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## Accent Modification Skills

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Many organizations have a diverse and multi-lingual workforce. The foreign born population in the State of Maryland has increased 57.6% between 2000 and 2013. In 2010, 43.3% of STEM professionals are foreign born, compared to 29.3% in 2000. 21.2% of Maryland business owners are immigrants, and 26.6% of physicians have graduated from foreign medical schools ([www.maptheimpact.org](http://www.maptheimpact.org)). Success in one's career is often measured by the individual's ability to communicate clearly and confidently. Accent modification training helps individuals achieve that goal.

Several research studies have identified that non-native English speakers encounter a bias in the workplace. Psychological research conducted at the University of Pennsylvania's Wharton School of Business (Huang, Frideger, Pearce, 2013) revealed that non-native English speakers were rated less politically adept than their native speaking colleagues, lacking confidence, understanding what others want and value and being able to build networks. They also were less likely to receive new venture funding. Another study from the University of Chicago (Lev-Ari and Kayser, 2010) found non-native speakers to be judged less credible due to the difficulty processing their accent. Improving communication skills is one way to level the playing field.

## Results of improved communication skills:

## Training may include:

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Increased productivity and efficiency	Public speaking and presentation skills
Employee advancement within the organization	Telephone skills
Employee retention and cost savings for training new employees	Effective communication in meetings
Excellent customer service and satisfaction	Networking skills
Improved team building and collaboration	Email and business correspondence
	Executive presence

## Formats of training:

- 1:1 coaching
- Small or mid-size group classes
- Workshops customized to meet the unique needs of the individual or organization
- On-site at the workplace, in our Owings Mills office, or live web-based remote training

Since 1983, Successfully Speaking has helped individuals from diverse backgrounds achieve excellence in communication. Our unique and customized training programs and materials help each individual focus on specific goals that will help them become an instrumental member of their team.

**Successfully Speaking** provides professional speaking skills training for individuals and groups. Lynda has worked with major hospital systems, corporations, technology firms, research laboratories, small businesses, and the clergy.

If you are interested in learning more, please contact Lynda Katz Wilner by phone at 410-356-5666 or by email at [lkwilner@successfully-speaking.com](mailto:lkwilner@successfully-speaking.com).