

Inside English

In today's diverse corporate environment, there are many professionals who are nonnative speakers of English. Some may have a good grasp of English vocabulary and grammar, but their communicative skills may be affected due to their native-language accent. Such individuals are often concerned about speaking up during meetings, giving presentations, or even conversing over the phone and with their colleagues. Not only can this affect corporate productivity, but it can also hold back a person from advancing in their career.



Accent Training

To help such individuals, 3iMobile has put together a unique training program that combines learning materials on a **CDROM** and **workbook**, with regular one-on-one **lessons over the phone** with English Language instructors.

The course starts with a **detailed speech analysis** to determine how the learner's pronunciation varies from standard American English. The instructor then creates a **customized lesson plan** to address the specific needs of the learner and proceeds to teach the student various **speech modification techniques** to improve pronunciation and intelligibility.

The course is a 14-week training program, taught by American Speech-Language-Hearing Association (ASHA) certified speech-language pathologists, who have several years of experience dealing with accent modification for individuals in the business fields. In this program of study, the instructor does an initial evaluation of the learner's speech. The instructor then builds a customized program to target each area of weakness. Every week, the trainer conducts a one-on-one 40 minute lesson over the phone, guiding the learner through each area of weakness. Each lesson is recorded so that the trainer has the ability to do post-analysis. It is also useful for the learner, as they can review the lesson and listen to their own speech and instructor corrections. The learner is also expected to study the self-study materials on their own, preferably for half hour **each day**. A combination of the trainer guided lessons and self-study should result in marked improvements in the clarity of their speech.

English Lessons

To teach communication skills, 3iMobile has put together a program that combines learning materials on the web, with regular one-on-one lessons over the phone with English Language instructors. We cover diverse topics, business and general, role-plays, grammar, pronunciation and vocabulary and strive to give the learner a challenging learning experience.

Over the Phone

Lessons over the telephone provide an ideal learning environment as it ensures that the learner focuses intensively on speaking and listening skills. These sessions are very convenient as well since they can be done from home or office. (All telephone charges are borne by 3iMobile.) It also prepares the learner for the everincreasing business communications that are done over the phone these days.

Over the Phone

The learner doesn't have to travel anywhere to attend the lessons. At the scheduled time, the instructor calls the learner at the phone-number they specify. Lessons over the phone are ideal as it **focuses** the student on how the **sound is perceived** by the ear, and not on how it "looks" when said.

Flexible Scheduling

The learner can easily schedule their lessons online at any time. Lessons may be cancelled and rescheduled up to four hours in advance.



Feedback

Feedback has been proven to be essential to the learning process, and therefore we provide the following three forms:

1. During the lesson the instructor provides **verbal feedback**.
2. Every telephone lesson is **recorded** so that the learner can access the lesson and listen to their speech, along with the corrections and comments of their instructor
3. Every four lessons, the instructor provides a **written evaluation** that lists the mistakes made by the learner, and suggests methods for correction.

Highly Qualified Instructors

All our instructors are English Language teachers who have several years of experience in Accent Reduction training. They also have undergone training conducted by The Institute of Language and Phonology.

Tracking Progress

With the 3iMobile Learning Management System, the Corporate Training Manager can track the progress of all their learners in real-time.

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