



ACCENTIn

Born local. Aspire global.

BROCHURE

(2026-2027)



@accentin



www.accentin.com



hello@accentin.com



+91-7678622868

Introduction

First impressions are formed within **7 seconds** of interaction, and accent plays a pivotal role in shaping that impression. You are instantly seen as more competent, and trustworthy.

Studies confirm that people with a clear, standard accent are perceived as **40% more persuasive** and **30% more employable** in the global markets. Research shows that people with foreign accents are negatively affected in **hiring, job promotions**, and **salary disparities** (all of which can be avoided).

A 2025 study found that Indian English has the lowest intelligibility rate among all South Asian English, with a comprehension rate of just **55.22%**. This means that **nearly 50%** of what you say will either be misheard or misunderstood by a native speaker. This puts you in a fatal disadvantage in the global job market.

Studies confirm that people with a standard accent have a wage difference of about **70%** when compared to those with a non-standard accent. This difference can add up to more than **a million dollar** over your lifetime.

The *Accent Bias Britain* initiative found that **76%** of employees faced accent-based discrimination in the United Kingdom. Accent training is a proven anti-dote to all these discriminatory judgments in job hiring and promotions.

It is truly a no-brainer that anyone desiring a global audience and a bite at the global markets must reduce the impact of their regional tongue on the English they speak. Why? Because they will now speak **55.22%** of their words more clearly.

It shall be highly advantageous to all those planning to study or shift or travel abroad to undergo an accent reduction training. It is going to provide them with an invaluable boost in their academic, professional, as well as personal lives.

Author's Note

I shall begin by stating that there is nothing objectively superior about one accent or dialect over another. The same goes for all the 7000+ languages in the world. However, due to economic and political importance of a region, certain languages or accents get promoted over others as a medium of global trade and people-to-people ties.

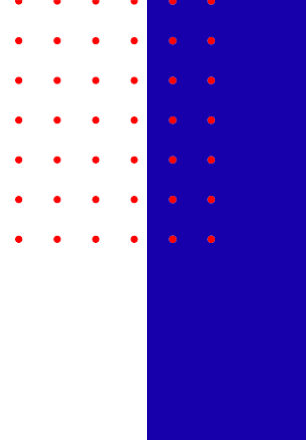
As a multi-lingual Indian who can speak in 5 languages, I can testify that the effects of one language spills into a second language, and the combined effects of the first two language spills into the third language, and so on. This spill-over effect is particularly strong for the first language we learn as babies : our mother tongue.

Indian English sounds the way it does because of the impact of Indian languages. The same goes for Chinese English or Spanish English or Japanese English or French English. Understanding our mother tongue is the first step in the accent reduction process

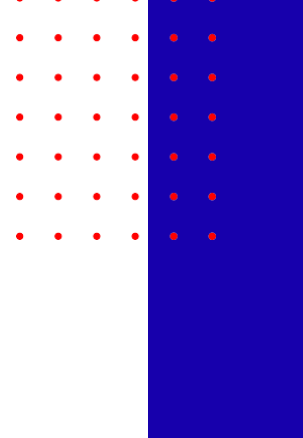
Studies talk about an age threshold (ranging from 12 to 18 years), after which it is not fully possible to master a different accent. However, we have hundreds of testimonial evidences which prove otherwise. Also, our objective is not accent-elimination but accent-reduction. Our goal is to reduce the effects of your regional language's crippling impact on the English you speak.

Without fail, we have been able to help our pupils master the accent of their desire. Each year, we are committed to make necessary updates to both the methodology and the curriculum of our programme.

Table Of Contents



01	Why Accent Training? - 01
02	Curriculum - 05
03	Tiers - 10
04	Booking Classes - 13
05	Fee Structure - 14



06

Membership Plans - 16

07

Free Internship - 19

08

Certification - 20

09

Accent Review - 21

10

Careers, Jobs, and Opportunities - 25

1.

Why Accent Training?

Before we understand what accent training is, and how we can benefit from it, let's understand what it isn't.

What Accent Training isn't?

- 1) Accent reduction is not about erasing cultural identity. The goal here is to boost communication.
- 2) Accent reduction is not about erasing your existing accent. The goal is to add a new one. If you are a Spanish or an Indian or a Brazilian or a Chinese wondering whether or not you can speak English in your regional accent after undertaking this training, the answer is a 100% yes. You can instantly switch between American Accent and you own regional accent any time you wish.
- 3) Accent Training ≠ Superiority. There is nothing objectively superior about one accent or dialect over another. The same goes for all the 7000+ languages in the world. However, due to global trade and importance, some languages (like Hindi, or Mandarin, or English) or certain accents (like American or British) receive more prominence than others at certain periods of history.

What is Accent Training?

Accent Training is a phonological training to break the accent barriers between you and your communicator. The goal is to make ensure that ideas are understood with clarity and without friction, increase credibility, reduce miscommunication, and boost global reach and opportunities.

Why Accent Training?

The importance of accent reduction cannot be overstated. It facilitates a culture-to-culture tie like none other. Below are the primary goals of Accent Training :

1) **Others cannot Understand you (Intelligibility Challenges)** :

A 2025 study found that Indian English has the lowest intelligibility rate among all South Asian Englishes, with a comprehension rate of just **55.22%**. This means fewer job and career-related opportunities, fewer people-to-people contact, fewer business opportunities for Indians with the rest of the world.

2) **Anti-dote to Bias and Prejudice** :

The *Accent Bias Britain* initiative found that **76%** of employees faced accent-based discrimination. Accent training is a proven anti-dote to discriminatory judgments in hiring and promotions.

3) **Ignites Confidence** :

University of San Diego found that accent training caused a reduction in speech errors by **40–50%**, enhanced pronunciation, and boosted clarity and engagement during conversation, all igniting confidence.

4) Perception of Competence and Trust :

Research by Lev-Ari and Keysar (2010) observed that statements made with a foreign accent are judged less credible compared to those made with a native accent. Disadvantageous when it comes to progression in one's career.

5) Challenges in Mutual Intelligibility :

A 2015 study involving speakers of Cameroon English and Indian English found that non-native English speakers face significant challenges understanding each other's English, very similar to the difficulties with native speakers.

6) Negative Social Judgments :

A 2023 study found that exposure to nonnative-accented speech reduces listening effort and improves social judgments of the speaker.

7) ASR (speech-to-text machines) and AI systems perform worse :

A 2020 study on 5 ASR systems reveal substantially higher word-error rates (WERs) for under-represented accents, especially the Indian Accent.

8) Negatively impacts Hiring, Promotion and Salary outcomes :

A 2022 study by M. Schmaus shows that non-standard (regional or foreign) accents negatively affect hiring, job promotions, and correlate with significant wage penalties.

12 Daily Complaints

We receive these painful complaints multiple times a day, mostly from students studying abroad, immigrants, business owners, tourists, NRI, and Indian-Americans (even from those who have lived abroad for decades). If you fall into one of the categories mentioned above, you can personally relate to at least a few of the complaints listed below :

- 1.** They cannot understand what I say.
- 2.** I get interrupted. Mis-judged.

3. I never get the spotlight..
4. I try to hide your accent.
5. I fake confidence.
6. I don't get the job I deserve.
7. Everyone keeps patronizing me.
8. I feel inferior.
9. I know it's holding me back.
10. I sound so unnatural.
11. I hesitate talking to people because of my accent.
12. I feel like an Outsider.

If you are planning to study abroad or going on a long tour, we highly recommend you to consider the above problems that people face on a daily basis. Chances are you are going to face them too. These will negatively affect the overall quality of your life abroad.

2.

Curriculum

There are two things involved when it comes to a training programme of any kind :

- 1) Core Methodology.
- 2) Core Curriculum.

First, there is a list of topics that are being trained. Second, there is a roadmap by which those topics are being trained. The roadmap is the methodology, whereas the topics are the curriculum. We shall look into both of them individually.

Core Methodology

Core methodology is basically a guiding roadmap that we take to impart the training upon you, even though this is only non-exhaustive and many additional methods and activities are used in the training process. Also, we constantly keep on updating and improving (on the basis of our own collected data from 1000s of participants globally about which methods work best for mastering which topics). Below is just a simple crude map of what you can expect :

1. Assessment.
2. Planning.
3. Exposure.

4. Shadowing.
5. Pace Correction.
6. Deliberate Erring.
7. Confidence Training.
8. Role-plays.
9. Evaluation.
10. Phased Revision.
11. Termination.
12. Certification.

Core Curriculum

Core curriculum is a list of topics on which you will be trained upon. This is again a non-exhaustive list with many additions constantly being made to improve the programme. Also keep in mind that the progression of topics, though serialized, is not necessarily linear. A few of the topics may run parallelly, or even alternatively for better impact. Below is a non-exhaustive list of topics covered in the programme.

1. Anatomy

- Active articulators.
- Passive articulators.
- General sound production.
- Placement of production.
- Manner of production.
- Anatomy of allophony.
- Facets of vowel production.
- Vowel-merging and vowel-coloring.

2. Segmentals

- Introduction to IPA.
- Production of basic consonants.
- Production of consonantal allophones.
- Production of monophthongs.
- Production of diphthongs.
- Production of R-colored vowels.
- Dark 'l'.
- Glottal stop.
- Nasality.
- Schwa.

3. Stress

- Introduction to syllable.
- Syllable-structure.
- Syllable-count.
- Levels of Stress.
- Stress awareness.
- Placement of stress.
- Stress and word-nature.
- Stress and word-state.
- Stress and word-length.
- Prefix, Suffix, Infix, and Suprafix.
- Compound nouns and adjectives.
- -s/es endings.
- -ed/d endings.

4. Intonation and Rhythm

- The Hindustani Rhythm : Impact of Hindi on Indian English.
- English Rhythm : A Contrastive Introduction.
- The Tree of Stress.
- De-stressing of content words.
- De-stressing of typical and atypical function words.
- Phrasing : The Music of English.
- Pauses and Drops.
- Focal Word.
- General Rules of Intonation.

5. Connected Speech

- C-V Linking.
- C-C Linking.
- V-V Linking.
- Vowel-Reduction.
- Re-Syllabification.
- Gliding.
- Elision.
- Consonant Extension.
- Assimilation.
- T-Glottalization.
- Miscellaneous.

3.

Tiers

To cater different needs of different individuals, the programme is classified into 4 levels or tiers. These four tiers are: 1) Quartz, 2) Sapphire, 3) Emerald, and 4) Diamond.



Quartz

A beginner's kick starter, Quartz is a light and versatile tier designed for those just starting their journey.

Ideal For :

- 1) Tourists,
- 2) Business trips,
- 3) Short stays,
- 4) Temporary jobs,
- 5) One-off visits,
- 6) Cultural Interest.



Sapphire

A learner's booster kit, Sapphire takes you beyond the basics. Sapphire is designed to give a measurable boost.

Ideal For :

- 1) Tourists,
- 2) Business trips,
- 3) Short stays.
- 4) Temporary jobs,
- 5) One-off visits,
- 6) Cultural Interest,
- 7) Solo Interviews.



Emerald

A super-advanced learner's toolkit, Emerald is for those seeking professional-level fluency.

Ideal For :

- 1) Re-settlers,
- 2) Long stays,
- 3) Students,
- 4) Jobs and career.
- 5) Academic Trips.
- 6) Journalists.
- 7) News Anchors.
- 8) Global reach.



Diamond

A grand-master's power-house, Diamond is the ultimate toolkit for global reach and mastery.

Ideal For :

- 1) Re-settlers,
- 2) Long stays,
- 3) Students,
- 4) Jobs and career.
- 5) Academic Trips.
- 6) Journalists.
- 7) News Anchors.
- 8) Global reach.

Comparison Chart

	QUARTZ	SAPPHIRE	EMERALD	DIAMOND
Human Anatomy	✓	✓	✓	✓
Segmentals	✓	✓	✓	✓
Stress awareness	✓	✓	✓	✓
The Tree of Stress	✓	✓	✓	✓
De-Stressing	✓	✓	✓	✓
Phrasing	✓	✓	✓	✓
Sound-Linkings	✓	✓	✓	✓
Focal Word	✓	✓	✓	✓
General Intonation	✓	✓	✓	✓
Pauses and Drops	✓	✓	✓	✓
Assimilation	✓	✓	✓	✓
Re-Syllabification	✓	✓	✓	✓
Vowel Reductions	✓	✓	✓	✓
Elision	✓	✓	✓	✓
Gliding	✓	✓	✓	✓
Shadow Practice	✓	✓	✓	✓

Yod-Coalescence	-	✓	✓	✓
Morphology & Stress	-	✓	✓	✓
r-Coloring	-	✓	✓	✓
Intelligible vs Natural	-	✓	✓	✓
American vs British	-	✓	✓	✓
Impact of Hindi	-	-	✓	✓
Diphthongs	-	-	✓	✓
Allophones	-	-	✓	✓
Deliberate Erring	-	-	✓	✓
Private Sessions	-	-	✓	✓
Media Opportunity	-	-	✓	✓
Performance-Based	-	-	-	✓
All Sound Changes	-	-	-	✓
Career at ACCENTin	-	-	-	✓
Free Internship	-	-	-	✓
Free Membership (1)	-	-	-	✓
Seal of Confidence	-	-	-	✓
Special Alumni List	-	-	-	✓

4.

Booking Classes

There are two classes :

- 1) Economy.
- 2) Luxe.

Economy



Luxe



Economy class is a general-category booking class. Designed to empower the masses, this is an extremely well-crafted booking category. The main focus is to create a collaborative and supportive learning environment.

Luxe class is a premium-category booking class with special privileges. Designed for the noble class, the main focus of this class is to provide exclusivity, privacy, fully customized, and a members-only posh space.

(To learn more, please visit www.accentin.com/luxe-class)

5.

Fee Structure

Fee is structured on the basis of the following two classifications :

- 1. Booking Class.
- 2. Tier.

Economy

Domestic Price (₹)	International Price (\$)
Quartz : ₹9,000	\$199
Sapphire : + ₹5,500	+ \$99
Emerald : + ₹5,500	+ \$99
Diamond : + ₹4,000	+ \$79

*Please note that the fees excludes Govt. taxes.
*Domestic Prices are subsidized in order to boost the local population.

Luxe

Quartz : \$999

Sapphire : + \$599

Emerald : + \$599

Diamond : + \$399

*Please note that the fees excludes Govt. taxes.

6.

Membership Plans

Without regular practice and informed evaluations, you lose touch of any skill you possess. ACCENTin launched a dedicated Membership Programme to take care of this issue. The goal is to provide regular exposure and valuation so you can keep your skill sharp, fresh and ready to launch. Membership plans are for Emerald and Diamond pass-outs only. This is a 'Beyond-Training' programme.

Types

Based on the amount and type of attention and care desired post-training, membership plans are classified into two types :

- 1) General Membership.
- 2) Privileged Membership.

A) General Membership

General membership are for those who have developed a refined accent by regularly attending the sessions and diligently working hard on their articulation and now wish to maintain it forever.

A performance-based initiative designed to allow full expression of the complete range of all the features of the target accent learnt in the workshop. Conducted once every month, it makes sure your skills are sharp and ready.

Feedback and evaluation are provided along with necessary corrective advices.

Economy



Quarterly : ₹3,000 / \$59

Yearly : ₹8,000 / \$149

Luxe



Quarterly : \$299

Yearly : \$799

*Please note that the fee excludes Govt. taxes.

*All prices in ₹ are domestic prices.

*Domestic Prices are subsidized in order to boost the local population.

A) Privileged Membership

As the name suggests, privileged membership is a special initiative for those who seek privileged care and attention post-training.

Super-customized, it is a performance-based initiative conducted every single week. This special membership not only allows full expression of the complete range of all the features of the target accent, it is also focussed on correcting any persistent errors in the member's speech and articulation.

Customized feedback and tailored corrections make this plan extremely invaluable. It's like a second chance at life.

Economy



Quarterly : ₹6,000 / \$119

Yearly : ₹15,000 / \$299

Luxe



Quarterly : \$599

Yearly : \$1499

*Please note that the fee excludes Govt. taxes.

*All prices in ₹ are domestic prices.

*Domestic Prices are subsidized in order to boost the local population.

7.

Free Internship

After the termination of the workshop, a free internship is offered to Diamond members as an optional choice. Emerald members can also undertake the internship with a minimal fee.

The internship is absolutely crucial as it provides intensive practice in real-life settings. The internship also lets you peek into the various career opportunities you can opt for in the future. From providing a platform for free and open expression to showcasing your skills to media and production call-ups, this internship brings numerous benefits and opportunities.

Every task in the internship must be conducted under specific rules and boundaries, which will be explained by the supervisor before handing out the task. Breaking these rules might result in a termination of one's internship, considering the severity of the matter at hand.

Quartz and Sapphire members cannot undertake the internship for, it requires a certain level of proficiency that only diamond members (and emerald members, only after they undergo a few special sessions of rigorous training) command.

This is a guided internship, which means, there will be supervision and guidance wherever and whenever required. Also, short meetings will be conducted to discuss the problem areas the members are facing.

All members who undertake the internship shall receive an exclusive certificate for the internship alone, along with their other certificate(s).

Important: Anyone who desires to pursue a career as a mentor at ACCENTin in the near future shall benefit tremendously if they had undertaken the internship. Those who have taken the internship shall be given preference over those who have not taken the internship.



Certification

Every pupil receives a certificate of participation after the full completion of the training programme.

The certificate will have mention of the class as well as the tier of the undertaken training programme. If internship is undertaken, the individual shall receive a separate certificate specially reserved for internship undertakers alone.

Soft copies are delivered instantly. Laminated hard copies are sent to your home address via mail. Depending on your location, it can take anywhere between 3 to 10 days.

ACCENTin Certificate carries credible weight when it comes to career opportunities and growth, be as a manager or a special communicator in a Multinational Corporation (MNC) or as an accent coach.

Authenticity of the certificate can be determined by the ACCENTin official seal, signature of the mentor, as well as the student id and a photograph.

9.

Accent Review

Accent review is a standard procedure to assess an individual's different facets of accent. It can be done in three modes :

- 1) Audio mode.
- 2) Video mode.
- 3) Live testing.

Process

The review process is conducted in three simple steps :

- A) Record.
- B) Review.
- C) Relay.

In the **first step**, an inventory is provided to the individual, which he/she records using any one of the available three modes, then sends it to the ACCENTin Review team.

In the **second step**, the ACCENTin Review team reviews the recording to the finest of details and take all the necessary notes.

In the **third step**, the Review team relays the results to the individual and

communicates on all the issues with his/her accent and the necessary action he/she can undertake to overcome those challenges.

Inventory

Various types of inventories are used for various purposes. Depending on the need at hand, accent inventories can vary both in function and length. Below is an example of a mini inventory :

A) One-Word

cat	little	box	what
probably	mountain	income	mother
thief	pressure	paper	brutality
said	past	attack	table
internet	input	pleasure	education
coffee	bird	doctor	tests
ask	hope	friend	go
cold	boil	forty	last
lust	hot	bomb	stop
job	tomorrow	bonus	about
items	sofa	station	child
quiet	ouch	danger	sow

omen	ancient	day	water
here	flower	fire	canadian
democracy	drama	canada	dramatic
basically	original	compass	compile
competition	perfume	potato	able
row	basic	load	eyebrows
pray	lower	major	performer
weird	tour	fire	power

B) Two-Word

half venom	death sentence
live interview	past lover
bless you	did you
casual dress	twin towers
pine trees	apple lotus
deaf omen	boat ride
thank you	odds & ends
pass over	nothing precious
green ship	her body
it sees	so what?
sad trap	the agent
loyal horse	text message
lost cause	glass zoo
rock bottom	big fire
car lock	could you?
the cinema	best seat
hurry up	accent reduction
most common	man vs men
woman vs women	miss violet

C) Simple Sentence

I love her.
Please write a comment below.
A tale of two cities.
I am a bad girl.
Don't you dare!
Today is a rainy day.
He is a doctor.
Just get out.
Where is it?
I am homesick.
Open the door.
He needs you.
Would you do it?
Was your order delivered?
It is a love song.
He won the gold medal.
It is still far away.

10.

Careers , Jobs, and Opportunities

ACCENTin provides various career opportunities to incorporate fresh talents into it's pool. ACCENTin also recommends top talents to corporates to create job opportunities for her members. Anyone interested is welcome to write an email at hello@accentin.com.

Become a Mentor at ACCENTin

All applicants are welcome. Submit your CV via mail or WhatsApp. ACCENTin shall judge the merit of your resume and contact you back. Below are a few general guidelines. Read them carefully.

General Criteria :

For ACCENTin pass-outs, the general criteria are as follows :

- a) You must be a pass-out as a Diamond member.
- b) You must enrol in either of the two Mentorship Training Programmes offered : General; or Luxe.
- c) A written test is conducted, followed by an oral interview.
- d) We discuss salary.

For Non-ACCENTin people, the general criteria are as follows :

- i) If you are a pass out of an intensive programme of a recognised institution, we shall conduct an oral interview, after which, you can enrol in any of the two Mentorship Programmes of your choice.
- ii) If you are not a pass-out of any institution, and accent comes naturally to you, you must enrol in the ACCENTin workshop in any of the tier of your choice. Then we shall conduct an oral interview, after which, you can enrol in any of the two Mentorship Programmes of your choice.

Media and Production

ACCENTin offers opportunities in media and production, be it in ACCENTin Social Handles, podcasts and interviews, or corporate collaborations. ACCENTin keeps a close eye on the best talents in each batch and creates opportunities for them to shine. Media and production is a key market sector for accent work.

Collaborations

ACCENTin welcomes brands, influencers, new channels, film and television production houses, and corporate to collaborate with ACCENTin for their media, production, and advertisement works. ACCENTin offers to handle the delivery part while they can work on other things that matter. ACCENTin firmly holds the belief that partnerships and collaborations are key success elements in today's integrated marketplace.

Corporate Hiring

ACCENTin welcomes corporates and other employers to hire accent-trained employees directly from the ACCENTin platform. To create as many job opportunities for her members as possible, ACCENTin constantly looks out for job requirements and demands in the marketplace and recommends her top talents to their employers of choice.

Sales Expert

ACCENTin welcomes talented sales experts in either of the two market mediums, be it online/digital or ground sales.

Please send us your resume at hello@accentin.com. If you have any queries, kindly visit the ACCENTin contact page, and get in touch with us.
