

ACCENT MODIFICATION

Is Fluency Enough? Avoiding Business Risk

In the global marketplace, employees with a good command of English have a necessary skill. But when it comes to motivating a group or making an impactful presentation, is fluency enough?

The answer is a resounding **“No.”** One must first be clearly understood by listeners before hoping to influence them. In practice, many fluent speakers struggle with the effects of their accent or speech style, undermining their business success.

Why Accent Matters—Understanding the Issue

An accent or speech style different from that of the local culture often impedes clear communication.

- Unfortunately, native speakers often equate an accent with a lack of skills or knowledge.
- An accent can distract the listener, focusing attention away from the message, despite flawless vocabulary and grammar usage.
- Unrecognized or unaddressed accent issues often lead to underutilization of talent and even stalled careers for employees with otherwise impressive credentials and potential to contribute.

Why Training Intervention is Necessary

It is important to note that accent reduction does not result from increased time surrounded by native speakers. Without a formal assessment, the speaker runs the risk of solidifying the existing speech pattern.

The Cartus Approach

Cartus customized Accent Modification training is based on a thorough technical, speech, and cultural style assessment. This ensures that we address each individual's unique challenges related to pronunciation of sounds, intonation, or rhythm, which are the usual targets of accent modification.

That's a good start, but at Cartus, we go further, recommending consideration of cultural differences specific to the participant and target audiences. Why cultural? The reason is that cultural norms—such as reticence and respect—can be interpreted, for example, as a lack of conviction or confidence.

Therefore, our training focuses on appropriate communication techniques in a business context, so that the desired outcome is achieved, whether that is improved meeting management, higher impact presentation, or more trustworthy and motivational leadership.



Program

Cartus offers a 40-hour customized Accent Modification Program including:

Features and Structure

- Thorough speech and cultural style analysis
- Custom training plan
- Pre-and post-program technical speech evaluations
- Trainers who specialize in accent modification
- A highly interactive series of one-on-one or group sessions
- Coaching for cultural nuances and business communication techniques
- Ongoing program management to ensure desired outcomes are reached

Benefits

- Improved clarity and intelligibility of speech, leading to more effective communication
- Greater confidence in communicating, increasing the impact of the message
- Increased career opportunities for individuals held back by issues that training can overcome
- Maximized organizational performance that makes an asset out of cultural differences

“There may be cases where due to the inability to understand me completely, people may hold back information or not trust me. This would affect the quality of my work as well as my growth within my organization.”

—Accent Modification Trainee from Spain

For more information on how Cartus' Intercultural & Language Solutions can help you, please contact intercultural&language@cartus.com

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