CAREERS IN CORPORATE SPEECH PATHOLOGY: YOUR GUIDE TO SUCCESS

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CORPORATE SPEECH PATHOLOGY

Part I. What is Corporate Speech Pathology?

Part II. Becoming a Corporate Speech Pathologist

Part III. Providing Corporate Speech Pathology Services

Part IV. Starting a Private Practice
PART I.

WHAT IS CORPORATE SPEECH PATHOLOGY?
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A set of communication services that non-traditional SLP’s provide to professional adults.
WHAT IS CORPORATE SPEECH PATHOLOGY?

OUR SERVICES:

- Foreign & Regional Accent Reduction
- Voice Improvement
- Listening Skills
- Non-Verbal Communication Skills
- Presentation Skills
- Public Speaking
- Interview Coaching
- Vocabulary Development
- Communication Enhancement
- Telephone Skills
- Emailing Skills
- Business English
- American Business Culture Training for Managers and Employees
- Rapport Building
- Confidence Building
WHAT IS CORPORATE SPEECH PATHOLOGY?

OUR CLIENTS:

- Companies: Finance, Technology, and HealthCare
- Employees of Companies
- Individual Professionals
WHAT IS CORPORATE SPEECH PATHOLOGY?

EMPLOYEES AND INDIVIDUALS:

- Foreign-born professionals who speak English as a Second Language
- Native-born professionals who speak English as a First Language
PART II.

BECOMING A CORPORATE SPEECH PATHOLOGIST
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Client success only occurs when your skills meet your clients’ needs.
BECOMING A CORPORATE SPEECH PATHOLOGIST

OUR QUALIFICATIONS:

– College & Graduate School

– Work Experience

– Professional Development

– Life Experience
BECOMING A CORPORATE SPEECH PATHOLOGIST

GRADUATE SCHOOL:

- Motor Speech Disorders
- Articulation and Phonology
- Language Acquisition (Second Language Acquisition)
- Language Rehabilitation
- Fluency
- Cultural Awareness
- Counseling Skills
BECOMING A CORPORATE SPEECH PATHOLOGIST

Views from our certifying organizations (ASHA, MDLHA, SHAV) and other Corporate Speech Pathologists
BECOMING A CORPORATE SPEECH PATHOLOGIST

PROFESSIONAL DEVELOPMENT =

Education + Training Tools + Support

(Workshops + Materials + Organizations)
BECOMING A CORPORATE SPEECH PATHOLOGIST

SLP WORKSHOPS:

- P–ESL: Compton Pronouncing English as a Second Language
  [Link](http://www.ajcomptonpesl.com/certified/index.php)

- Lorna Sikorski: LDS and Associates
  [Link](http://www.ldsassoc.com)

- Katie Schwartz: Business Speech Improvement
  [Link](http://www.businessspeechimprovement.com/serv01.htm)
BECOMING A CORPORATE SPEECH PATHOLOGIST

MATERIAL AND REFERENCES:

- Katie Schwartz:

- P–ESL:
  http://www.ajcomptonpesl.com/certified/index.php

- Rules:
  http://www.eslrules.com/ (Lynda Katz and Marjorie Whittaker)

- Prism:
  http://www.accentmodification.com/for_slp's.htm (Sharon Heffley)

- Meec:
  http://www.ldsassoc.com/ (Lorna Sikorski)

- Corporate Speech Pathology Network:
  http://www.corspan.org/
BECOMING A CORPORATE SPEECH PATHOLOGIST

Client success only occurs when your skills meet your clients’ needs.
PART III.

PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES
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Bridging the Business World as Communication Consultants and Business Owners
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

Training not therapy…

Clients not patients…

Cash/credit cards not insurance…

Proposals not reports…

Suits not scrubs…
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

Offensive vs. Defensive Approach
OUR CLIENTS:

- Companies: Finance, Technology, and HealthCare
- Employees of Companies
- Individual Professionals
SERVICES PROVIDED:

- Foreign & Regional Accent Reduction
- Voice Improvement
- Listening Skills
- Non-Verbal Communication Skills
- Presentation Skills
- Public Speaking
- Interview Coaching
- Vocabulary Development
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PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

COMMUNICATION TRAINING FORMAT:

- Large Group Seminars
- Small group seminars or classes
- One-on-one training
“Personalized, Customized, and Uniquely Designed.”
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

TRAINING MATERIALS =

Published + Relevant + Creative
Providing Corporate Speech Pathology Services

Examples from © Speech for Success, LLC

✓ Power Point
✓ Performance Reviews
✓ Love Poems
✓ Friday Lunch & Culture Exchange
Intonation practice that will make your wife smile…

You are beautiful inside and out.

I. I. V. III. I. I.
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

Do my clients need an evaluation?

- Cost
- Time
- Measuring for Accountability
Client success only occurs when your skills meet your clients’ needs.
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

Communication Training Delivery
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

CLIENT ENGAGEMENT CHECKLIST:

- Connect with client
- Consultation/Needs Assessment
- Proposal
- Training
- Closure
INITIAL CONSULTATION:

- Problem?
- Impact?
- Remedy?
- Outcome?
- Resolution?
- Solution?
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

PROPOSAL:

- Client and Provider
- Problem Statement
- Plan of Action
- Cost
- Training Policies/Conditions
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CLOSURE:

- Evaluating & Reporting Your Client’s Success
- Evaluating Yourself
- Client Relations
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EVALUATING YOUR PROGRAM:

- Program Goals
- Program Materials
- Trainer
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

CASE HISTORY # 1
“Our biggest company complaint is customer service. My warehouse floor managers and customers speak English and my employees primarily speak English and Spanish.”
CLIENT’S REACTION TO TRAINING:

*Mandatory vs. Self–Selected
PROVIDING CORPORATE SPEECH PATHOLOGY SERVICES

Positive Reactions:

- “I am so glad they are allowing me to do this program.”

- “I feel valued by my company.”

- “It’s really important for me to improve my speech; I’ll do anything that necessary.”
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Negative Reactions:

- “I don’t think you should judge someone on how they talk.”

- “I already speak better English than my manager…he should be in this program.”
PART IV.

STARTING A PRIVATE PRACTICE
STARTING A PRIVATE PRACTICE

THE BUSINESS PLAN:

Your Map to Short-Term And Long-Term Viability
STARTING A PRIVATE PRACTICE

BUSINESS PLAN:

- Market: Demand & Competition for services
- Time: Current Job + Start-Up, Personal
- Cost: Current job + Start-up
STARTING A PRIVATE PRACTICE

75% of the time you spend starting your own business is used for business development, a negative cash flow situation.
STARTING A PRIVATE PRACTICE

BUSINESS & TRAINING RESOURCES:

- Small Business Association:
  http://www.sba.gov/

- SCORE: “Counselors of America’s Small Business Owners”
  http://www.score.org/explore_score2.html

- Women’s Business Development Center:
  http://www.wbdc.org/default.aspx

- National Small Business Association:
  http://www.nsba.biz/

- American Society of Training and Development:
  http://www.astd.org/
STARTING A PRIVATE PRACTICE

YOUR BUSINESS CERTIFICATION:

- Speech Language Pathologist
- Communication Trainer
- Business Owner (Sole Proprietor, LLC)
STARTING A PRIVATE PRACTICE

Client success only occurs when your skills meet your clients’ needs. And when it occurs....
“I wanted to email you personally and tell you that Patty has been promoted. We are really proud of her and the work you have done together.”

“I am impressed recently because a manager asked me to speak in the department meeting on behalf of a team. I am sure this presentation opportunity is related to our work on communication skills.”