SPEAK TO LEAD:

Discovering Your Leadership Voice

Companion Workbook

Dr. Laura Sicola

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Dear Leader,

This program, *Speak To Lead: Discovering Your Leadership Voice*, has one sole purpose: to help you discover the amazing range of vocal tools you have at your disposal, over which you have complete control, but have yet to tap into, all on the journey to creating your best leadership image.

And that’s exactly what leadership is: an image. You can have the professional skills, the expertise, the impressive title, the experience, and the team, but the way you speak is the secret weapon that will either make or break whether others *buy into you* as a leader. You have a general idea of what kind of leader you want to be, but you need to realize that every time you open your mouth to speak, planned or unplanned, formally or informally, what you say and the way you say it will either reinforce or undermine that goal.

You want to be able to persuade, inspire and influence others in any situation? Inside this audio program and workbook, you’ll discover how to control all those vocal features to master your own “prismatic voice,” in order to help you learn to speak in a way that resonates with each audience while still staying 100% authentic to who you are.
The challenge is that most people are completely unaware of how they actually sound to others. They know how they want to sound. They know how they think they sound in their minds as they’re speaking, but the truth is that what they hear inside their heads is totally different from what everyone else in the world hears from their lips. Well for you, THAT STOPS NOW.

This audio program and workbook will take you step by step to identify some of the biggest factors that influence your speech, and help you learn to control them, weaving them together to create your best sound, your “vocal executive presence,” so you can master the three Cs:

Command the room
Connect with the audience
Close the deal

Here’s to finding your own unique, and authentic sound of leadership!

Dr. Laura Sicola

www.vocalimpactproductions.com
Part 1: Identifying the sound of leadership

Alignment and Credibility:

Vocal Executive Presence: Harnessing the power of the voice to master the 3Cs:

- Command the room
- Connect with the audience
- Close the deal

Exercise 1: Your Vocal Executive Presence Goal. Write three to five qualities or characteristics you want people to recognize in you as a leader.

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________


Part 2: Tuning Your Instrument

Six key factors:
1. Volume
2. Speed
3. Pausing
4. Articulation
5. Breath support
6. Tonality

Exercise 2: Tuning your instrument.

Step 1. Record yourself speaking for two to three minutes or so about a topic of your choice. You can make a few notes of key words or ideas to organize your thoughts, but don’t over-prepare, don’t rehearse, and don’t script it out! You need to know how you *normally sound* when you speak.

Step 2. Go back and listen (I know, everyone hates listening to themselves! It’s okay, totally normal). What do you notice? Make notes in the table on the following page. Then do Step 3.

Step 3. Using this new information set a new vocal goal for yourself. What are you going to work on first? Second?

________________________________________________________
<table>
<thead>
<tr>
<th>Factor</th>
<th>Observation (strength/weakness/other)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume</td>
<td></td>
</tr>
<tr>
<td>Speed</td>
<td></td>
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<tr>
<td>Pausing</td>
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<td>Articulation</td>
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<tr>
<td>Breath Support</td>
<td></td>
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<tr>
<td>Tonality</td>
<td></td>
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</tbody>
</table>
Part 3: Discovering Your Prismatic Voice

Different kinds of leadership are appreciated in different contexts. Know your audience! Then be ready and able to adapt. “Adapting” is not “acting”!

The paradox: It’s not about you, it’s about them, so you have to adapt to their needs while still being fully authentic.

Old way of thinking:

NEW way of thinking: YOUR PRISMATIC VOICE
**Bonus exercise: Design your prismatic voice.**

Go to the Prismatic Voice diagram above. In each color of the spectrum, write in what part of your personality is represented by that color. You can stay with traditional color associations, e.g., *red = passionate, intense; green = money, envy, or competitive,* or make up your own code! Do you want your shy side to be red? Fine! It’s your voice, your personality, your prism, so anything goes!

**Exercise 3:**

Step 1. Think about a conversation you need to have – or recently had – with someone with whom you frequently don’t see eye to eye. Write down three qualities to describe the ideal “messenger” who would be able to get through to them. Fill in the blank: “They will only be open to hearing this difficult content from someone who is…”

________________________________________________________________________

________________________________________________________________________

Step 2. Think and write down where or when in life you most clearly demonstrate these traits. Take a moment to appreciate how much of your authenticity is in that list.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Part 4: Putting it all together

It’s time to apply what you have learned! Here’s what you’re going to do:

Step 1: Target audience _____________________________________________

Step 2: The high-stakes issue you want to discuss with them
___________________________________________________________

Step 3: When you think about talking to them about this, how do you feel? Why?
___________________________________________________________
___________________________________________________________
___________________________________________________________

Step 4: What qualities do you want them to see in you? List them and label that
group of qualities with a color (“color #1”).
___________________________________________________________
___________________________________________________________
___________________________________________________________

Step 4: Consider the audience’s perspective. What qualities would they need to
perceive in you to be most open to hearing your message, both content
and intent? Label that group of qualities with another color (“color #2”).

___________________________________________________________

___________________________________________________________

___________________________________________________________

Step 5: When do you naturally demonstrate this color?

___________________________________________________________

___________________________________________________________

___________________________________________________________

Step 6: Write a few key points that you want to include in your conversation with this person. Organize your ideas. (But just write keywords – don’t script!)

___________________________________________________________

___________________________________________________________

___________________________________________________________

___________________________________________________________

Step 7: Audio record yourself for 2-3 minutes, as you role play speaking to that person. If you make a mistake, don’t keep starting over! You want to get a realistic sense of how you sound, not just how you want to sound. You can (and should!) go back and redo this several times, but only AFTER going through the whole process first!
Step 8: Listen to your recording. Take notes in the chart below regarding what you notice in your speech. What do you hear (objective)? What impression does it make on you as the listener (subjective)?

<table>
<thead>
<tr>
<th>Factor</th>
<th>What I Heard (objective)</th>
<th>What impression it made (subjective)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume</td>
<td></td>
<td></td>
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<tr>
<td>Speed</td>
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<tr>
<td>Tonality</td>
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</tbody>
</table>
Step 9: Holistic assessment.

What did you hear that did/did not make you sound like your “color #1”?  
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

What did you hear that did/did not make you sound like your “color #2”?  
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

What do you need to adjust to speak like the leader you want to be recognized for being?  
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Step 10: Debrief.

What were your biggest “a-ha moments”?  
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
What were your biggest success points? What did you do well?
________________________________________________
________________________________________________
________________________________________________

What were your biggest challenges? In what areas do you need to improve?
________________________________________________
________________________________________________
________________________________________________

What is/are your new goal(s)?
________________________________________________
________________________________________________
________________________________________________

Summarize your final take away thoughts. What did you discover about your leadership voice?
________________________________________________
________________________________________________
________________________________________________
________________________________________________
Congratulations --You did it! I hope you have enjoyed working through this audio program and workbook, *Speak To Lead: Discovering Your Leadership Voice*, as much as I have enjoyed making it for you.

I know that if you keep practicing these exercises, giving yourself different scenarios to work through, you'll be able to stretch your vocal leadership range until you feel fully comfortable, confident and effective in any situation. You’ll realize people treat you differently, react to you differently, *listen* to you differently. Watch your powers of persuasion and influence increase day by day as you develop your own vocal executive presence, and realize that you can master the three Cs: *command the room, connect with the audience, and close the deal!*

I hope to see you at one of my live events, and I hope when I do, you’ll share your success stories with me. In the meanwhile, check out [http://www.vocalimpactproductions.com](http://www.vocalimpactproductions.com) for more awesome learning programs like this one.

While you’re there, don’t forget to look at dates for the next **VIP 4-week Program:** **Mastering the Voice of Influence.** It’s your chance to meet with me and a select group of VIPs every week so that I can work with you personally to help you take what you’ve discovered here today regarding your own speech style, and launch
it to whole new levels of conscious awareness, skill, power, and ultimately, influence and success. You won’t want to miss it!

Speak to Lead!

Dr. Laura Sicola

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