

My Business Voice Methodology®

Have you ever sat in a meeting with your inner voice in overdrive, burning to share your killer concept, but got pipped to the post? Or looked out at the audience during a presentation and realised that you've lost their attention? The **VOICE** Methodology has practical steps to help bridge the knowing and doing gap that may be holding you back.

Vocation is all about choosing your mindset, and therefore your role in any piece of communication that you deliver

VOCATION



- What is the reason for the communication/meeting?
- What do you want to achieve as an outcome?
- How can you leverage your expertise?

Observation of others is a key component in expanding your own learning and developing your own voice

OBSERVATION



- What tips can you take from other speakers?
- Record useful and effective moments of communication as and when they happen
- Set a realistic time period for your observation

Identifying your **Intention** behind any piece of communication will help your content have more impact and resonate better with your audience

INTENTION



- What do you need to achieve - e.g to reassure, to update, to thank?
- What journey will you take your audience on?
- What's your Recipe of Intention? Identify the main ingredients & add e.g excitement & amusement

There are limits to how far you can stretch your natural **Casting**. How others perceive you, as well as how you perceive yourself, can impact your communication style.

CASTING



- How do you want to come across to your audience?
- Where will your credibility sit?
- Get someone insights from how other people you know would describe you

Don't be afraid to **Experiment**. Find a work buddy or hire a coach who can help you spend some time on rehearsing in a safe environment.

EXPERIMENT



- Use the three top practice tips on my free worksheets to support your experiments:
- Avoiding Networking Nightmares
- Playing the Status Game
- Recipe of Intention
- Low Drama, No Excuse Warm-up