



# American Business English verses Indian Business English

Do you have exemplary employees who have a mastery of written English, but who struggle when speaking and/or presenting? Do their co-workers and clients find them difficult to understand?

English is the official language of India. However, Indian English (sometimes called “Hinglish”) is spoken in a way that can be hard for a global audience to follow.

Our course is designed to provide non-native American English speakers who were born and raised in India with the skills necessary to master spoken American Business English.

The course is taught by experienced IG linguistic experts, with a proven track record of working in India, Australia, Canada, New Zealand, Hong Kong, Singapore, South Africa, the United Kingdom, the UAE, and the United States.

Our method involves a comprehensive individual analysis of each participant’s unique speech patterns. We provide each participant with specific ways to improve their ability to speak in a clear, concise and comprehensible way.

## Overview

### Identifying Your Unique Speech Patterns

Under the direction of a Senior IG Facilitator, you will be introduced to speech patterns that are unique to India. However, when speaking outside India, these unique speech patterns do not allow a global audience to fully comprehend the speaker. Some examples:

### Overuse of Adjectives

In Indian English, it is common to use too many adjectives from a Standard English viewpoint. This practice is not readily embraced outside of India and can confuse a global audience. Furthermore, the overuse of adjectives can prompt the speaker to repeat themselves or veer off on tangents.

### Enunciation

One fundamental difference between Indian English and American Standard English lies in the differences in enunciation between Indian and American Standard English. It’s not about one’s grasp of English grammar and vocabulary. It’s not even about accent. It’s about clear enunciation—forming Standard English vowels and consonants properly. Without clear and consistent enunciation, the audience is unlikely to fully grasp the content of your presentation because they will miss or misunderstand some of your words.