



Corporate Speech Pathology: Getting Started

This information summary appeared in the October 2010 ESL RULES, LLC Newsletter by authors Marjorie Feinstein-Whittaker, of the Whittaker Group (www.prospeech.com) and Lynda Katz Wilner of Successfully Speaking (www.successfully-speaking.com).

Whether you call yourself a Corporate Communication Trainer, Corporate Speech Trainer, or Corporate Speech-Language Pathologist, many of you have had questions about entering this growing specialty. Since our article was published in Advance last week, we have received many inquiries about what business background and coursework is needed to launch a successful corporate presence. Here are some basic resources and suggestions:

1. Business Training: You do not need a formal business background or specialized degree to conduct business in the corporate world. However, you can receive free guidance from a retired business professional through your local Small Business Association. These are usually located on college campuses. Your local Chamber of Commerce is a wonderful way to network and meet professionals in your community who can help you grow your business (e.g. marketing professionals, graphic and web designers, accountants, lawyers, publishers, etc.) The prolific author, Alan Weiss, has a number of excellent books and mentoring programs for professionals.

2. Coursework: You do not need a formal certificate to conduct the training. However, a train-the-trainer workshop will give you the foundation, expertise, and marketing ideas to help grow your corporate business. Two of the more popular resources are LDS & Associates www.ldsassoc.com for on-site workshops and webinars, and the Compton P-ESL Program for on-site or online workshops www.800-language.com.

3. Professional Organizations: Aside from the above listed organizations, the Corporate Speech Pathology Network (CORSPAN) www.corspan.org, is a networking organization of professionals who provide corporate speech training. Your local American Society of Training and Development (ASTD) www.astd.org is a wonderful organization for professional development and networking. TESOL www.tesol.org has special interest sections with very active listservs, such as pronunciation, higher level education, medical English, etc.

4. Materials: Build a library of resources. Find programs that resonate with your philosophy of accent modification training. Materials are available at www.eslrules.com, www.ldsassoc.com, www.americanspeechsounds.com, and www.amazon.com. The local and international TESOL convention exhibit booths provide extensive resources to enhance your knowledge and skill sets.

Let us help you learn and network in the field of Corporate Speech Pathology! Become member of CORSPAN today! [Learn more.](#)