

# ACCENT NEUTRALISATION AND CROSS CULTURAL COMMUNICATION

**ATCEN** SM

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**Date : 14<sup>th</sup> – 15<sup>th</sup> February 2018**  
**Venue : Vistana Hotel, Kuala Lumpur**

## Workshop Description

Every individual speaks with an accent; the challenge is whether their accent is sufficiently neutralized for them to effectively and efficiently communicate their message across to a broad spectrum of people regardless of race, nationality or culture.

This workshop is specially designed for contact center professionals to neutralize their existing English accent in order to cater to a broad range of customers. Combining phonetics with practical tasks, they will learn to control their pronunciation of English words.

Participants will come out of this workshop with the knowledge of how to speak in English that is understood internationally.

## Workshop Learning Objectives

- To promote clear effective communication;
- To create an understanding of accents;
- To increase ability to pronounce words more distinctly and professionally;
- To provide rhythm and eliminate monotony when speaking;
- To internalize the usage of a neutral accent;
- To speak in clear accurate sentences;
- To promote self-confidence and increase the participant's comfort when speaking English.

## Who Should Attend?

- Customer Service Representatives
- Contact Center Professionals

### Workshop Chronology

|             |                       |
|-------------|-----------------------|
| 0830        | Registration          |
| 0900        | Workshop Begin        |
| 1030 – 1045 | Morning Refreshment   |
| 1300 – 1400 | Lunch                 |
| 1530 – 1545 | Afternoon Refreshment |
| 1700        | End of Workshop       |

*Chronology applies for Day 1 and Day 2.*

**Facilitated & Marketed by:**

**ATCEN** SM

This training is **PSMB claimable**  
Subject to PSMB approval

# Accent Neutralisation And Cross Cultural Communication Workshop

14<sup>th</sup> – 15<sup>th</sup> February 2018, Vistana Hotel, Kuala Lumpur

## Module Outline

### Introduction to Accent-Neutralisation

- Speaking Neutral English
- Changing your Accent. Is this Realistic?
- What is an Accent? (Stylistic Variation & Geographical Variation)

### Module 1: Understanding Accents and Cross Cultural Awareness

- Introduction to the Accents and How They Come About
- Identifying Personal Accents
- The Effect Culture has on Accents
- Cultural Awareness to Improve Understanding
- The Best Approaches to Learning about Cultures

### Module 2: Self Realization

- Why Do We Have Pronunciation Problems?
- The Malaysian Accent
- Listening to The Accent of Others

### Module 3: Pronunciation Concerns

- Checking your Pronunciation
- Understanding of Accurate Pronunciation
- Developing Accurate Pronunciation Habits

### Module 4: Pronunciation Basics

- Recognizing Phonetics
- Reading Phonetics for Accurate Pronunciation
- Recognizing Sound Symbols - Vowels & Consonants Pronunciations

### Module 5: Stressing Syllables

- Identifying Word Stress
- The Basic Stress Pattern
- Predicting Stress: Which Syllable to Stress?

### Module 6: The Perfect Speech Rhythm & Pathways

- Identifying Speech Rhythm
- Identifying the Speech Pathways
- Follow the Speech Pathways
  - Stops
  - Continuants

### Module 7: The Perfect Vocal Cue

- Intonation Variations
- Identifying the Frequency Level of Voice – Low or High Pitch
- Developing PICTURE in Voice Delivery

## Program Facilitator

### Ken Ng

Ken serves as Principal Consultant and Chief Master Trainer for The ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service & Sales Support Professional Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as "Service Sifu" and the "Ultimate Sales Dragon" to his peers, colleagues, partners and customers.

With more than 20 years of both strategic and operational sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on sales, marketing, contact centers and the customer experience in Asia Pacific. Dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He is nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in the Sales and Telemarketing/ Telesales Operations categories.

His expertise has led to consulting and performance enhancement engagements regionally with Multi-national Companies, Large Local Conglomerates and Government Linked Companies, where he focuses on the mission critical aspects of sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Sales & Marketing Framework, Sales Motivation & Teamwork, Branding, Business Development, Key Account Management, Business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Ken first became involved with sales in the mid-80 while he was still in America. Since then, Ken has held a variety of leadership, management and operational roles in sales, service, marketing, collections for major sales and service operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the South East Asia and Asia Pacific region, Marketing Consultant for Microsoft Malaysia's MSN website to Sales and Marketing Strategist for the Kirby Company, USA

# CLIENTELE

## Companies that have attended ATCEN's public workshops

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Aims Data Centre Sdn Bhd  
Airfoil Services Sdn Bhd  
Ajinomoto (M) Bhd  
Alcan Packaging Malaysia  
Alcatel-Lucent Malaysia Sdn Bhd  
Alliance Banking Group  
Allianz Life Insurance Malaysia Berhad  
ALSTOM Asia Pacific Sdn Bhd  
Amanah Raya Berhad  
AmBank (Malaysia) Berhad  
AmG Insurance Bhd  
AmLife Insurance Berhad  
Amway (M) Sdn Bhd  
Arachem Tech Training Centre  
Autoliv Hirotako SRS Sdn Bhd  
Automobiles Peugeot  
AXA Affin General Insurance Bhd  
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Byte Craft Sdn Bhd  
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Chemopharm Sdn Bhd  
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CL Computers (M) Sdn Bhd  
CMCM Perniagaan Sdn Bhd  
CNI Enterprise (M) Sdn Bhd  
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Datacraft Advanced Network Services Sdn Bhd  
Dell Global Business Center Sdn Bhd  
DHL Express (Malaysia) Sdn Bhd  
Dialog Telekom Limited  
Diethelm (M) Sdn Bhd  
DiGi Telecommunications Sdn Bhd  
Dumex (M) Sdn Bhd  
East of Suez Holdings Sdn Bhd  
ECM Libra Investment Bank Berhad  
ECS Pericomp Sdn Bhd  
Edaran Tan Chong Motor Sdn Bhd  
e-Genting Sdn Bhd  
Entellium Technologies Sdn Bhd  
EON Bank Berhad  
EPF Social Security Training Institute (ESSET)  
EPIC-I Sdn Bhd  
EPS Computer Systems Sdn Bhd  
Ericsson Malaysia  
Etiqa Insurance Bhd  
Etiqa Takaful Bhd  
Euratech (Malaysia) Sdn Bhd  
Formis Software Dynamics Sdn Bhd  
Fresenius Medical Care Malaysia Sdn Bhd  
Frontline Technologies Malaysia Sdn Bhd  
FSBM Mantissa (M) Sdn Bhd  
Fuji Xerox Asia Pacific Pte. Ltd  
Fujitsu (Malaysia) Sdn Bhd  
Gagasan Carriers Sdn Bhd  
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Global Transit Communications Sdn Bhd  
Group Associated (C&L) Sdn Bhd  
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ISS Consulting (M) Sdn Bhd  
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Jabatan Pentadbiran Latihan  
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Kualiti Alam Sdn Bhd  
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Malaysian Assurance Alliance Berhad  
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Mid Valley City Sdn Bhd  
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MnEBay (M) Sdn Bhd  
MNRB Holdings Berhad  
Modipalm Engineering Sdn Bhd  
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Malaysian Life Reinsurance Group Bhd  
Multimedia College  
N2N Connect Berhad  
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NEC Corporation of Malaysia Sdn Bhd  
Netstar Advanced Systems Sdn Bhd  
OCBC Bank (M) Bhd  
OMD (M) Sdn Bhd  
Optimal Chemicals (M) Sdn Bhd  
Oracle Corporation (M) Sdn Bhd  
P&O Global Technologies Sdn Bhd  
PanGlobal Insurance Berhad  
Paradigm Systems Berhad  
Pembangunan Sumber Manusia Berhad  
Perbadanan Bekalan Air Pulau Pinang  
Permec Corporation Berhad  
Pharmaniaga Logistics Sdn Bhd  
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Power Innovations Sdn Bhd  
Premier Lubricants (M) Sdn Bhd  
Prometric Technology Sdn Bhd  
Proton Edar Sdn Bhd  
Prudential Services Asia Sdn Bhd  
Rangkaian Segar Sdn Bhd  
REDtone Telecommunications Sdn Bhd  
Rentwise Sdn Bhd  
RHB Bank Berhad  
Ricoh (Malaysia) Sdn Bhd  
Rohas-Euco Industries Bhd  
SAINS Sdn Bhd  
Samsung Malaysia Electronics (M) Sdn Bhd  
Sapura Research Sdn Bhd  
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Standard Chartered Bank  
Star Publications (Malaysia) Berhad  
Sumiso (M) Sdn Bhd  
Sun Media Corporation Sdn Bhd  
Sunway Holdings Bhd  
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Suruhanjaya Syarikat Malaysia  
Takaful Ikhlas Sdn Bhd  
Taylor's College Sdn Bhd  
Teknicast Sdn Bhd  
Teknik Janakuasa Sdn Bhd  
Teledirect Telecommerce Sdn Bhd  
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Telekom Smart School Sdn Bhd  
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TIME dotCom Bhd  
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