Cultivating the Voice of Authenticity and Influence

Presentation and workshop by Linda Brice, MM
Founder, Authentic Voice Consultants, LLC
Assisted by Lex Rakowski, MS, CF-SLP

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Authentic Voice (AV) Helps:

- Attract new listeners
- Retain current listeners
- Keep listeners engaged longer
- Deepen relationships, engender trust
Objectives of Presentation:

1. What AV is
2. How it serves the organization’s goals
3. How to help talent (and yourself) utilize the most powerful tool of influence you have!
Cultivation!

- To encourage
- To bring forth
- To dedicate attention to
- To create conditions ideal for growth
Sound of Public Radio is its Brand!

- Instant separation from commercial radio
- Communicated via voice of talent
- Even seasoned talent works intuitively, unconsciously
The AV

- A process, not an event
- A philosophy, attitude, and skill-set
- A relationship with one’s voice
- A relationship between speaker and listener
- Sound language; deeper than words
The AV

- Everyone has one!
- Emerges (not built or created)
- Aligned with physiology
- Attuned to Newtonian physical laws
The False Voice

Speaker produces it by:
• How it sounds, not by how it feels
• Preconceived notion of what is right
• Speaking without breath flow
• “Morphing to please”

Voice hijacked by fear/stress is always The False Voice!

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Speaking with the AV

- Emerges with technical, experiential tools (AVC Toolkit)

- Based on Transformational Voice®
  - Principles
  - Techniques
  - Methodologies
Speaking with the AV

➢ Voice is perfect mirror of speaker’s:

• True and innate nature
• Current emotional state
• Intellectual and emotional intent
Speaking with the AV

- Speakers sense and recognize it
- Listeners are galvanized by it
- Does NOT have to be “perfect”
The AV is Beautiful!

- Especially in an expressive speaker
- Component of self-identity
- Unique as DNA
The AV is Beautiful!

- Beauty, naturalness attracts listener attention
- Flow of sound itself attracts, retains listener attention

**NOTE:**
- Natural and habitual not the same thing
- Beauty does not require perfection

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Flow of Breath-Based Communication

Feelings, Ideas, Concepts and Information

Breath -> Sounds -> Words -> Sentences
The Unattractive (False) Voice

1 Out of alignment
   ➢ Fear/stress inhibits breath
   ➢ Lack of breath creates tension
   ➢ Tension creates unattractive sounds
   ➢ Habitual equated with natural
   ➢ Negative vocal self-image encourages adoption of False Voice

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The Unattractive (False) Voice

2 Physical impairment

- Breathing issues (asthma)
- Excess mucous in throat (many sources)
- Chronic hoarseness (many sources)
- Vocal fold nodules/polyps
- Stuttering, Lisping
- Spasmodic Dysphonia
The Unattractive (False) Voice

3 Cultural influences
- Desire to conform
- Vocal fry
  - Speaking at lowest frequency level
  - Minimal use of inflection
  - Communicates depression, not youth
  - Vocal pathology!
Examples of Gorgeous Authentic Voices!

1. CNN’s Christiane Amanpour
2. SiriusXM’s Julie Mason
3. OPB’s Geoff Norcross
Comparison of the AV and False Voice

Close your eyes and listen!
Fear and the AV

➢ Fear of?

• Self-revelation

• Shaming, humiliation, banishment (Humanity’s “Primal Fear”)

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Fear and the AV

- Speaker’s fear:
  - Encourages use of false voice
  - Creates separation:
    - Between speaker’s mind and intent
    - Between speaker and listener
  - Induces fear/stress in listener
Fear and the AV

- Wired for Fight, Flight or Freeze
  - Adrenaline dump
  - Contraction of solar plexus muscles:
    - Constrict breathing
    - Causes muscles of neck and throat to contract
  - All aspects of vocalism impacted

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AVC Breath Training

- Provides energy source to voice
- Prevents adrenaline dump
- Induces meditative state
  - Physical relaxation
  - Mental focus
AVC Breath Training

- Enables speaker to “lose fear of fear”
- Raises speaker confidence
- Listeners unconsciously breathe with speaker!
Ten Qualities of AV (Vocal Production)

1. Clarity and Stability
2. Resonance
3. Superior Breath Management
4. Efficiency and Freedom
5. Endurance
Ten Qualities of AV
(Vocal Expression)

6. Projection with Dynamic Control
7. Pacing Control
8. Intelligibility
9. Expressivity
10. Uniqueness
Qualities of Listener Attention

- Response is unconscious and emotional

- Three phases:
  1. Attraction (new listeners)
  2. Retention (old friends!)
  3. Hooking (listener doesn’t want to disengage)
Qualities of Listener Attention

1 Attracted by:
   - Sound of voice
2 Retained by:
   - Choice and inflection of words
   - Pattern of breathing
3 Hooked by:
   - Pleasurable emotional state induced by speaker
Listener Responses

- Feel they know and trust the speaker

- Moments of shared inhalation:
  - Relaxes both speaker and listener
  - Deepens comprehension
  - Stimulates curiosity

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Organization Responsibilities

- Discern listener emotional profiles
  - Prior to listening
  - Desired emotional outcomes that serve the common good
Potential Emotional Profiles

- Curious
- Bored
- Tired
- Stressed, anxious
- Mellow, relaxed
- Frightened
- Angry
- Joyful
Desired Emotional Outcomes

- Curious
- Informed
- Serene
- Relaxed
- Trusting
- Engaged, Involved
Management Responsibilities

- **Empower talent!**
  - To free themselves of the False Voice
  - To encourage desired emotional outcomes

- Encourage slowing down and BREATHING

- Cultivate the AV!
Talent’s Responsibilities

- Think of themselves as “artists of the voice of influence”

- Embrace personal power of their position with courage and fearless authenticity

- Embrace lifelong learning of vocal skills
Experience Your AV!

1. Breathing
2. Focus
3. Ideal Pitch Level
4. Pacing
5. Dynamics