

UNLOCK YOUR
COMMUNICATION POTENTIAL
WITH
LONDON SPEECH WORKSHOP



LONDON SPEECH WORKSHOP



“ **The best thing about the work that we do is knowing that we make a difference. For many, the work with us has improved their confidence, their day to day life and sense of what they can do in their lives. It is truly a privilege to be part of this process.** ”

*Emma Serlin, Founder & CEO
London Speech Workshop*

**Our proprietary method gives you
all the tools you need to
reach your communication potential**

Our Mission:

To empower people across the world to communicate more kindly, more authentically and more effectively.

We work with people to improve their connections and achieve their personal and professional goals.

Our Coaches:

Our talented coaches are handpicked for their skill, experience, warmth and empathy. These are people who you'll truly enjoy learning with.

Our Method:

We combine psychology, performance and an up to date understanding of how learning happens - to help you make changes that stick. We have taken techniques used by the world's best communicators and turned them into simple, intuitive tools that you can use every day.

SO... LET'S START YOUR COMMUNICATION JOURNEY

WHAT WE DO

ACCENT SOFTENING

ELOCUTION

INTERVIEW POWER

EFFECTIVE COMMUNICATION

Because all of our 1-to-1 and corporate courses are bespoke - different elements can be added and courses can be combined to address your needs.





“We truly care about supporting people to be the best communicators they can be”

Our courses will help you with the following communication challenges...

- Sounding more engaging
- Being clearly understood
- Mumbling and mispronunciation
- Stop using mmm's, ahh's and other fillers
- Speaking too fast, too slow or too monotone

- Being a better listener
- How to build rapport
- Having more authority in the workplace
- Speaking up in meetings
- Finding your powerful voice in the workplace

- How to articulate your thoughts when speaking off the cuff
- How to deal with being interrupted
- How to write a presentation that inspires and excites - even on a dry topic
- How to deal with nerves when public speaking

...and many more.

ABOUT LSW

INTELLIGENCE



Our approach is based on a foundation of psychology, neuroscience, performance & coaching.

IT IS INTELLIGENT AND STIMULATING.

EXPERTISE



We have been around for 12 years, we are well established in the market and have a

REPUTATION FOR EXCELLENCE AND INTEGRITY

THE SERLIN METHOD[®]



Our trademarked methodology is based on proven communication tools that seem simple to learn and yet have powerful effects. It is

SIMPLE, ACCESSIBLE AND STIMULATING.

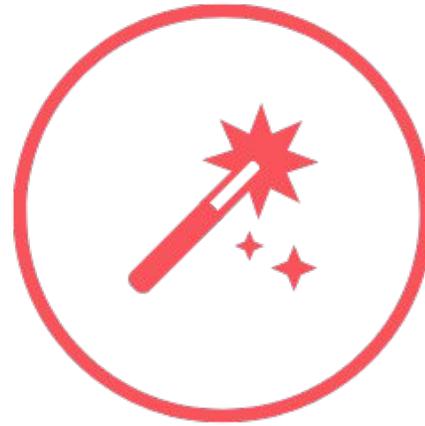
OUR VALUES

EMPOWER OUR PEOPLE



Our mantra is
'FISHING ROD, NOT FISH'.
We provide tools for life so that
our clients can feel empowered.
That for us is key.

A TOUCH OF MAGIC



EACH STEP OF THE JOURNEY IS A LITTLE BIT MAGICAL.

From the quality of attention we
give each client to the many
creative flourishes along the way.

WE TRULY CARE



WE TRULY CARE about delivering
real long lasting value and making a
powerful difference to our clients
lives through an unrelenting pursuit
of excellence.



EFFECTIVE COMMUNICATION

Would you love to step into a boardroom for a high stakes conversation and know with confidence you can ace it? Do you feel that you have room to improve in your communication? Perhaps sound more engaging, be more articulate, and feel like shifting this could make a difference to your work and life?

At London Speech Workshop, we have created a set of tools and techniques that are groundbreaking and highly effective. Tools where within the hour session you see a difference, guaranteed.

The Serlin Method® looks at what we do when we are communicating at our best, physically, verbally and tonally.

When supporting you to go to the next level in your communication, we work in three areas - how you speak, what you say and what your body says.

How does it work?

We use filming, before and after, so that you can see for yourself the powerful effects of these 'almost too simple' tools. Then they are yours for life - so you can consistently reach your communication potential.

Who is it for?

Anyone who would like to improve their effectiveness as communicators in English. This could be delivering presentations, articulating thoughts in meetings, eliminating bad habits or building confidence.

The Benefits You Should Expect:

- Increased confidence and effectiveness when public speaking
- Be articulate and clear when speaking off the cuff
- Eradicate habits such as mumbling or speaking too fast
- Build rapport more easily with others
- Enhance your non verbal communication using facial expression, gesture and posture
- Use vocal expression and increase vocal impact to draw people in with your voice

“ Thank you so much! It’s been an absolute pleasure to work with you. I saw vast improvements in my effectiveness as a speaker from day 1 and am very proud of what we’ve achieved over the last couple of months. In fact, the transformation has been so remarkable, I’d rather keep you secret!
- D.Z.”

Our approach is unique because we get the sensitivity of accents. They are both something that holds our identity and at the same time can be something that gets in the way. We are all about simple tools (some might even say shortcuts) to achieve great communication in English.

The Serlin Method® for Accent Softening and Confident Speaking has a two-pronged approach. It's not just the sounds we make that affects how we come across, but how we speak. For example, how we use pauses, emphasis and colour.

We will work with you in two key areas

- **Pronunciation** – locating the sounds that are holding on to an accent and softening them
- **Intonation** – recreating the melody and rhythm of neutral English speech

This combined with our simple, intuitive teaching style has led to success for thousands of clients for over 12 years.

Our unique approach eliminates the challenges posed by an accent and builds your confidence as an effective communicator.

Who is it for?

Fluent English speakers who speak English as a second language, or native English speakers from outside of England who feel their accented English gets in their way. If you feel your accent is an obstacle to your success this course is for you.

The Benefits You Should Expect:

- Discover the specific ways your speech differs from neutral spoken English
- Develop clear and easy to understand English speech, reduce misunderstandings and increase confidence
- Learn new sounds quickly using our psychology and performance techniques
- Learn to recreate the melody and intonation of English speech in our simple 3-step method
- Become a more powerful communicator by learning to use emphasis, intonation and pauses

“ I had 1:1 sessions... and I loved every single one of them. The lessons are tailored to my needs and not only help with my accent but also with my presentation skills. I feel more confident and I understand the English sounds much more than when I started taking lessons. I highly recommend London Speech Workshop. They are simply amazing! ”
- Łukasz S

Do you want to sound more formal? Take the edge off a regional accent? Or change a communication habit that no longer works for you? Good on you! We will arm you with the tools, knowledge and guidance to be in charge of how you come across.

Our way of teaching Elocution with **The Serlin Method**[®] focuses on exactly what you need to remove any blocks in your communication.

From sounds that don't come out quite right to habits that don't do you justice, your coach will hone in on the issues and give you targeted tools to improve.

They will also pull from the wider tools set of effective communication in order to support you to be the best communicator you can be.

How does it work?

We use film and vocal recordings so that you can see and hear your progress first hand. By watching back the video you will see the profound effects of the tools you have just learned and can zero in on those areas that need work.

Who is it for?

Native English speakers who want to become clearer and more confident communicators. If you mumble, use fillers or drop your t's and d's then our Elocution Course is just the thing to set you on the path to communication finesse.

The Benefits You Should Expect:

- Be in charge of the impression you want to make.
- Improved enunciation and clarity when you speak.
- Speak in a way that makes people want to listen by focusing on emphasis, colour and expression.
- Learn powerful effective communication techniques to help you use your body, voice and words to be your best consistently.
- Our tools help you to be in control of how you feel, with fear busting and confidence building techniques that change the way you behave and appear

“ What a great experience! Learning to communicate better was on my agenda but also learnt much more. I am now much more confident and the elocution training has helped me greatly when making presentations and speaking in public. I can't recommend Emma and her team more. Thank you
- Joanna B ”



INTERVIEW POWER

Interviewing is a notoriously challenging process, and one that most of us do not relish. One of the most painful things in an interview is knowing you are perfect for the job, but not knowing how to get that across. This course helps you deliver on the phone, in person and now - more importantly than ever - online.

With **The Serlin Method**[®] learn to be more authentic, confident and succinct in interviews, putting your best foot forward verbally and non-verbally so that you get the job offers you deserve.

Our interview technique is a totally new approach to interview training that goes far deeper than regular training would go. We incorporate tools from coaching, performance and psychology as well as classic interview training and brings it together in a seamless way that leads to tangible results.

The Touch Of Magic:

The journey begins with establishing your values and core skills. These will underpin your responses to questions, showing the interviewer that you are the real deal.

We bring a layer of authenticity to the process, which leads to powerful results.

The Benefits You Should Expect:

- Discover your values and drivers so you know what you truly bring to the table. And the upshot of it? Authentic interviews, inspired connections and job offers you can't wait to accept.
- Ensure the roles you are going for, are a perfect match for your values, principles, experience and ethos.
- We teach you, through targeting your body language, facial expression, posture and handshake exactly how to make positive impact from the moment you walk into the room.
- Know how to establish a connection with the interviewer - if they enjoy being with you, they're more likely to hire you.
- Prepare clear, concise and structured answers for any question, with the right balance of story and evidence, to get your point across and prove that you're more than just words.
- Confidence - through mock interviews you can get all the learning in your muscle memory. We film these mock interviews, so you can see for yourself what is and isn't working.

“ I was leaving interviews feeling that I hadn't connected with my interviewers - they weren't nodding while I was speaking to them. After my Interview Technique Course I felt equipped - I had new skills that I could implement not just in interviews but in my daily life. I always left feeling elated and alive - Gilly's engagement is absolutely contagious. ”

- Gosia

YOUR COMMUNICATION JOURNEY

Start With A Taster Session

Every 1-to-1 course begins with a one hour Taster Session.

We believe that it's important that you gain a sense of how we work and ensure it is a good fit before we begin our work together.

In the Taster Session you are given a full assessment of your communication and a taste of some tools from your chosen course.

At the end of the session, your coach will recommend the best route for you moving forward, based on your needs, goals and budget.

By the time you have finished, not only will you see and hear a distinct shift in your communication, you will have a clear roadmap to achieve the most powerful results.

1

Start here
TASTER

**SENIOR
COACH
£215**

**PRINCIPAL
COACH
£285**

**HEAD
COACH
£350**



YOUR COMMUNICATION JOURNEY

Your Bespoke Course

We don't believe in a one-size-fits-all approach

Your coach will fully tailor the course around your unique goals and challenges, and you can adjust the pace and duration of the programme to suit your needs.

Practice makes perfect

Your coach will give you an achievable weekly practice plan and assignments, based around your workload and timing, so you can integrate the tools into your life and see lasting results.

The details make it count

Each one to one session is an hour long and tailored to your course plan. We recommend that you take weekly sessions where possible. You will receive a 200+ page Course Manual packed with resources to use alongside your course.

2

Book a
COURSE

Choose number of sessions
5 / 10 / 15



OUR PRICE LIST



All courses are bespoke and tailored around your goals & needs	ESSENTIAL 5 Sessions	CLASSIC 10 Sessions	DELUXE 15 Sessions
With every course, you receive an LSW manual, practice plan and assignments	Picks out the essential elements of the course	Covers the tools thoroughly and gives some time to embed them in your practice	Teaches all of the tools in the Serlin Method® and allows plenty of time to embed the tools into daily life
Duration	5 x 1 hour sessions Usually 1 - 2 months	10 x 1 hour sessions Usually 2 - 3 months	15 x 1 hour sessions Up to 6 months
Senior Coach	£1,050	£1,980 Can be paid in 2 instalments	£2,790 Can be paid in 3 instalments
Principal Coach	£1,440	£2,760 Can be paid in 2 instalments	£3,960 Can be paid in 3 instalments
Head Coach	£1,755	£3,315 Can be paid in 2 instalments	£4,680 Can be paid in 3 instalments

All prices are inclusive of VAT.

WHAT OUR CLIENTS SAY ABOUT WORKING WITH US:

“ Working with Sam has been an absolute pleasure! She is patient, very clear in the explanations and very sharp at getting to the bottom the issues. Today it was our last session and we checked the progress made since my first lesson back in March: I was just stunned with the huge difference. ”

- Virginia A



“ Without a doubt, the best investment I've made in myself. The team at LSW are fantastic, the manuals they provide are invaluable and very well written, and the audio guides are very useful references and for practice. I started with 10 sessions, then bought 5 more and have invested in 3 more. I've bought more as the value add is very clear, I feel happier with the way I sound - and that was my main aim. I'd recommend LSW to anyone who is looking to be more confident in their speech and communication, the investment is well worth it. ”

- A.J.

“ I am so grateful to Cat for my six week course, from the outset she listened to what I was hoping to achieve and I felt she completely tailored the course to ensure we achieved it. Cat is incredibly engaging and patient and I now feel armed with a great set of tools to continue honing the skills I've learnt over the past few weeks! ”

- Imogen P

WHAT OUR CLIENTS SAY ABOUT WORKING WITH US:



“ Jamie is a fabulously, fantastic teacher. He sets a high expectations that will be achieved very soon. He is well prepared and organized. In other words a master exhibiting expertise in every minute of his lessons throughout. ”

- Yakup

“ This was probably one of the best investments in my professional career. I took the Effective Communication course with Jamie. He will look very closely at your particular traits and customise the program to make sure you get the most results. He is a fantastic coach. 100% worth it, can't recommend it enough! ”

- Víctor A

“ I've found the course to be of outstanding value and am seeing clearly the improvements I've made over the course of the 10 lessons. I'll retain the learnings over a lifetime. Moreover, these learnings would add value to my life and I am confident to say to anyone who is interested in improving their communication skills. The standard of teaching superseded my expectations. Much of the communication tools I've learnt aren't readily available on social media, as all of my work was tailored to my requirements following a thorough assessment during the initial consultation. I applaud the good work and highly recommend the services on offer by the London Speech Workshop. ”

- The Esquire

NEXT STEPS

The first step on your journey with London Speech Workshop is to
[BOOK A TASTER SESSION](#)

If you like what you see but still have a few more questions why not
[BOOK A 15-MINUTE DISCOVERY CALL](#)

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