

## SPEECH TRAINER OF THE YEAR

## IMPROVING SPEECH, ACCENTS AND GENERAL COMMUNICATION SKILLS



AN INTERVIEW WITH **NATHALIE CLAUDE**  
(**PUROLINGO**)



Utilising her unique method (known as *Klanggewinn*), specialist speech trainer Nathalie Claude has created a new online academy where clients can access premier accent training in English and German from the comfort of their homes. Through visual aids, imitation and repetition, students learn how to develop a finer awareness of their speaking tools (jaw, teeth, tongue and lips) in order to properly execute specific sounds. This, in turn, ensures clients can easily distinguish the physical and tonal differences between their original speech pattern and that of the desired, accent-free language. We spoke to Nathalie to find out more about this revolutionary platform and how it is aiding students even during such difficult times.

### How have you adapted your services in order to cope with the disruption caused by COVID-19?

I started my new company Purolingo. It's an academy for online accent training. I wanted to make sure people from all over the world have access to my teachings, so I recorded 1,100 videos to put all my content into online video courses.



### When we spoke last year you were operating under the name of Klanggewinn, whereas now you have rebranded as Purolingo Academy. What else is new over the past 12 months?

Well, Klanggewinn is still also my company. That's how I started in 2009 – and at least in the film industry, it is pretty well known, so I will keep that up and running. But because people couldn't come to see me for their lessons, I thought I would use the time to make sure they can still learn from me, but according to their schedules and without the need for me to be present.

I am also in the midst of writing a new book. Many clients have had vocal issues over the last one-and-a-half years, and that has to do with working online the whole day. I wanted to help people adjust without losing their voices. So the new book is about how to speak in front of people, in different situations, and I share my personal tricks and hacks from my time on stage.

### Do you still incorporate the Klanggewinn method?

Yes, of course. Klanggewinn is my method that I created over time. Purolingo is my online service, so you can learn from anywhere, anytime, without waiting for an appointment with me. Plus, companies or universities

can book the course for their employees or students. For example, the HMT Rostock has booked a one-year course for their students.

### What other methods or techniques do you use?

I dabble with yoga breathing techniques and part of my work also includes rhetoric, leadership and empowerment tools to help my students to progress and grow.

### Who are your typical clients and what linguistic goals are you able to help them to achieve?

Usually, companies hire me to help their employees clean up their speech patterns or accents so they can improve their workflow, present better or communicate more clearly with their team. I also work with clients on their speeches. Of course, I am also still working in film to help people master the right accent for a role.

### What is the best advice you can offer to someone looking to improve their accent and pronunciation?

It all starts with your lips. They are an amplifier. They help you sound good. So if you use your lips more, you instantly sound better.

What is the best piece of advice you received during your voice training with legendary vocal coach Judy Davis?

She said to me: "Find your own way of doing things. This is just the start. You will be a great teacher, so go out and help those voices to break free."

### Is there anything else you would like to add?

Purolingo is at a very early stage, so I would love to tell the world about it. The academy offers two options: English or German pronunciation explained in English or German, and the courses are growing. If participants still have questions or need more support, they can send me an email, and I will record the answer and exercises on video and put it up on the academy for all the other students to watch and learn as well. So over time, the courses are getting filled with answers to questions. For companies, I have planned a licencing option, similar to the university option. Of course, the online academy is less expensive than hiring me as a coach. Overall, I look forward to helping people all over the world to feel better and sound better while speaking English or German.

*Nathalie Claude has been awarded Speech Trainer of the Year by Berlin Prestige. As a past winner, the judges were already impressed by the impressive results achieved using the innovative Klanggewinn method. This year, the judges were particularly impressed by the convenient, effective and easy to use online academy, Purolingo, established by Nathalie in response to the COVID-19 pandemic. For more information, please visit [www.purolingo.com](http://www.purolingo.com)*



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