English or.....English



TIFFANY & CO.



From the Novozymes brandguide...on the use of English

The screenshot shows a website page with a green header and navigation menu. The main content area is titled 'TOOLS AND APPLICATIONS' and 'Spelling'. A sidebar on the left lists various tools and applications. The main text discusses the company's language policy, stating that American English is used with US spellings. It provides a list of links for further reading and an example of Danish names with their US spellings.

TOOLS AND APPLICATIONS

Home About Contact Log-in Sitemap Short guide Search

Spelling

Print

Spelling

- [Language use](#)
- [US vs. UK English](#)
- [Words and phrases](#)
- [Common mistakes](#)
- [Novozymes words](#)
- [Industry names](#)

Language use

The company language is **American English**, and we use **English (US) spellings**. Please ensure that your Microsoft Word spell check is set for English (US) spellings.

To find the correct American English spelling of particular words, please consult **Merriam-Webster's Collegiate Dictionary**, which is available at www.m-w.com.

In Danish names, please **do not use æ, ø and å**, rather use ae, oe and aa. For example:

Bagsvaerd, Krogshoejvej, etc.

QUICKGUIDE

I need

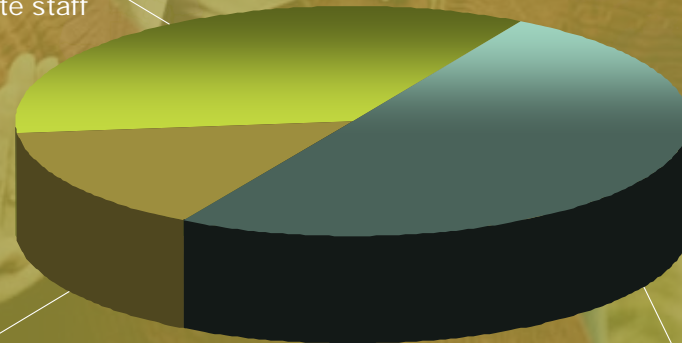
Employees

- More than 5,200 employees worldwide
- Around 50% working in Denmark
- 80% speak English as second language

Sales,
Marketing and
Corporate staff
35%

Research and
Development
15%

Production
50%



Yet most material is only in English...

Example

At Novozymes, we believe strong players need strong teams. From the word "Go," we'll trust and support each other to tackle big challenges.

We are a team of sparky and dedicated colleagues who challenge each other to perform our best and care for each other along the way.

Novozymes hires the best, so from the first day newcomers should expect to be given a lot of responsibility and to make a positive contribution.




Novozymes TV to reach employees

23 VIDEO 57% done Your profile Log out [UPLOAD](#) [SWITCH TO SITE](#)

Video's	Channel's	Analytics	Distribution	Comments	Design	Settings
Videos 141	Total plays 27,306	Avg. play percentage 87 %	Engagement minutes 99,370	Embeds 19	Comments 12	

All videos



1 2 3 4 5 6 7 8 | Next >
(141 in total)

- All in English
- English is a challenge, also for Danes
- Novozymes TV reaches white collar workers, with access to a PC and who speak English
- Keeping non-Danish employees in mind

Corporate intranet customized in 4 languages; Danish, English, Chinese, Portugese



My Site / My Links ▾ / My Intelligence Site

Welcome CHUV (Charlotte Hummer Vad) ▾

The ambition / Emergenc

Colleagues

- Frontpage
- Services & Tools
- Organization
- News & Dialogue
- People
- Projects & Teams

Functional News ▾



In the media: Novozymes' communication wins an "Oscar"
(09 Jun 2010) Biobusiness, Enzyme Business, R&D, SR_all, FIL

- » From NZNA to NZBR: Better practice sharing at its best (09 Jun 2010) Enzyme Business
- » Manager for Novozymes Sourcing (08 Jun 2010) Enzyme Business

» View More...

Local News ▾



Snaplogs viser "En god arbejdsdag"
(08 Jun 2010) Denmark

Global News ▾



Efficient support in fragmented market: the Russian I&I market gets a dose of enzyme education

Thirty companies and 42 participants learn more about enzymes for industrial and institutional cleaning solutions in Moscow. Successful seminar to come to other regions and countries



» **Biopharma Commercial continues to hone its business focus, moving its Australian cell-culture activities to Europe**

As part of a larger strategic push to concentrate its efforts where the growth potential is greatest, Biopharma Commercial has taken the difficult decision to close its site in Adelaide, Australia.

(09 Jun 2010) Global



» **In the media: Cellic® CTec2 rated among "Top 10 comprehensive breakthroughs in biofuels production"**

Ecofriend is a blog / publication that highlights latest green technologies and lifestyles trends. The webzine's "top ten" list of technologies for 2010 includes Novozymes' Cellic® CTec2, which is Novzymes' new product for advanced biofuel production.

(07 Jun 2010) Global

Shortcuts

[Select link]

- » My MS
- » NZsearch
- » Self Service
- » Assist

Novozymes share price

Price	+/-	%	Time	Volume	Hig
670.50	1.82	↑	17:20	126,317	674

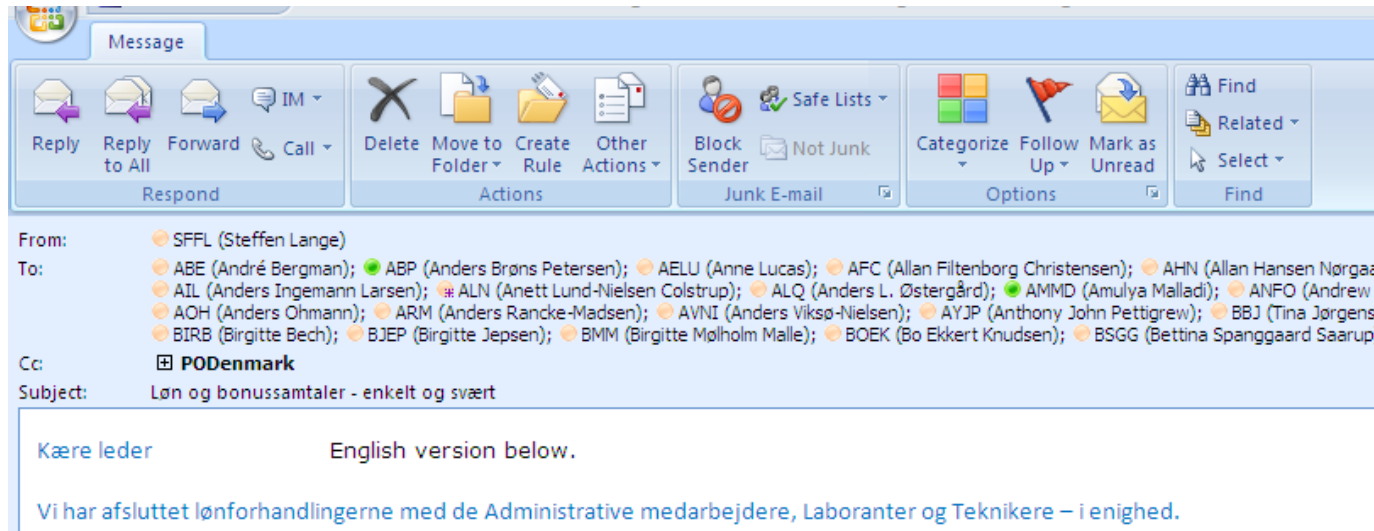


SPARK TV: Breakthrough knowled, how Plectasin works



Idiosyncrasies in spite of clear language policies

- Quarterly results presented to employees in Danish
- Development and training sessions in Danish, when offered in Denmark
- General corporate orientation emails still in Danish, example below





THANK YOU!