



ACCENT REDUCTION & CONFIDENT SPEAKING ONLINE GROUP COURSE

FAQs

1. The course is called “Accent Reduction and Confident Speaking” - what is the split between these two elements?

Our approach to accent reduction is really about enabling our clients to speak with confidence. There is no need to have ‘perfect pronunciation’ as a goal. The most important thing is to be a great communicator in English, and feeling and conveying confidence is a big part of that. So we teach you sounds, but also, crucially, we teach you lots of tools for communicating with confidence - so that you can relate well to everyone.

2. What is the format of the course?

The course is taught over 10 weeks. You will receive your course manual before the course starts, which contains all the sounds and techniques that you will be covering over the whole course. Each week you will focus on a different set of sounds in your weekly webinar, and then you will practice those sounds and intonation in your small group sessions. The Weekly webinar is very interactive - it is not at all like a lecture, so have your pen and paper at the ready!

3. This course is much cheaper than other courses on your website. Why? What will I not be getting compared to your Signature 1-to-1 course?

In this course you will learn our proven methodology in 10 weeks with the digital version of our acclaimed signature Accent Softening course. It includes 20 hours of supported live learning with an expert LSW coach, exclusive workshop materials and ongoing support. Because we can teach more than 1 person at a time, the course is cheaper than others on our website, but we cover 80% of the course in the most engaging and effective way possible. If money is not a deciding factor,

we would always recommend that you try our [1-to-1 signature course](#), which means you get a bespoke course tailored for your specific needs and can progress at your own pace.

4. What if I want some personal feedback and 1-to-1 attention? Do you have an upgrade I can buy?

It's a great idea to get some additional support if you can, so you can experience some of the bespoke support while benefiting from the group course price. So we offer a few options. *Please note - while we think these are a great addition and they can improve the effectiveness of the course they are not a requirement.*

[Click here to pay for your selected options.](#)

Sound Report - £50 (RRP £75):

We will do a complete sound road map for you so you know exactly which sounds you need to work on and what your top priorities are. We send you the test and you simply send the audio files back to us for analysis by an LSW coach. We then send you a detailed report outlining the key areas you need to focus on.

Final Report - £75:

At the end of the course we create a personalised report outlining your strengths, your progress, and the areas you may still need to work on. Plus a 6 week practice plan so that you can continue your practice after the course.

Deluxe Add-On - £395:

2 x 45-minute coaching sessions + Sound Report & Final Report

If you would like to really squeeze the most out of the group course then having a bit of extra one to one support may be just the thing. Add on our Deluxe group package and get two 45-minute sessions that can be used at any time during or after the course, to help give you some expert and personalised guidance, and top and tail your course with an initial sound report and final feedback report.

5. What are the main things I will learn from this course?

- Gently soften and 'take the edge off' your accent in order to communicate in English with increased clarity and effectiveness.
- Build awareness of any sounds that are getting in the way of being clearly understood, and exactly what to do about them.
- Learn tools to recreate the melody of neutral spoken English, to sound clearer, more engaging and show complete ownership over the language.
- Learn vocal techniques to engage listeners and sustain attention using tone, pauses and intonation.
- Increased clarity for complex ideas and technical language.

6. What do I get for my money?

Great question. You will get:

- **1-hour Weekly Webinar** - which covers sounds and techniques. This webinar is at the same time each week but will be recorded and shared, so if you happen to miss it for any reason you will be able to catch up in your own time.
- **Homework** - there will be exercises and assignments set each week at the end of the webinar.
- **Weekly Small Group Session** - you will have a scheduled 1-hour small group session with an LSW coach and up to 8 students. Here you will receive feedback on your progress, discuss your assignments and get further support.
- **Facebook Group** - there is a private Facebook group for all students, managed by an LSW coach. This is a space to share your progress and connect with your course mates.
- **2 LSW Communication Webinars and an 'Agony Aunt' session** - In addition, you will receive invitations to two exclusive additional webinars and a live Q & A by two-time author, communications expert, and founder of London Speech Workshop, Emma Serlin. You will be given a chance to propose your questions to Emma ahead of the session.

7. Who is this course aimed at?

The course is aimed at non-native English speakers who are fluent or near fluent. The aim of the course is to help you communicate more clearly and confidently, improving not only the sounds and

pronunciation, but also your intonation and delivery. Meaning you can be a more powerful and effective communicator in English. It's also aimed at people who are looking for a lower price point than our signature 1-to-1 coaching. You will learn the same methodology and tools but within a group learning environment.

8. What if I start the course then realise it's not for me, or that my circumstances change? Do you offer any kind of money back guarantee?

We truly believe in what we do. If for some reason after the first session you feel it is not for you, then we will give a part refund minus our admin charges. However, if you continue with the course past the second session, there are no refunds. Like most work of this nature, there are no guarantees and the process works better the more effort you put in. Therefore we ask you to turn up on time for webinars and group sessions, do the assignments and try not to miss any sessions if possible.

9. Why should I choose LSW, and not another provider, for this course? What makes you different or better?

Our method for accent softening and reduction is completely unique. Over 12 years we have had incredible feedback and results with thousands of clients. What sets us apart is that we get that it is so much more than perfect English pronunciation. This is about confident communication that makes people want to listen. Our approach is sensitive, intelligent and adjusted to different learning styles. It is built around our passion: to give our clients tools so they can be confident and fully themselves when they communicate in English. That's what we do, and that is why our coaching is so powerful.

10. Which coach/trainer will I get? Will this change as the course progresses?

The group courses start once per month. Each course is assigned an expert LSW coach who will teach all of the weekly webinars and will be your main point of contact throughout the course. So that we can offer a broader range of times, your small group session may be facilitated by another LSW coach, but it will be the same person each week. If your LSW coach is unable to attend for any reason, we will find a suitable

alternative LSW coach to ensure that the training and learning remains on schedule.

11. How do I know which small group I am in?

Have you completed the goal setting form that we sent you along with your course confirmation email? If you've submitted the form and not received acknowledgement from us, please email us at office@londonspeechworkshop.com and we will confirm your small group session timing ASAP.

12. Do I get an accreditation of any kind?

You will receive a digital certificate for completing the course. This will be emailed to you at the end of the course.

13. Can I stay in the Facebook group for ongoing support once the course finishes?

We would love you to stay in touch with us and to stay connected on Facebook. At the end of the course you will be invited to join our LSW Accent Softening Facebook Group so we can continue to share tools and resources with you and you can connect with others who are working towards the same goals.

If you have any further questions about the course please contact office@londonspeechworkshop.com

For more information on all of our course please visit www.londonspeechworkshop.com