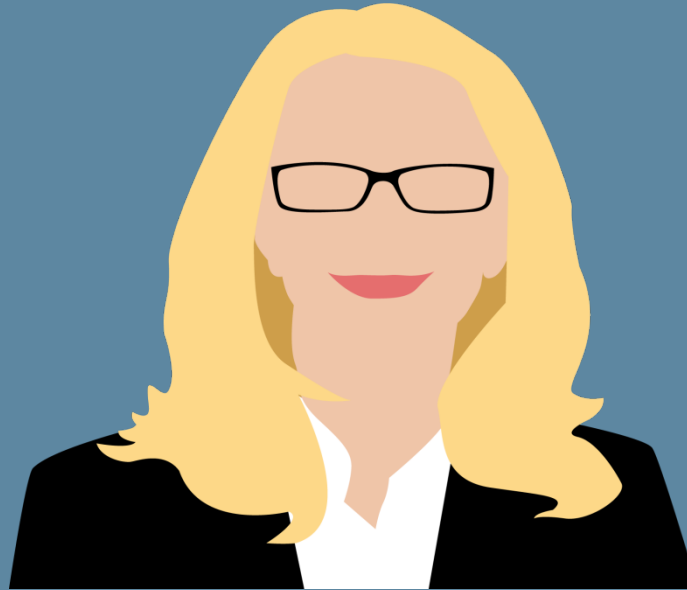


Legal Lunch with Laura



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Future Lunch Dates

Tuesday, March 19, 2013

(Wages and the FLSA – pitfalls for every employer)

Tuesday, May 21, 2013

(Benefits of a Workplace Mediation Program)

*Webinars are held on the third Tuesday of every other month from 12:00 – 1:00 p.m.

Whad'ya Say?

Strategies to Address Communication Issues in the Workplace

Presentation by
Lynda Katz Wilner, M.S., CCC-SLP
Laura L. Rubenstein, Esq.

Lynda Katz Wilner



Lynda Katz Wilner, M.S., CCC-SLP is a corporate communication trainer and a Speech and Language Pathologist. She is the founder and director of ***Successfully Speaking***, a communication consulting firm which specializes in professional speaking skills, voice and diction, foreign accent modification, and regional dialect reduction.

Lynda helps individuals from diverse backgrounds achieve excellence in communication and ensure their professional success.

Lynda co-founded ESL RULES, and developed and published numerous assessment and training materials that are sold worldwide. She trains individuals, groups, and trainers around the United States with her unique programs.

www.successfully-speaking.com

410-356-5666

Objectives for Today's Webinar

- Learn the aspects of effective communication skills in the workplace
- Understand the costs of poor communication
- Educate managers to reduce corporate liability
- Recognize and improve your own communication skills

Disclaimer: This webinar is provided for informational purposes only and is not deemed professional or legal advice. Participation in this webinar does not create an attorney-client relationship with Attorney Rubenstein or Offit Kurman or a professional client relationship with Lynda Katz Wilner. The opinions expressed throughout this webinar are the opinions of Attorney Rubenstein and Ms. Wilner and may not necessarily reflect the opinions of Offit Kurman or Successfully Speaking.

Overview of Issues to Be Addressed

- The “Three V’s of Communication”
- Communication Barriers in the Workplace (Foreign Accents/Regional Dialects)
- “English Only” Policies – Are They Legal?
- National Origin Discrimination Claims
- Accent Modification and Communication Skills Training

Wheel Of Fortune Contestant

http://www.youtube.com/watch?v=qZOFj_PJf3U

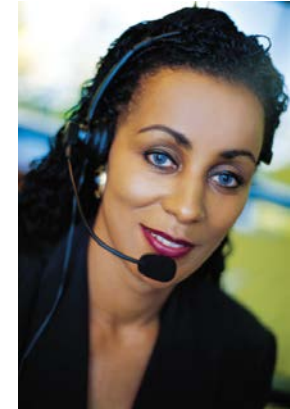
Webinar Poll

Do you feel uncomfortable when a colleague speaks a different language in the workplace?

A. Yes

B. No

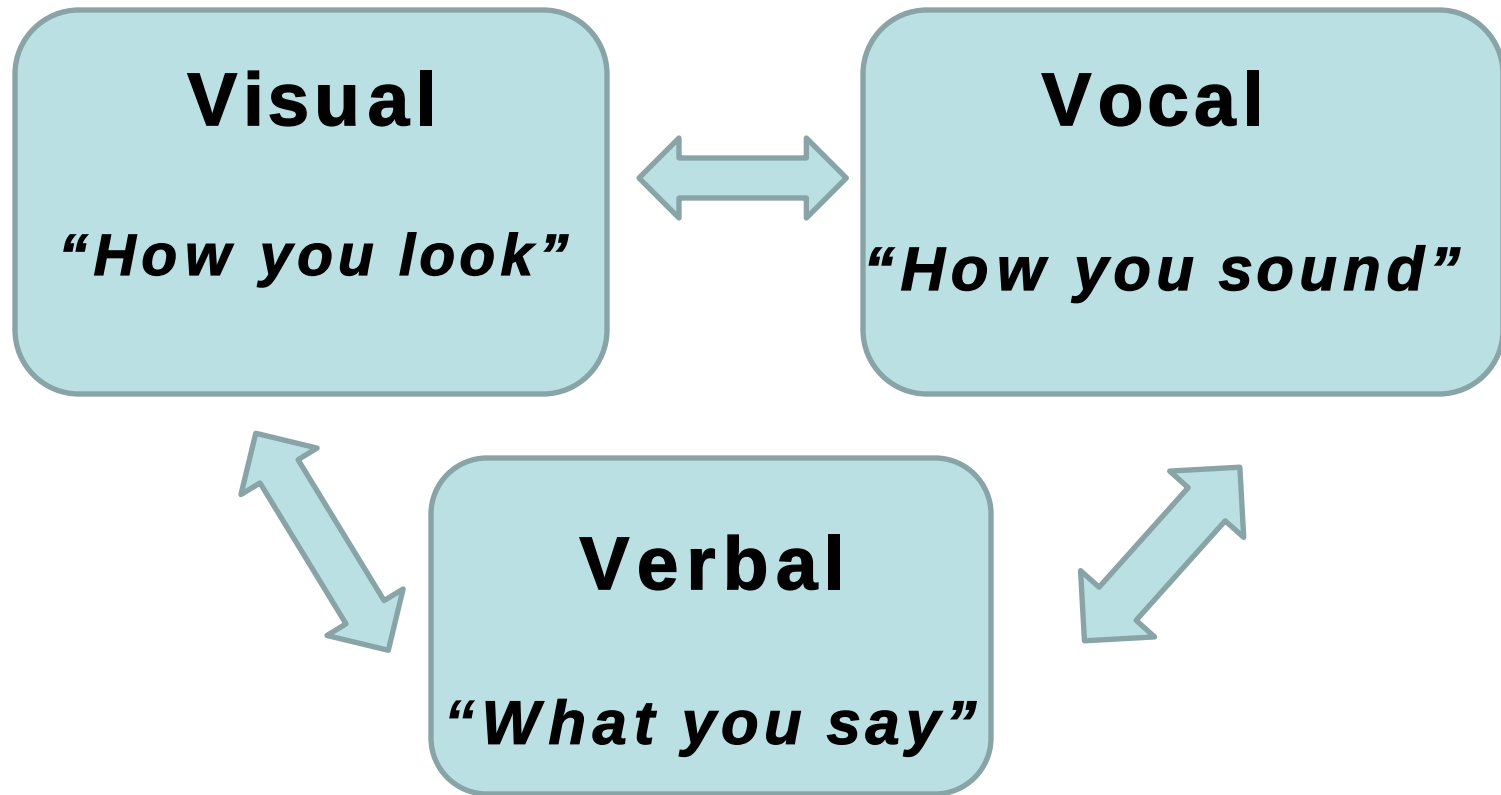
Successfully Speaking in the Workplace



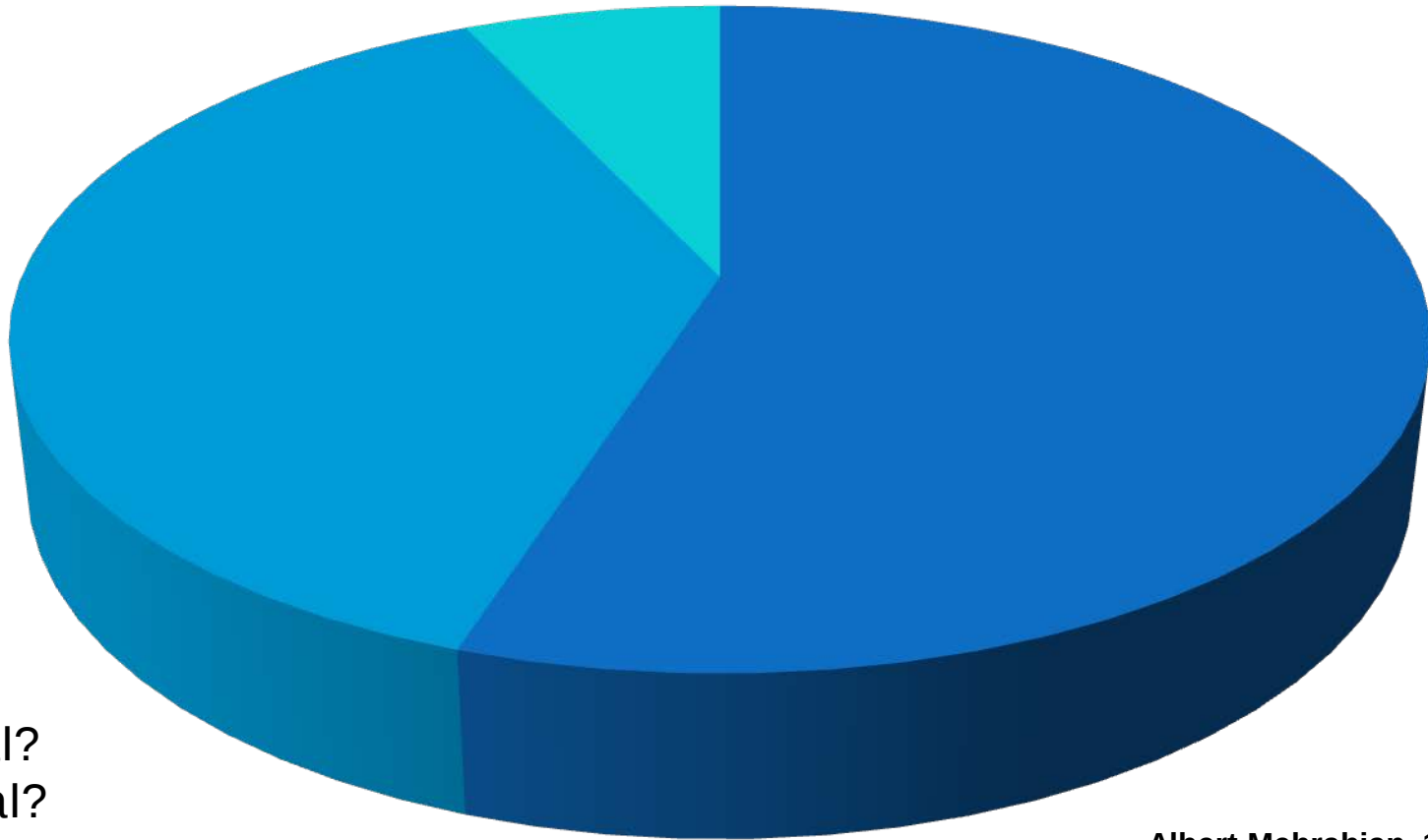
Communication Skills

- Professional Speech-powerful and confident
- Foreign Accent Modification
- Regional Dialect Modification
- Telephone skills
- Small talk, networking
- Writing skills, e.g., e-mail correspondence
- Active listening skills

Optimal Communication



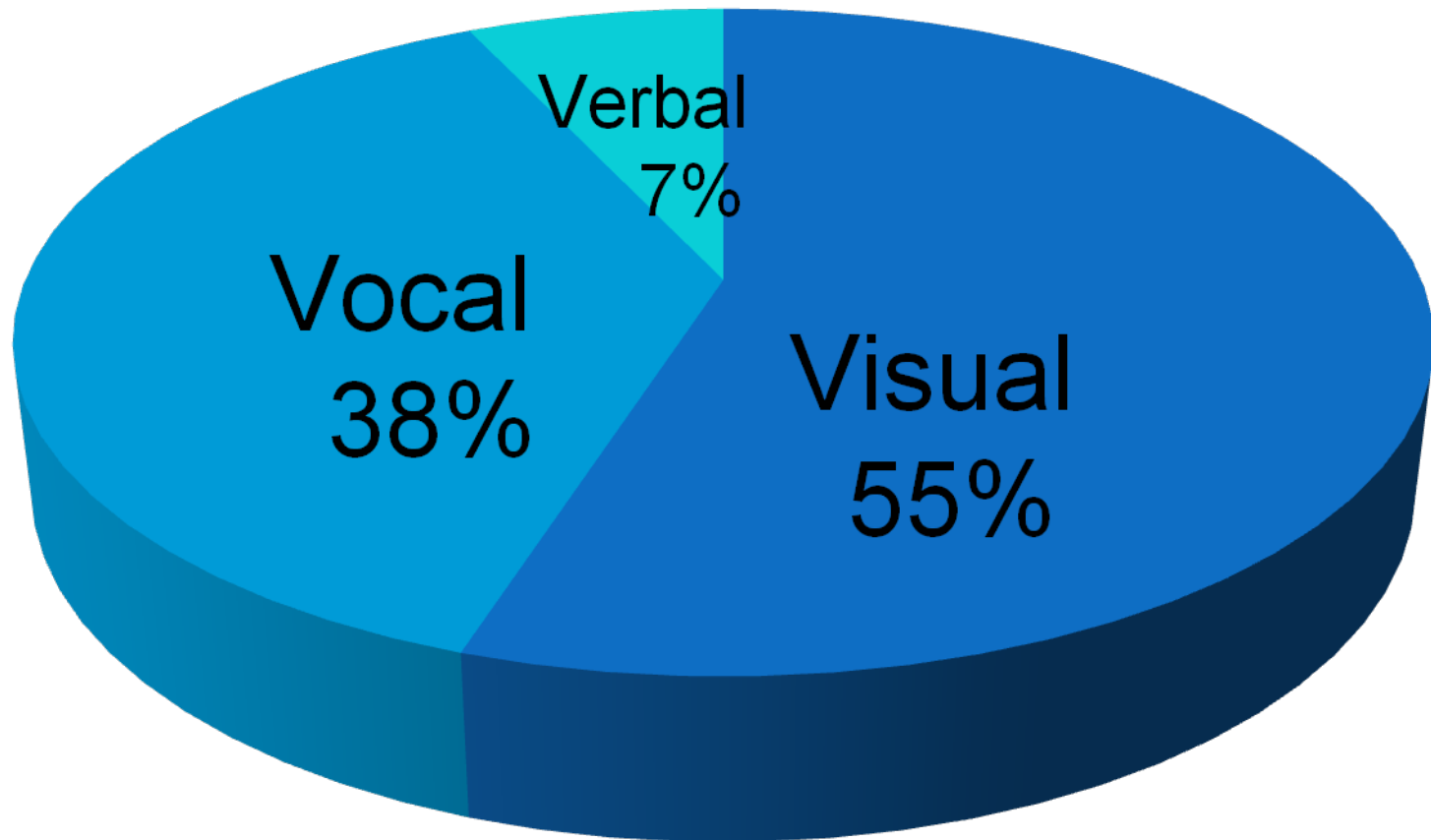
Project a Professional Image



Visual?
Verbal?
Vocal?

Albert Mehrabian, 1982

Project a Professional Image



Visual - “see”

- Facial Expression
 - Eye contact
 - Appropriate smile
- Body language
 - Posture
 - Gestures
- Nervous habits



Vocal – “hear”

- Voice projection
- Voice quality
- Vocal variety, e.g., no monotone
- “Uptalk,” rising inflection
- Appropriate pitch
- Rate and pausing
- Fluency, e.g., absence of word fillers, “like,” “um,” “kinda,” “ya know”
- Grammatical errors, e.g., “They was.....”
- Pronunciation
- Dropping of word endings, e.g., “talkin’,” “projec-”



Verbal – “say”

- Choose powerful words, e.g., “I know”
- Avoid weak words, e.g., “I hope,” “I’ll try”
- Avoid tag questions, e.g., “isn’t it?, won’t we?”
- Avoid acronyms or abbreviations
- Avoid “hypercraniaology”
- Avoid empty intensifiers, e.g., “just,” “really,” “so”



“We just loved seeing that really fantastic show on Broadway.”

Webinar Poll

Have you ever witnessed an employee in your current or former workplace who had communication issues?

A. Yes

B. No

Regional Dialect vs. Foreign Accent

- **Accent** – using the native language's pronunciation, stress, and rhythm patterns in the new language, e.g., Chinese, Spanish, Nigerian, Indian
- **Dialect** – variation of speech patterns of the same language often due to isolation, e.g., New York, Southern, Boston

My Cousin Vinny

<http://www.youtube.com/watch?v=HVjbf-dHjW0>

Webinar Poll

How much of your workforce includes non-native English speakers?

- A. Less than 10%
- B. 10-25%
- C. 25-50%
- D. Greater than 50%

Major Accent Issues

- **Stress and intonation**
 - Numbers, e.g., 15 minutes vs. 50 minutes
 - Proper nouns, e.g., your name, company name
 - Compound nouns, e.g., parking lot, boardroom
 - Abbreviations, e.g., CEO, ATM
- **Pronunciation (Consonants & Vowels)**
 - “bleeding” vs. “breathaing”
 - “verse” vs. “worse”
 - “leave” vs. “live”
 - “walk” vs. “work”

Other Language Issues

- **Grammatical Differences**

- Omission of articles
 - *“He went to ___ meeting.”*
- Noun-verb agreement
 - *“He work_ late every Thursday.”*

- **Idiomatic Expressions**

- *“I’m fed up. I’ve had it.”*
- *“Pull yourself together.”*
- *“He’s stopping cold turkey.”*

Webinar Poll

If you have ever witnessed someone with a workplace communication challenge, what was that challenge? (Check all that apply)

- A. Heavy accent
- B. Limited language proficiency
- C. Poor pronunciation
- D. Poor grammar
- E. Voice issues

English Only Policies



- Are they legal?
- In what situations are they appropriate?
- Should your workplace have them?

National Origin Discrimination

What is the definition of National Origin?

Under what circumstances does an adverse employment action constitute national origin discrimination based on someone's accent?

Discussion of discrimination cases

Filipino Nurses Win Language Discrimination Settlement

September 2012 – Believed to be the largest language discrimination settlement in the U.S. healthcare industry

- A group of 69 Filipino nurses won a \$975,000 settlement against their hospital employer in California
 - Being mocked for their accents
 - Ordered to speak English only

Webinar Poll

Would someone's pronunciation skills affect your hiring decisions?

A. Yes

B. No

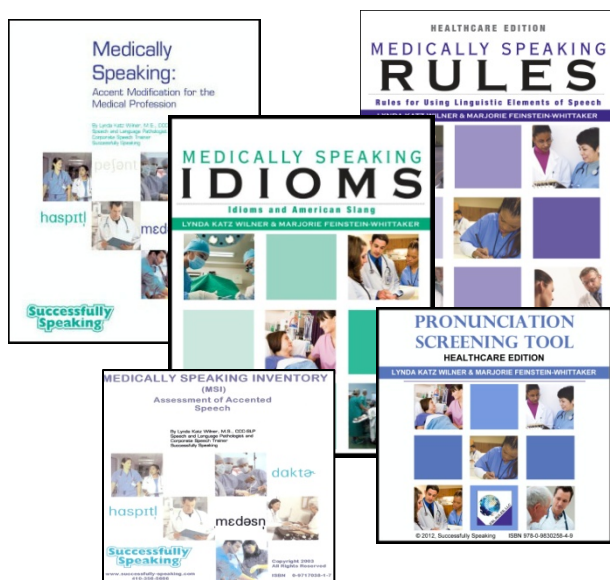
Areas to Address in Training



- **Public Speaking Anxiety / Concerns**
- **Non-verbal (Visual) Communication Skills**
 - Body language
 - Posture
 - Gestures
 - Facial expression
 - Eye contact
- **Cultural Aspects of Communication**
 - Physical contact
 - Personal space
 - Communication styles
- **Vocal and Verbal Communication**
- **Communication Repair Strategies**



ESL RULES Products



Training Materials for Non-native English speaking professionals

www.eslrules.com

Training Formats

- Individual coaching/training
- Small group class (4-6 participants)
- Large workshops (25 participants)
- Intensive training
- Focus groups
- Brown bag lunches
- Customized seminars



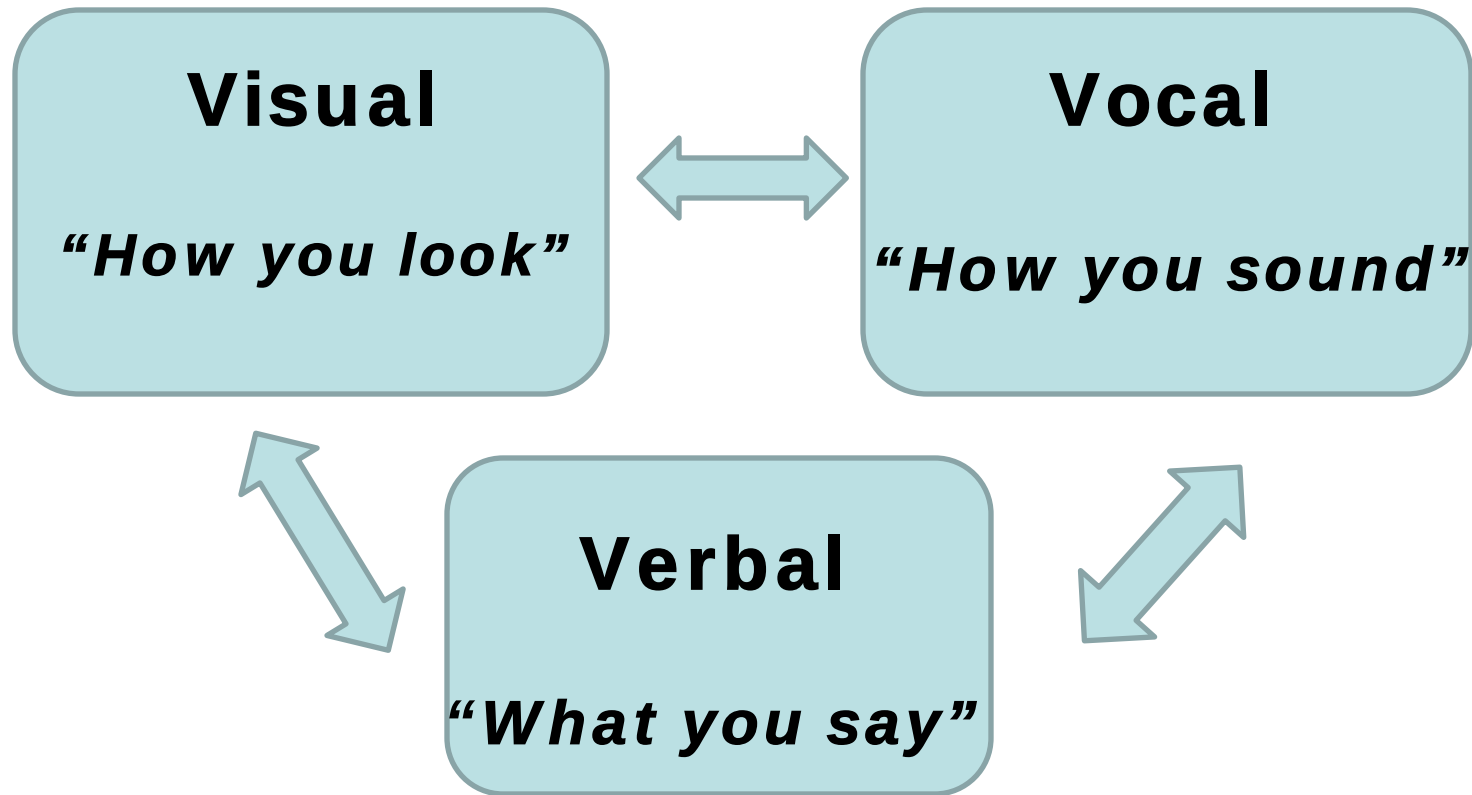
Venues for Training



- On-site at the workplace
- Trainer's office in Owings Mills, MD
- Distance training
 - Web-conferencing with webcam
 - Virtual classroom with groups
- Combination of above



Optimal Communication



Take Aways

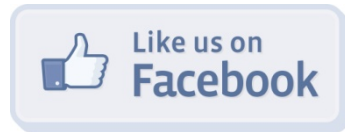
After hearing about these cases, settlements, and communication issues in the workplace, you will:

- Approach your employees in a different manner
- Have increased sensitivity to cultural differences in communication
- Know how to address various communication issues
- Understand how to align the three V's of communication to create a professional image

Questions?



Lynda Katz Wilner



and receive free download
“5 Tips to Ensure Professional Presence”

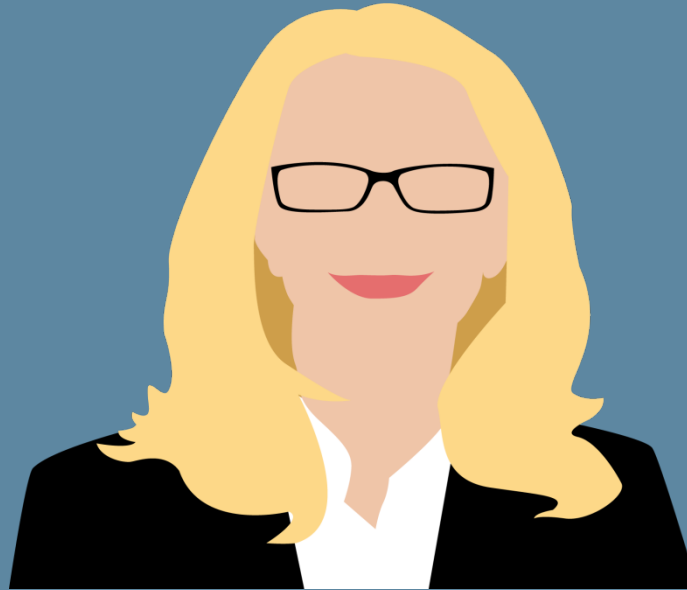
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