

Pronunciation Mastery Program

Be understood by everyone, everywhere, every time

Global Speech Academy's Pronunciation Mastery Program is based on strong linguistic research in the area of English as a Lingua Franca (ELF). It focuses on the specific areas of English pronunciation that have been shown to have the greatest impact on global intelligibility.

Typical pronunciation programs focus on accent reduction – the idea that we need to remove an accent and replace it with something else. Unfortunately, most schools are not aware of the research done on Global English and take an outdated approach to global communication training by trying to force a specific (unachievable) accent on learners.

The *Pronunciation Mastery Program* is different in that it focuses on clarity – the specific, research-based, academically-proven areas of pronunciation that cause the greatest misunderstandings. We work to clarify and/or differentiate the specific sounds or patterns that are causing confusion so that the individual is best understood globally, and not just by one specific sub-set of English speakers who speak the same dialect or with the same accent.

When we speak English in international settings we need to speak and be understood quickly and without error. The Pronunciation Mastery Program will help your employees be understood by everyone, everywhere, every time with minimum effort on the part of the listener. When every employee has the confidence to speak up and be heard, you boost productivity, innovation and the company's bottom line.

Objectives

- See immediate improvements in the way you speak that get noticed by friends, clients and colleagues
- Gain more confidence to speak up in formal meetings, presentations and even informal conversations.
- Take pride in knowing that people are now paying attention to your message – instead of your accent.
- Gain more respect from colleagues and other stakeholders because you're speaking up more and sharing your bright ideas.
- Reduce misunderstandings due to your poor pronunciation, mumbling, soft voice, or lack of confidence.
- Learn how native and non-native speakers hear and understand English and how you can best avoid misunderstandings
- Accommodate to your listeners with your vocabulary, pace and pronunciation so you are best understood



Methodology and Program Components

The Pronunciation Mastery Program can run fully online for 3 or 6 months, or can be run as a blended program with a 2-day live workshop, followed by 3–6 months online. Whether you would like to focus on a specific office or open the course to employees all over the world, anyone can join and participate in the program from work or home, on a computer or mobile device. When people are traveling, it's easy to log in and continue where they left off. This solution is completely global and mobile. The program consists of several components:

Customized Welcome Video

When participants sign up for the program, the first video they watch will be a private welcome video just for your staff, introducing the program, why you are running the program, what the company goals and objectives are, and any other information you would like shared.

Pre-Assessments (add-on)

Every participant will do a pre-course assessment and will receive a 1-page report outlining their specific challenges and where they need to focus their attention during the course. This is helpful in that it not only gives us (the trainers and HR) a base line, but also gives the participants greater focus and control over their learning.

Learning Log

We ask that participants practice at least 10 minutes each day. To help them track their progress and add some accountability, the learning log provides a place for them to record how much practice they do each day. Depending on how much control you want over the training, you could require employees to get their log approved by a manager each week, or you could allow them to use the logs privately. The learning logs also include a full schedule of what they should be working on each week and when the coaching calls are scheduled.

Online Program

Over 40 videos and an accompanying textbook of over 150 pages make up the content of the *Pronunciation Mastery Program*. Since too much information can be overwhelming, the course content is released over time. 1–2 units are released each week over 6 months. Teachers will receive an email prompt every week reminding them that new content is available and to log in to begin reviewing the new units.

Participants will have their own unique username and password where they can access a co-branded learning portal. This is a private area where only your employees will interact and learn. The portal allows for participants to upload practice audio files, comment on each other's progress, write in with questions, and interact with both the instructor (Heather Hansen) and each other.

After the course ends, participants will maintain access to the learning portal and all the video content for an additional 6 months. Any downloads (text book, audio



practice files, bonuses, etc.) are theirs to keep forever and to review at their leisure. Video content is not downloadable, but must be streamed online. The content can also be viewed on mobile devices.

Live Group Coaching Calls

There are 12, group coaching calls over the course of the 6-month program. These are run via teleconferencing (no visual). The calls normally last approximately 45 minutes and are scheduled within working hours in CET. All calls are recorded for those who can't make it and can be accessed in the portal. These calls give the participants the chance to get coaching and feedback on their progress.

Evaluation and Certification (add-on)

Participants who successfully complete the course and perform well on their post-assessment become 'Global Speech Certified'. They are graded (Pass A or Pass B) and receive a formal certification from Global Speech Academy. Those who do not pass the final evaluation will still receive a certificate of completion.

Offices that have certified 80% of their staff can be awarded an office-wide 'Global Speech Certification', to be renewed every 3 years (due to staff relocation, turnover, etc).

Additional Customization Options

Industry-Specific Supplementary Materials

Are there specific topics, themes or vocabulary that your staff absolutely must get right? We can create extra supplementary lessons including an appropriate combination of audio, video and/or written materials to cover these gaps. Any customized content (including videos) may be downloaded and kept by your company.

1-on-1 Coaching

For higher level, client-facing staff, or individuals who just need a bit more help, additional 1-on-1 coaching is also available. In addition to the 12 group calls in the online program, 1-on-1 clients will have 12, private, 45-min video coaching sessions where they will get focused attention and support.

Other needs?

Just ask. We're flexible in our program design and are happy to give you our recommendations to help meet your training and development needs.



Global Speech Academy

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Program Contents

1. Master your Mindset

- How to approach the English language like a child (without embarrassment!)
- How to stay grounded, not take yourself too seriously and remember to laugh at yourself!
- Methods to maintain discipline in this course and stay accountable so you really see results

2. Harness the Science of Speech

- How to breathe effectively for greater voice projection and power
- How to gain control of your breath to calm nerves, care for your voice and improve overall well being
- How you create and regulate sound
- How to use your articulators to create clear English sounds

3. Use Your Voice Correctly when Producing Sounds

- When to use your voice to create sound and when you should only use your breath and articulators (parts of your mouth)
- Why it's so important that your consonant sounds are clear and you use your voice correctly.
- Three Pronunciation Mastery Formulas that will ensure you always remember the rules of consonant sound production.
- How to pronounce past tense (-ed) endings and plural (-s) endings correctly
- The most important correlation between consonants and vowel length. This is the KEY to international understanding!

4. Clarify Your Consonants

- How to hear the differences between similar consonant sounds so that they are easier to produce
- Exactly how to position your tongue, lips, teeth and jaw to produce English sounds clearly
- What you are currently doing wrong and how to fix it
- The differences between similar sounds, why they sound slightly different and how you can pronounce their differences
- Important practice methods so you can improve your speech on your own
- Fun exercises for improving your speech such as tongue twisters
- Differences between varieties of English and tips for Global understanding

5. Vary Vowel Length

- Why the different varieties of English sound so different and how you can adapt to your listener so they can better understand you
- Exactly why and when we shorten and lengthen vowels
- The most common vowel sound in English and why I think it is the least important for you to master
- The one and only vowel that really makes a difference in international understanding



6. Impress with Global Word Stress

- How word stress works – from the syllable level to the whole word
- Apply vowel reduction and use the schwa (especially with native speakers) to improve understanding
- Master word stress patterns so you can speak with greater confidence and also make better guesses as proper pronunciation when you're met with a new word
- Vary pitch throughout words so you begin to better understand how and why native speakers have so much intonation
- Use word stress effectively so you can make a bigger impact with your messages

7. Chunking your Messages

- When and where to place a pause within sentences so they make more sense and make the biggest impact
- How to find the primary stress of a sentence, and emphasize it so it's best understood
- The different ways sentence and word stress change depending on how you choose to chunk your messages
- How to use contrastive emphasis to make your point
- Why and how words link together within thought groups – how the sounds change or maybe even disappear
- Why chunking is the key to greater fluency and flow

8. Use your Voice to Your Advantage with Better Tone

- How to control your breath to better support your voice
- How low and high your vocal range can go when speaking and how to use your range as you speak
- The effect of emotion on your tone and some common traps such as “up-tone”
- The difference between statement and question tones
- Tone patterns in every-day speech versus prepared presentations
- How to vary your tone depending on your situation and audience

9. Embrace Rhythm and Rhetoric

- How to use rhetorical devices to create rhythm in your communication
- How to command an audience, make a greater impact and speak more eloquently
- Simple ways of using the English language to grab your listeners attention
- How to increase your audience's emotional reaction to your subject

10. Lessons from the Masters

- How the pros do it, and why their speech is so effective
- Practical ways that you can integrate rhetorical devices into your own speech
- A matrix for listening to speech at a deeper level
- How to take your presentation style to the next level

Would you like to run this program in your organization?

Contact Heather directly at hh@globalspeechacademy.com with your enquiry.



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