

Helping non-American professionals speak English more clearly
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By Joyce Gannon, Pittsburgh Post-Gazette

“....Lynda Stucky, a speech pathologist who launched her Moon-based firm, Clearly Speaking, in 2002 to offer voice and presentation skills, said more than 50 percent of her business was generated by customers seeking accent reduction.

"It's not about making them more American or taking away their accent. If you can't make yourself clear, it's difficult to work and communicate with people," she said.

Most of her clients are executives "who need something to enhance their speech skills to climb [the corporate ladder]." Many work for large companies including Alcoa, Allegheny Energy, American Eagle Outfitters, Bayer, Bank of New York Mellon, GlaxoSmithKline and PPG.

Sometimes a local company will ask Ms. Stucky to consult with an employee who uses a lot of regional colloquialisms. In southwestern Pennsylvania, those include "nebbby," "redd up" and "gumband" and are generally known as "Pittsburghese."

"That's usually someone in a public position or who gives a lot of presentations or is higher profile. But it's sort of a tricky thing for people to recommend someone," she said.

"Sometimes people don't realize they have it or they don't want my services. They don't think they have issues."

Excerpt from Pittsburgh Post Gazette. Read more here: <http://www.post-gazette.com/pg/10346/1109922-28.stm>