



FAQ's

Frequently Asked Questions

About CMC, LLC's Elevated & Civilized English Conversation Coaching

Q: How do you incorporate adult and multiple learning styles into your coaching?

A: We are experienced adult educators. Whether it is from our corporate and non-profit work experience, or our personal and professional growth and development training and facilitation, or our adult media literacy education for content creators, we are skilled at incorporating adult learning theories into our educational endeavors.

We incorporate adult learning theories into our language coaching as well. Additionally, we have an understanding of how introverts and extroverts prefer to receive information and participate in classes, and we incorporate that knowledge into our educational endeavors as well.

Q: How is your tutoring different from traditional ESL classes?

A: Our services are different in a number of ways. In addition to what is noted above, our coaching emphasizes *multicultural awareness, media literacy and applicable, real-world conversation and connection-building*.

We bring a warm, friendly, and philosophical nature to our coaching. We premise our education on the concept of Conscious-Concern©. That means that we demonstrate accuracy in narratives and representations in all that we do. We bring that same thoughtfulness to conversation coaching.

We will help you navigate cultural nuances and develop critical skills for understanding and speaking English in the context of today's globalized society and digital environments.

Our coaching is not just about learning vocabulary. It's about learning how to speak in practical, personalized, thoughtful, and purposeful ways that you won't get from a textbook.

Q: Do I need to have any English certification to work with you?

A: We work with high-intermediate to advanced level English speakers. However, no certification of your speaking proficiency is required! We specialize in practical, real-world English coaching that focuses on improving your communication skills—tailored to your personal and professional goals.



Q: What kinds of students do you work with?

A: We work with high-intermediate to advanced level non-native English speaking adults who want to have elevated and civilized conversations that improve their English for business, interviews, presentations, writing, travel, and everyday conversation.

Whether you're a professional, student, or are preparing to relocate or study abroad, we tailor coaching to meet your needs.

Q: Do students need to appear on camera during coaching sessions?

A: Yes. Students need to appear on camera to fully benefit from their coaching sessions. Part of an effective teaching process is for our coaches to be able to see the student so that they can read student lip movement and use the student's body language as clues and cues that help convey their understanding (or not) and indicate their engagement.

Additionally, this helps the coaches to know that they are only providing coaching services to the individual paying for the coaching.

We respect a student's right not to be on camera. In such cases, we respectfully agree that our coaching services are not appropriate for a student in this circumstance.

Q: Do you help with writing as well as speaking?

A: Yes, we do. During our conversation coaching sessions, we can help you improve your writing through guided feedback, and tips for structure, clarity, and tone — especially for emails, short responses, or conversational writing. However, we will not review or edit documents outside of conversation coaching sessions.

For longer or more specialized documents— like essays, articles, reports, or professional materials that require detailed proof-reading and editing — we offer separate copy editing services. These are billed separately to reflect the time and expertise involved.

Q: Do you help with accent reduction?

A: The short answer is “No, we don't help with accent reduction in the technical sense.” We are not specifically trained in the area of accent reduction. However, we will help you achieve accurate pronunciation of vocabulary (from a U.S. accent perspective) and that may help reduce your accent if that is what you desire to do.



Q: Do you have an ESL teaching certification? If not, does that affect the quality of your tutoring?

A: While we honor the expertise that comes with formal ESL teaching certifications, our conversation coaches do not hold them. We can help with grammar as needed; however, it is not our focus. We find that most students at this level already know English grammar, but they don't feel confident speaking English fluidly or at a higher-level—so that's what we focus on.

Our approach is grounded in strong Native English speaking, professional experience in communication, presentation delivery, writing, multicultural competencies, nuances of the language, such as idioms, expressions and phrasal verbs, training and facilitating personal and professional growth and development.

We offer coaching that focuses on flow, fluency and multiple awarenesses necessary for thoughtful expression. We believe these skills are equally beneficial when desiring to communicate effectively in business settings and daily communication and our clients value this personalized, flexible, real-world approach.

Q: Where are the tutor's accents from?

A: Our tutors are native English speakers from the United States.

Q: How do you incorporate multicultural awareness into your coaching?

A: We help clients understand cultural differences in communication styles, tone, etiquette, and cultural norms and expectations—so you can communicate effectively with people from diverse backgrounds.

Whether you're speaking in an international meeting or writing to a global audience, you'll learn how to avoid common misunderstandings when using English vocabulary and build stronger connections.

Q: What is media literacy and why is it an important aspect of your coaching?

A: Media literacy is the ability to understand, analyze and evaluate messaging that comes in forms of text, talk, audio, and imaging. Whether the messaging comes in social media posts, website texts, television/audio programming, books, etc., it's critically important to understand patterns, symbolism, mental models and narratives and representations and to be able to discern fact from fiction.

Having media literacy skills is an essential skill in a globalized world. Media can condition perspectives and create biases. Media literacy skills can help students recognize and avoid misinformation, disinformation, stereotypes, false narratives, and misrepresentations.



Also, learning media literacy in conscious ways helps people understand how historical narratives and misrepresentations may inaccurately influence thoughts and perceptions about people, places, and things.

These are areas to be mindful of when communicating because if not, unintentional biases in thinking may negatively influence how people communicate.

We work on interpreting news, social content, workplace communication, and even AI-generated text, so you feel confident navigating English in today's media-rich environment.

Our ability to incorporate media literacy skills education into our language coaching is another aspect of our coaching model that sets CMC, LLC apart.

Q: How do individual sessions typically work?

A: Sessions are one-on-one and held via our online video platform. First, we'll have a discovery call to ensure that we are a great fit for the student. Upon payment, we'll follow-up with a preassessment, a contract, our cancellation policy, and any other administrative details the student needs.

Then, each session is customized to student's needs, whether that means conversation practice, role-plays, vocabulary building, reviewing a short writing passages, or preparing for a presentation or interview. You'll always leave with practical tools and feedback.

Q: How do small-group sessions typically work?

A: Small group session participation is by invitation only (they are not open to the public). They are not mandatory to attend and will occur outside of any previously scheduled class. Interested participants will pay an additional (small) fee to participate.

Personal and professional growth topics—some of which may be presented by an expert guest in a specific area—will be presented to clients to further their education on the topic. These small group sessions are designed for students to meet with other English language learners to practice: active listening, interacting in conversation and potential role-play scenarios.

Students may also get to present at a small-group session to practice their presentation skills.

Q: Will coaching students receive CMC, LLC's policies regarding how coaching sessions will be conducted, refunded and student responsibilities?

A: Yes. Upon mutual determination that CMC, LLC's English coaching services are a great fit, the student will receive a copy of our cancellation policy, and expectations for both teacher and student conduct during the session.



Q: How can I book a session or learn more?

A: You can **contact us through this link to schedule a free discovery conversation**. I'll be happy to discuss your goals and how I can support you.

Q: How is English language coaching different from the media literacy and content creation services you provide?

A: We provide two Services with One Goal

Whether you're working on your speaking skills or refining your writing, the goal is the same as it is with our media literacy for content creation services: **clear, accurate, confident, and thoughtful communication**.

Our English tutoring sessions are designed to help you express yourself naturally and effectively in conversation — but when it comes to longer or more complex writing projects, like articles, reports, or academic work, you may benefit from **professional copy editing** for that extra level of polish and precision.

That's why we offer two distinct yet complementary services:

- **Tutoring & Coaching** for conversation practice, writing support, and real-time feedback
- **Copy Editing & Proofreading** for in-depth review, clarity, and content that is accurate in narratives and representations.

Whether you want to focus on Spoken Fluency or Written Precision, we can help!