



Communication Coaching & Corporate Training Services
Personal Coaching for Professional Success

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Blogs: <http://www.Communication-Coach.blogspot.com> &
<http://SpeakEnglishBetter.blogspot.com>

Accent Reduction Program: Introduction

Starting Quotes:

“Intonation is the music of the language. In English, we use tone to signal emotion, questioning, and parts of the sentence among many other things. It's important to recognize the meaning behind the tones used in everyday speech, and to be able to use them so that there are no misunderstandings between the speaker and the listener. It is generally true that mistakes in pronunciation of sounds can be overlooked, but mistakes in intonation make a lasting impression.”

Kristin Liljegren Maurice, Ph.D., Linguistics

“Public speaking skills cause such a dramatic improvement in sales and presentation ability. Speaking skills are the #1 quickest shortcut to massive sales success.”

Frank Rumbauskas, Sales & Marketing Expert, Author

“Your ability to speak confidently on your feet will impress more people and open more doors than you can imagine.”

Brian Tracy, Speaker & Author

Welcome to the world of 'accent reduction', or 'accent modification' as it is sometimes known.

My name is Ric Phillips, and I am a professional Communication Coach as well as a certified ESL (English as a Second Language) and Business English teacher. I have been teaching ESL learners from various backgrounds in country, level of English skill, difficulty of accent, professional career choice, level of professional success, etc. since 1997. I enjoy not only teaching accent reduction, but adding other essential subjects in the mix as well, such as Business English, culture, public speaking & presentations.

I believe that effective communication skills allow a person to be successful and rise to the top of their organization or social group. Many successful people have accents (we all have accents to someone else, right?) and that an accent should not hold you back. Unfortunately many times, it does.

I have met people who are very smart, nice, driven, intuitive etc. but for whatever reason have ignored their thick accent, or who had once had proficient English but have let it slip. Many people wish to continually 'chip away' at their accent for their own piece of mind, and to reach clear and concise communication. For these reasons I offer an accent reduction coaching course, based on the individual's specific needs, assessment results, and career path, and give you the freedom to choose how much coaching you want and how much home-study you wish to incorporate.

Program Curriculum

- Free consultation via phone or face to face – personal/professional goals defined
- Session 1: Full pronunciation assessment – consonants, vowels, grammar & delivery challenges identified and plan is mapped out. Homework starts now!
- Sessions 2-12: Focused work on identified pronunciation and speaking weaknesses using pronunciation textbook and audio CD support, including my own voice, plus loose-leaf materials.
- Includes practice with readings, poetry, tongue-twisters, alliteration, idioms etc. and industry-specific vocabulary based on your work and hobbies.
- Improve speed, volume, rhythm, pacing, organization, persuasion and delivery of speeches and presentations
- Total program runs for a minimum of twelve 1 hour sessions or eight 1.5 hour sessions, to ensure measurable results
- Depending on your desire and schedule, we can run a longer program, or add other aspects to it, such as a communication skills program. The choice is yours!

In the **3V Communications** program the aim is to reduce accent, improve clarity and confidence, and conquer your accent by learning how to speak through it. It reduces accent and improves communication in North American English. We modify accent through something I call “**A.U.D.I.O.**”

Awareness – The first step is to compare your speaking and pronunciation, stress, rhythm, etc. with native (Canadian) English to notice differences and set clear goals to improve your clarity.

Understanding – Understand how sounds are formed by looking at the bio-mechanics of the mouth, the parts of speech and the strategies required to quickly improve.

Drilling – This is where one on one coaching or small group workshops re-program your brain and body to make the correct sounds and improve overall fluency of public speaking. We use comparative sounds, alliteration, tongue-twisters, etc. and practice, practice, practice!

Integration – We incorporate your modified words, pace, stress, etc. into your daily social and working life. We use industry-specific or activity-specific vocabulary to get you speaking clearly and confidently about the things you do everyday.

Ongoing – Like anything in life we must continue to practice what we have learned and have ongoing assessments to ensure you are not slipping back into your old accent habits. Review materials provided.

Getting Started:

If you live or work in the Toronto/GTA area and are interested to know more about this face-to-face coaching accent reduction program, please call or email me. There is no charge for the initial consultation. We can see if there is a fit or not. Also, if you are currently employed, please find out if your company has a personal or professional development budget or subsidy that you can take advantage of. It never hurts to ask!

Thank you and stay in touch,

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Client Testimonials:

"I signed up for the Accent Reduction program. It helps me know more about my accent and how to deal with it so I can speak clearly. The training is useful, helpful and worth it. I believe accent reduction training is effective. It gave me a good guideline about future practice too. If a person has a strong accent, the earlier they get to the training, the better!" **Preston Chan, Junior Accountant, Toronto**

"I interviewed other trainers, but went with Ric because he offered flexibility in terms of time, length of course and location. At the same time, the materials used in session were tailored to my needs. It really helped to improve my pronunciation and communication skill. I highly recommend him. It was well worth the money invested." **Elaine S. Forex Trader, Toronto**

"Thanks to Worldmark Corporation I had a great opportunity to participate in a 6-week Business English course kindly presented by Ric. During our classes I improved significantly my language and communication skills. My personal view is that I succeeded in training some English phonetics and specific oil & gas vocabulary. We spent a lot of time working out our Business English oral skills. Excellent course.

We established a very warm and friendly interpersonal atmosphere. This coaching helped me so much to get know Canadian culture, history and modern style of life not to mention a better understanding of the "neutral" Canadian English accent. Owing to Ric I developed some new personal skills and became more sure and confident in communicating with native English speakers. I would certainly recommend Ric Phillips and 3V Communications as a professional coach/team. He will be surely of great value to everyone who wants not only to improve his English speaking abilities but to communicate with different people and nations as well."
Ilya M. Petrichenko, Director, Economic and Planning Department, WorldMark Corp., Moscow, Russia

"I have improved my accent, improved my confidence in social speaking events as well as professional meetings and presentations. Ric will open doors for you, as lack of communication skills is one of the major barriers in career growth, especially to an immigrant. Hard skills are not enough." **Mahmood Marfatia, CA, CPA, Hummingbird Toronto**

"I wanted a coach who could concentrate on me, and explain my problems clearly. After working with Ric I have improved! He identified exactly what my problem was with detailed explanations, even explaining the bio-mechanics of the mouth, voice, lips, teeth, etc. I'd recommend him to anyone who needs to improve their accent and shyness. He's a multi-talented coach, with great presentation skills." **Devi S. Accounting Dept. Manager at OCT (Ontario College of Teachers)**

"I found Ric back in 2002 when I had a desire to seriously work on reducing my accent. The one-on-one coaching tremendously helped, and my confidence went way up. I know it is effective because a lot of people aren't saying "say it again please?" anymore! I highly recommend Ric's coaching. It will increase employment potential, allow for easier assimilation into the Canadian work environment, and increase your earning potential personally." **Abdurrehman Muhammadi, CA, Controller, Wealth Management for CIBC (Note: now he is VP at another big Canadian bank)**