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## Developing Your Business Accent: Tips & Tools for Offering Accent Modification Services

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Moderated by:  
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## How to earn CEUs

- Must be logged in for full time requirement
- Log in to your account and go to Pending Courses
- Must pass 10-question multiple-choice exam with a score of **80%** or higher
  - Within **7 days** for live webinar; within **30 days** of registration for recorded/text/podcast formats
- Two opportunities to pass the exam

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## Developing Your Business Accent: *Tips & Tools for Offering Accent Modification Services*

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## Introduction/Background

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## Learning Outcomes

After this course, participants will be able to:

- Identify key components of accent modification and the SLP role in service delivery.
- Describe various models of accent modification practice, key elements to consider when starting a business offering accent modification services, and resources/tools to establish/grow an accent modification business.
- Identify mindsets & myths for the SLP to consider when offering accent modification services as part of a business.

## Outline

1. Define Accent Modification & Related Terminology
2. Describe Need/Value of Accent Modification Services
3. SLP Roles/Necessary Skillset in Service Delivery
4. Myths Related to Accent Modification Business
5. Mindsets/Mindset Shifts for Success
6. Elements of Accent Modification Business/Models of Accent Modification Business
7. Resources/Final Thoughts/Q & A

## What is Accent Modification...

- **Accent Modification:** *“an elective service sought by individuals who want to change or modify their speech patterns”*
- **Accent:** “variations in the execution of speech characterized by differences in phonological and/or prosodic features...”
  - **\*\*We all have an accent\*\***
- **Modification:** neutral term implying “making changes to increase communicative effectiveness”
  - intelligibility, comprehensibility → clear, natural speech/accents

(ASHA; McKinney, 2019; Shah, 2012)

Q1

## What is Accent Modification...

- Related Terminology
  - Accent Modification also referred to as:
    - accent reduction -- accent elimination -- accent coaching*
    - dialect training -- accent enhancement -- pronunciation training*
- Regional vs Native
- Accent Training - teaching an accent/dialect for a role
- Clinical vs Corporate SLP/Speech Trainer

## What is Accent Modification...

- Need/Value of Accent Modification Services
  - Clear Communication
  - Workplace Communicative Effectiveness/Efficiency/Safety
  - "A desire to be understood"
  - Increased Confidence/Self Esteem
  - Increased Self-Perceived Communication Competence
  - Counteract the presence of bias/discrimination

(Grogger, et al. 2020; McKinney, 2019; Freysteinson, et al. 2016)



Accent Modification:

## SLP Role/Needed Expertise

- Self-study of specialized training
- Certification available, but not necessary
- Awareness of own biases/cultural awareness
- At least 3-5 years minimum clinical expertise
  
- ✓ Assess, Set goals, Train, Modify, Determine Outcomes
- ✓ Need to be able to refer if/when necessary
- ✓ Need to be able to counsel
- ✓ Need to be able to advocate
- ✓ Need to be able to market/sell/manage business

(Chakraborty, et al., 2019; McKinney, 2019)

Q2, Q3



Accent Modification:

## SLPs are Uniquely Positioned

- TESOL & Voice/Speech Trainers also provide services
  
- SLP:
  - ASHA Scope of Practice
  - Knowledge base of articulatory/phonological systems, speech sound production, voice/resonance
  - Training/Cueing Hierarchy
  - Assess, Plan, Modify, Determine Outcomes
  - Counseling, Advocacy
  
- Need to have further study & practice in training suprasegmentals

(ASHA; McKinney, 2019; Sikorski, 2005)

Q3, Q5

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### Popular Myths related to Accent Modification Business

- × *It is therapy*
- × *Insurance will cover the services*
- × *SLPs are the only professionals who provide Accent Modification services*
- × *Requires to have adult therapy experience*
- × *Must be bilingual*
- × *More lucrative with less effort*
- × *A brand-new accent mod business will be sustainable in isolation*

Q4, Q5, Q8

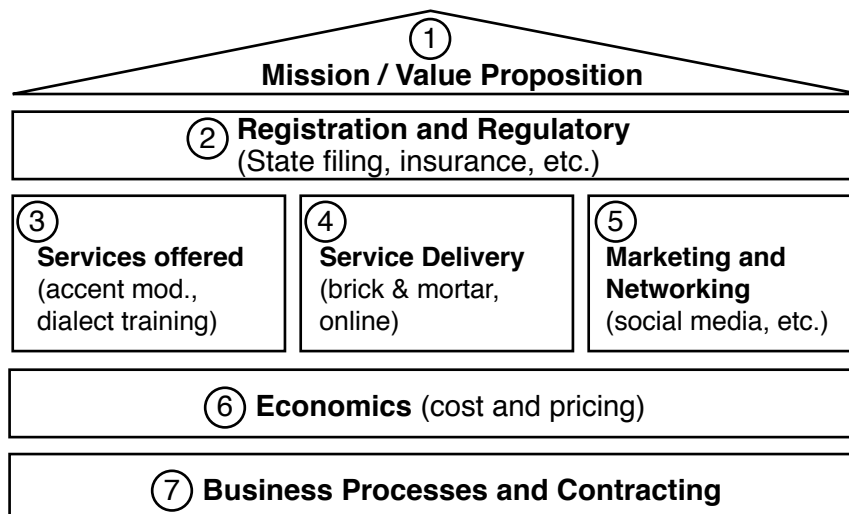
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### Having the Right Mindset/ Making Mindset Shifts for Success

- You are running a business
- Apply clinical expertise to drive practical outcomes (clinical lens in a non-clinical setting)
- Different set of clients/audience to different expectations
- Focus on what the customer wants/what are the most functional outcomes for customer
  - Functional Load (McKinney, 2019)
  - Client Benefit (Westfall, 2018)

Q10

## 7 Key Accent Modification Business Elements



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Q6

Business Elements:

### ① Mission/Value Proposition

- **Mission:**

-determine your goal; what is it that you wish to offer/achieve with your business

- **Value Proposition:**

-“a *promise of value* to be delivered, communicated, and acknowledged”

-also “a *belief from the customer* about how value (benefit) will be delivered, experienced and acquired” [Wikipedia]

- ☐ Developing your Business Strategy/Business Model
- ☐ Establishing your Niche

Q6



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## ① The sky is the limit!

Potential Target Clientele...



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Business Elements:

## ② Registration/Regulatory

### ▪ Business Registration:

- Abide by State/Local rules/regulations  
Ex: LLC, PLLC, Series LLC, S Corp, etc.

### ▪ Professional Certification/Licensure:

- ASHA Code of Ethics/Scope of Practice
- State/Local Licensure Laws
- Area of Gray: ? Compact Licensure/Reciprocity  
? SLPs not only professionals providing this service  
? Various rules local/state/internationally for any type communication training

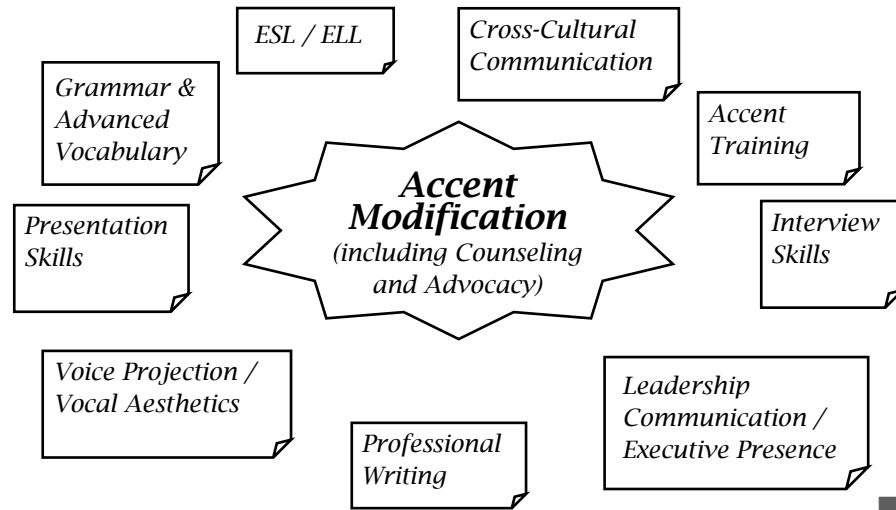
### ▪ Professional Liability Protection:

- Professional organization discount
- Will vary if brick & mortar vs virtual, etc.

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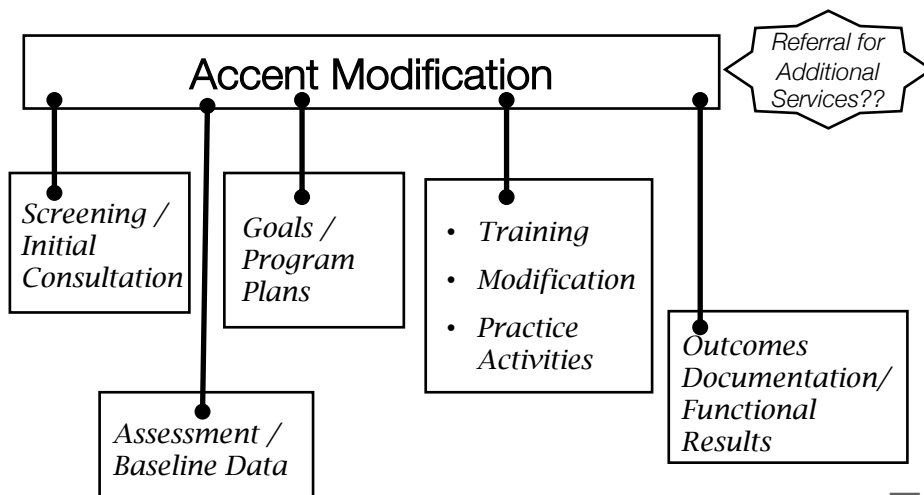
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Business Elements:  
 ③ Potential Services Offered



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Business Elements:  
 ③ Potential Services Offered



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Business Elements:

## ④ Right combination for effective Service Delivery

Physical Location vs. Virtual Sessions

Individual vs. Group Sessions

Self Pay vs. Sponsored

Q8

CONTINUED

Business Elements:

## ⑤ Marketing and Networking

- In Person
  - Free Presentation/'Sample' Class/Lecture/Complimentary Consultation
  - Vendor Opportunities
- Cold Call/Unsolicited
- Networking
  - ✓ Network, network, network!
  - ✓ Specific groups designed to gain leads
  - ✓ Be ready always with 'elevator pitch'- you never know who might find value in your services

CONTINUED

Business Elements:

## ⑤ Marketing and Networking (cont'd)

### ▪ Website/Social-Digital Media

- Know your demographic/stats related to social media platforms
- Know SEO factors
- Can be used for more than just marketing

#### ❖ Advocacy & Education

- Client Population
- More Effective Workplace Communication Practices
- Corporate SLP Community

#### ❖ Networking

- Can range from free/inexpensive to extremely costly
- Timing/Scheduling
- Reviews/Testimonials

(Olanrewaju, et al. 2020; Chen, 2020)

Q9

Business Elements:

## ⑥ Economics

### \$ Cost

- business registration, licensure, insurance, professional membership
- website, phone, internet, technology, materials
- continuing education/professional development
- marketing & networking

### \$ Price

- market research
- low enough to have volume of clients
- high enough to represent your value/gain income
- packages vs per session

Q7

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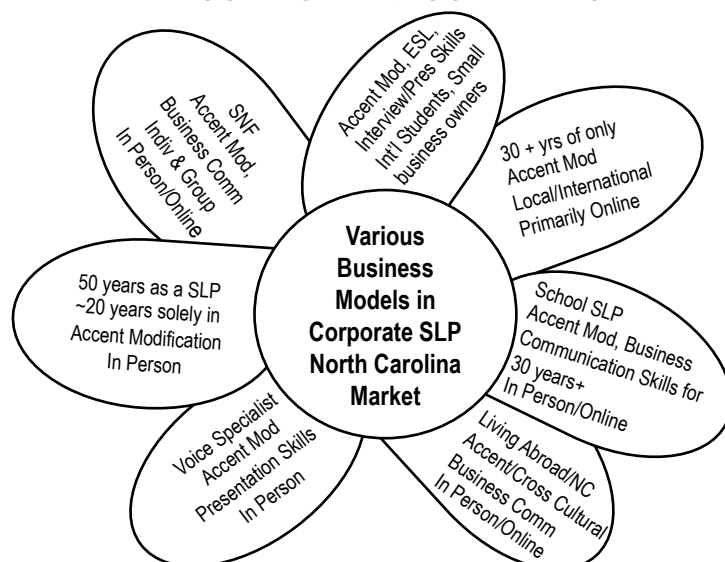
Business Elements:  
**7 Business Processes/Contracting**

- Policies/Procedures specific to your practice
- Agreements/Contracts
  - Include factors such as:
    - ✓ Services Promised
    - ✓ Service Delivery Details
    - ✓ Payment Schedule/Method
    - ✓ Practice Agreement
    - ✓ Cancellation Policy
  - Signatures

continued

Various Corporate SLP Business Models Can Coexist & Succeed!!

**COMMUNITY > COMPETITION**



Q4

continued



## What can we take away from this in terms of the Business of Accent Modification?

- A market exists within various groups of potential clientele
- There is value in this type of corporate/non-clinical service
- Different business models/service delivery methods can be equally as successful, profitable
- Corporate SLPs should have solid clinical experience prior to venturing into this corporate arena of service delivery
- Multiple corporate SLPS can co-exist within the same area—and work together to build COMMUNITY vs only serving as Competition
  - → This further strengthens awareness of the value of a Corporate SLP and Accent Modification services provided by SLPs



- Please refer to the addendum Resource Guide for additional resources.
- Q & A

*Thank You for your attention & participation!*