

Finding Your Own Voice

The ability to capture and keep people's attention is becoming essential and demanding skills for managers in order to succeed in today's frenetic business environment (especially WFH). Whether you're speaking informally with your team, presenting to a group of your colleagues, writing an email or report, or leading a meeting, your ideas are constantly competing for your listeners' and readers' focus.

When we're on the receiving end of communications, we crave compelling, concrete, simple doses of information with an authentic voice. Creating this kind of communication requires careful planning and preparation, whether for writing or speaking, in a memo, presentation, or meeting.

Why Is It Important?

It is important for leaders to discover own voice because:

- ✓ It can increase the anticipation of the audience.
- ✓ It can help with influencing people.
- ✓ It is your unique identification/trademark.
- ✓ It can help with communication effectiveness.

Tips on Creating Your Own Voice

1. Animated Voice

Use your voice to express emotion and pace yourself. Use pauses to create drama and convey a sense of control over your environment.

2. Facial Expression

Make eye contact. Smiles and frowns, concern and amusement, all communicate your humanity.

3. Gestures

Your body language can emphasize a point.

4. Expressions of Moral Conviction or Shared Sentiment

Reflect to your group members their own values or ideas to activate the feeling of solidarity and excitement.

5. Contrasts

It generates drama naturally and is pleasing to our brains.

6. Three-Part List

Three is the magic number: shows a pattern, gives an impression of completeness, and is easy to remember. Use at the dramatic high point of a comment, especially a call to action.

Reference: Harvard Business Review (Manager's Handbook)