



Sound Advice

Psychologists and physicians are trained to listen not only to words, but to a person's voice. The voice is a reflection of what is going on inside of us! Do you know how you sound to others? Read the script below (about 1 minute) into the voice mail on your phone. Then listen to yourself and rate how you sound. You may need to listen several times to hear and rate yourself on all the different qualities.

Voice Evaluation Script

Many people think that communicating effectively is merely a matter of finding and using the right magic words. They believe that using certain words in the right order, will get them the results they want.

Unfortunately, these people are living in a dream world. Scientific research tells us that attempting to persuade by words alone is about as effective as trying to chop down a tree with a Swiss Army knife.

In a study conducted at UCLA, Dr. Albert Mehrabian found that when verbal, vocal and visual signals are inconsistent, content counts for a mere seven percent of the overall message. Most of our message—about 55 percent—is sent by facial expressions and body language; but 38 percent depends on the quality of our voices—pitch, tone, volume, and inflection.

The implications of this are shocking. If anything about your voice is flat or distracting, annoying or boring, you could be reducing your effectiveness by 38 percent!

This passage was excerpted from *Speak to Influence: How to Unlock the Hidden Power of Your Voice* by Susan Berkley.

Rate Your Sound

(1 to 5)

Sad	1	2	3	4	5	Happy
Nasal	1	2	3	4	5	Non-Nasal
Slow	1	2	3	4	5	Fast
Soft	1	2	3	4	5	Loud
Whiney	1	2	3	4	5	Neutral
Shrill(High)	1	2	3	4	5	Deep
Monotonous	1	2	3	4	5	Dramatic
Lethargic	1	2	3	4	5	Energetic
Insincere	1	2	3	4	5	Sincere

What is one quality you will change today to improve your sound? _____