

Voiceprint

How to influence with our 'talk'

Talk is the primary form of action and interaction in our lives. The difficulty with talking is that it comes so naturally, that we tend to use it less mindfully than we might.

Consequently, what we say and how we say it can often have unproductive impacts that we neither intend, desire nor even notice.

This is why communications remain a perennial problem in organisational life.

VoicePrint is designed to bring our use of **talk into conscious awareness**.

It identifies **nine different voices**, each of which has a distinctive purpose and function.

Will **need each of these voices**, depending on the **context** and which is the most useful, appropriate and productive way of communicating.

What is Voiceprint?

VoicePrint



It is a:

- A model of competence in the use of talk
- A diagnostic indicator of tendency and impact
- A suite of associated developmental resources
- A distinctive approach to personal, inter-personal and organisational development

Skill

Listening, tone, cultural awareness, pacing, non verbal behaviours
Brings awareness to how voices can be perceived as dysfunctional and therefore helps manage impact – good intentions ->what impact?
Which voices do you need to dial down or dial up?

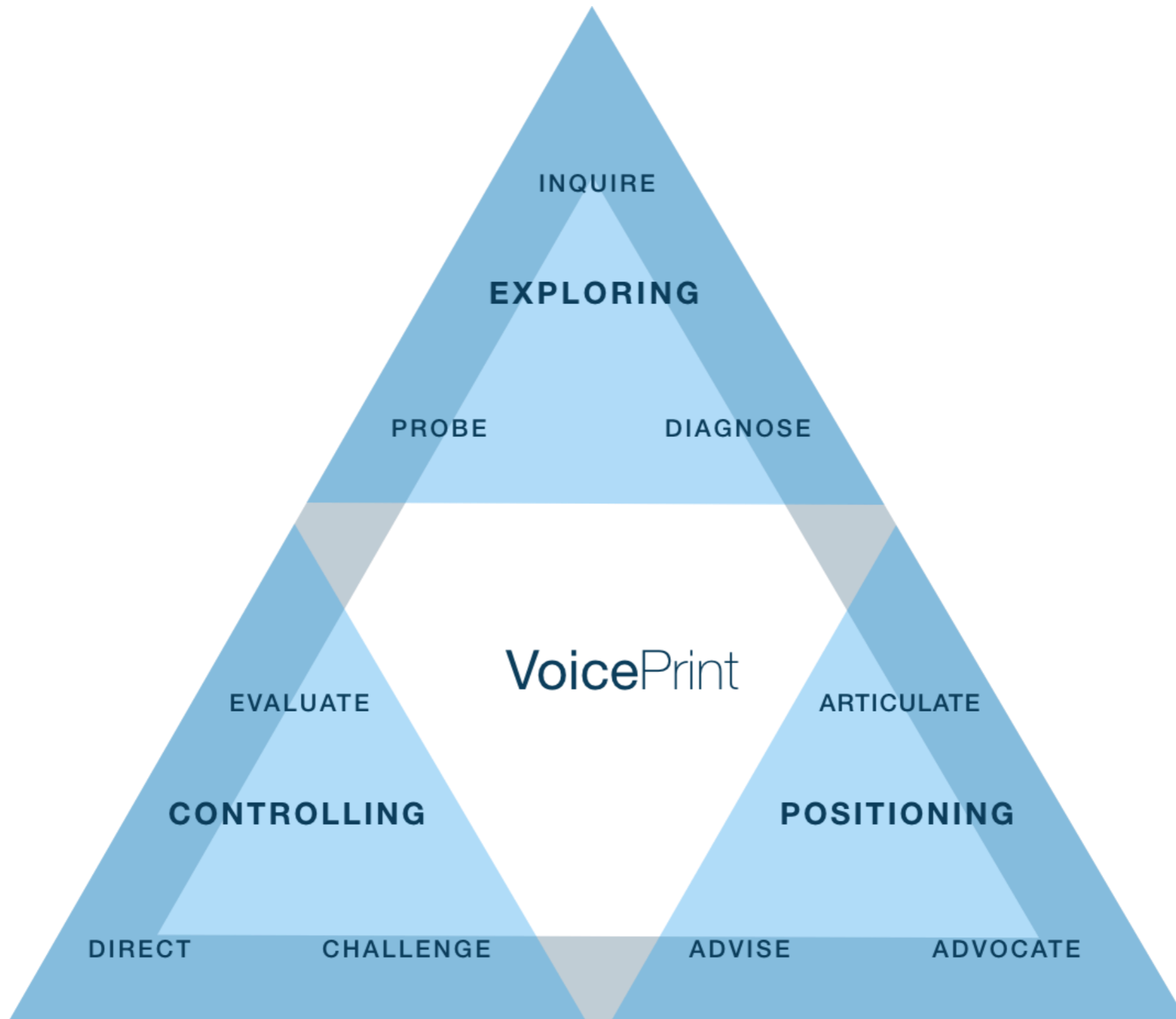
Sensitivity

What voices are you sensitive to? Remember amygdala hijack!
Where does this come from? Do we withdraw or retaliate when we hear voices we are sensitive to... 80% withdraw 18% retaliate 2% find out what's going on
Alerted to sensitivity in yourself and others

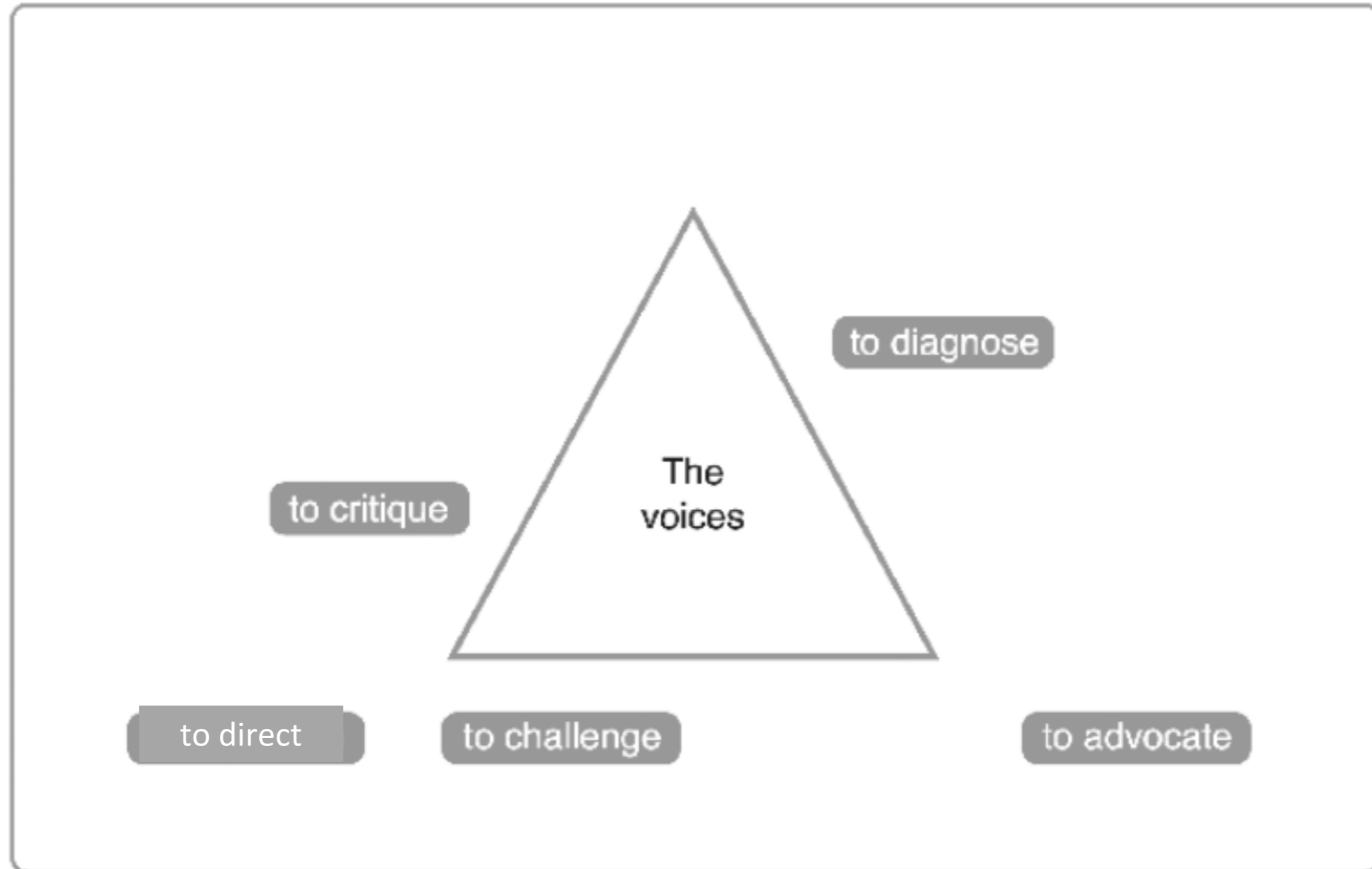
Tendency

What does your particular profile depend on?
Influenced by personality, role, culture, context, genderlearning.
We all have an individual approach to using the 9 voices – the profile shows us this

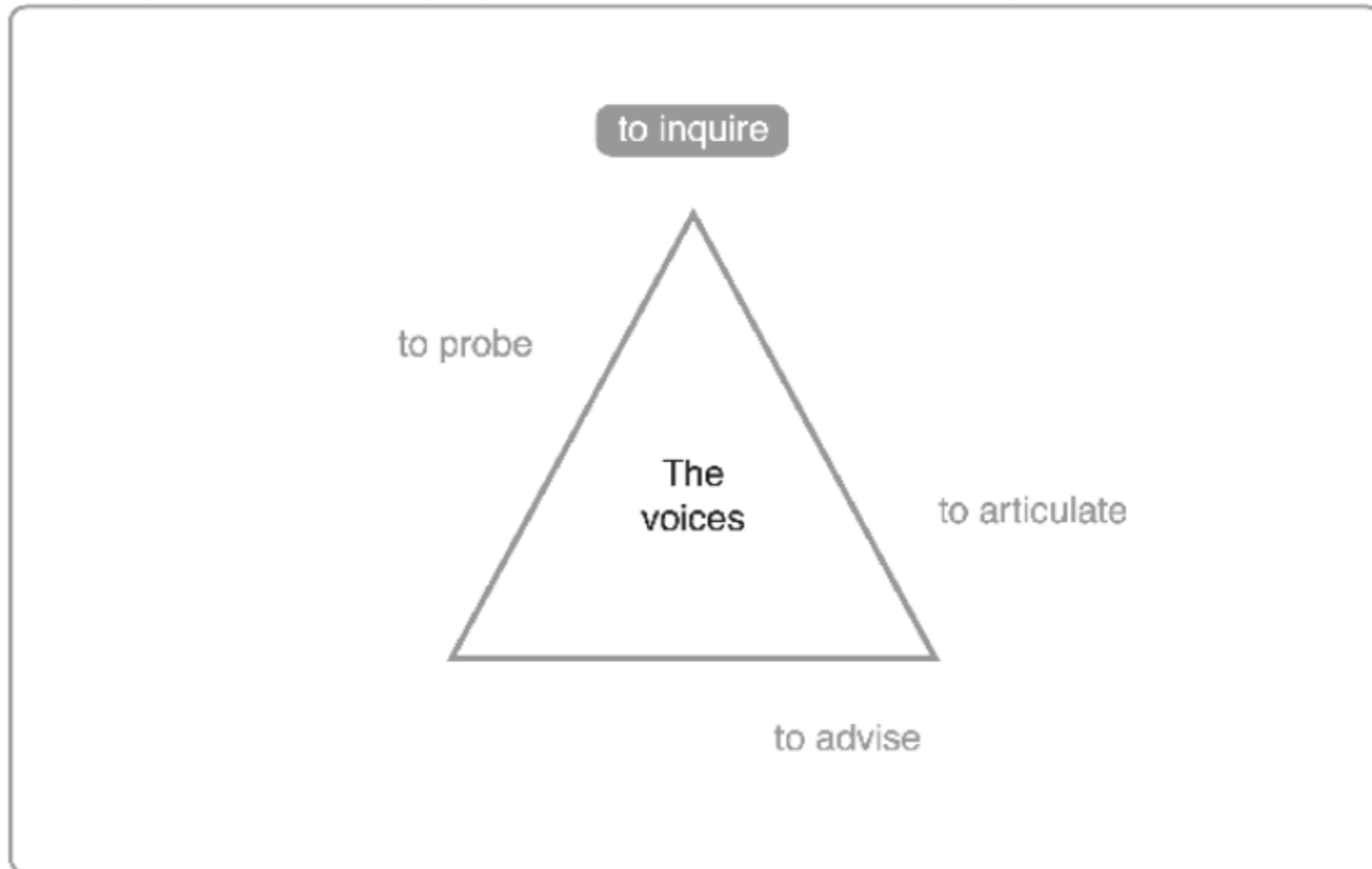
The Nine Voices



Voices that Men tend to use the most



Voices that women could bring more of to the conversation



Cultural Difference

Dutch – increased use of Direct

Italian – increased use of challenge

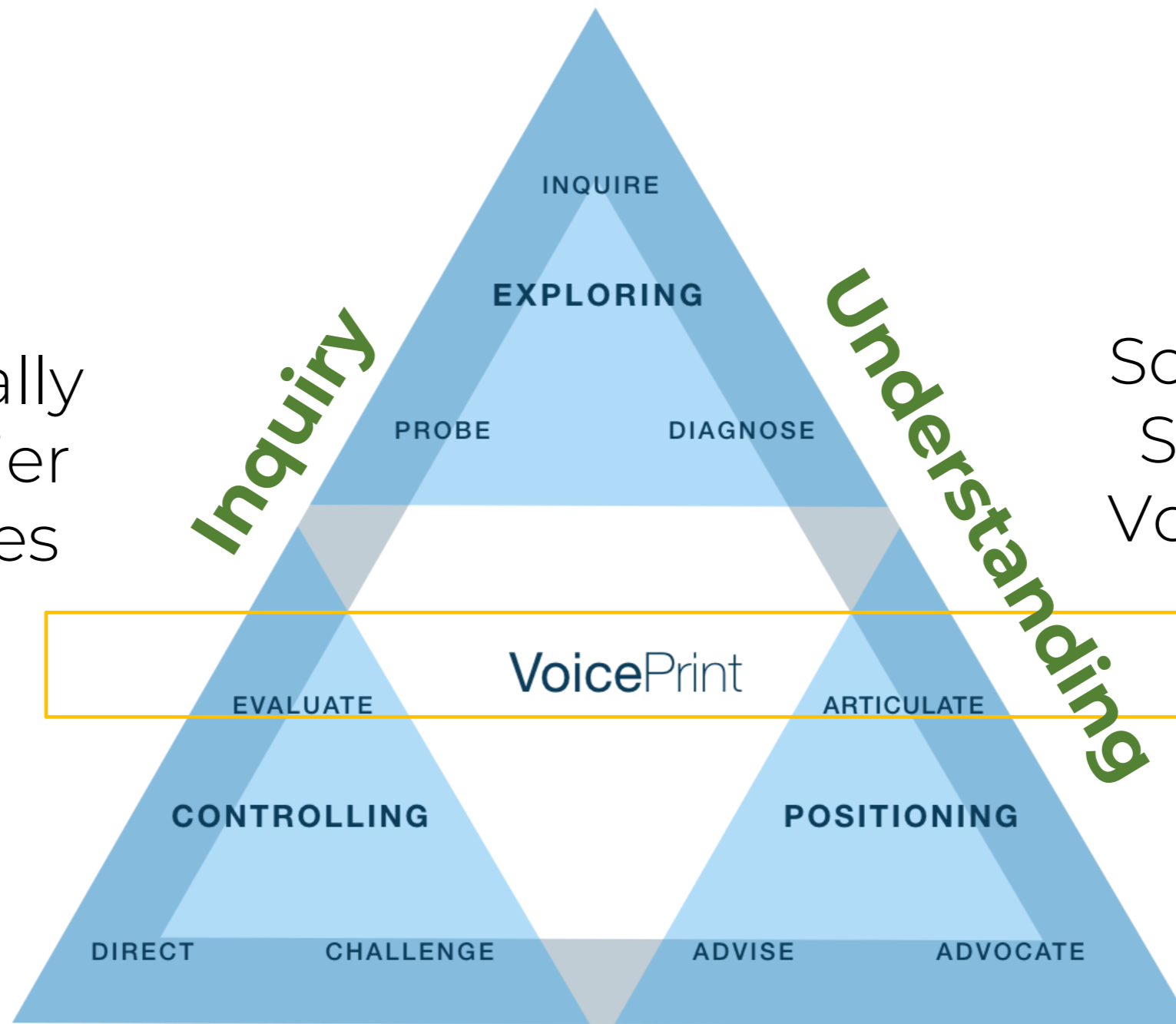
British – increased use of articulate

Asia – reduced use of challenge

Open



Socially Riskier Voices



Socially Safer Voices

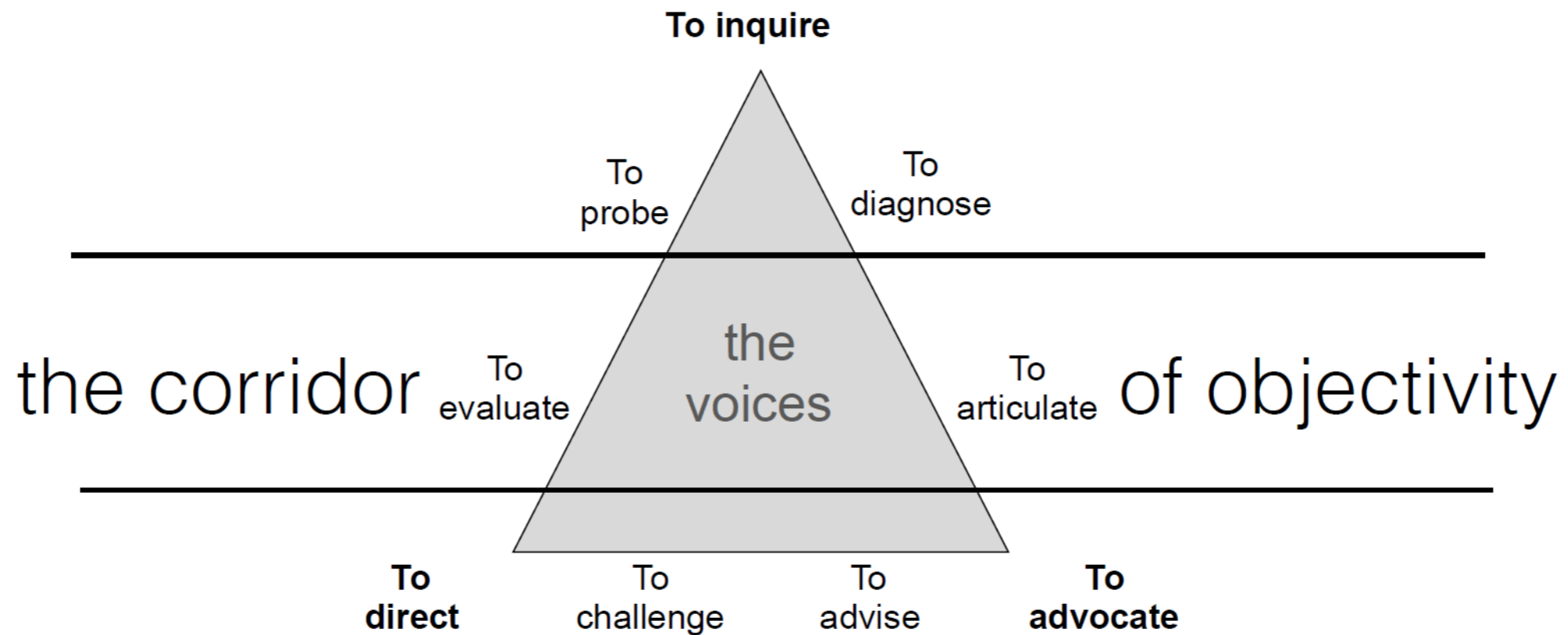
Neutral

Decision making

Decided

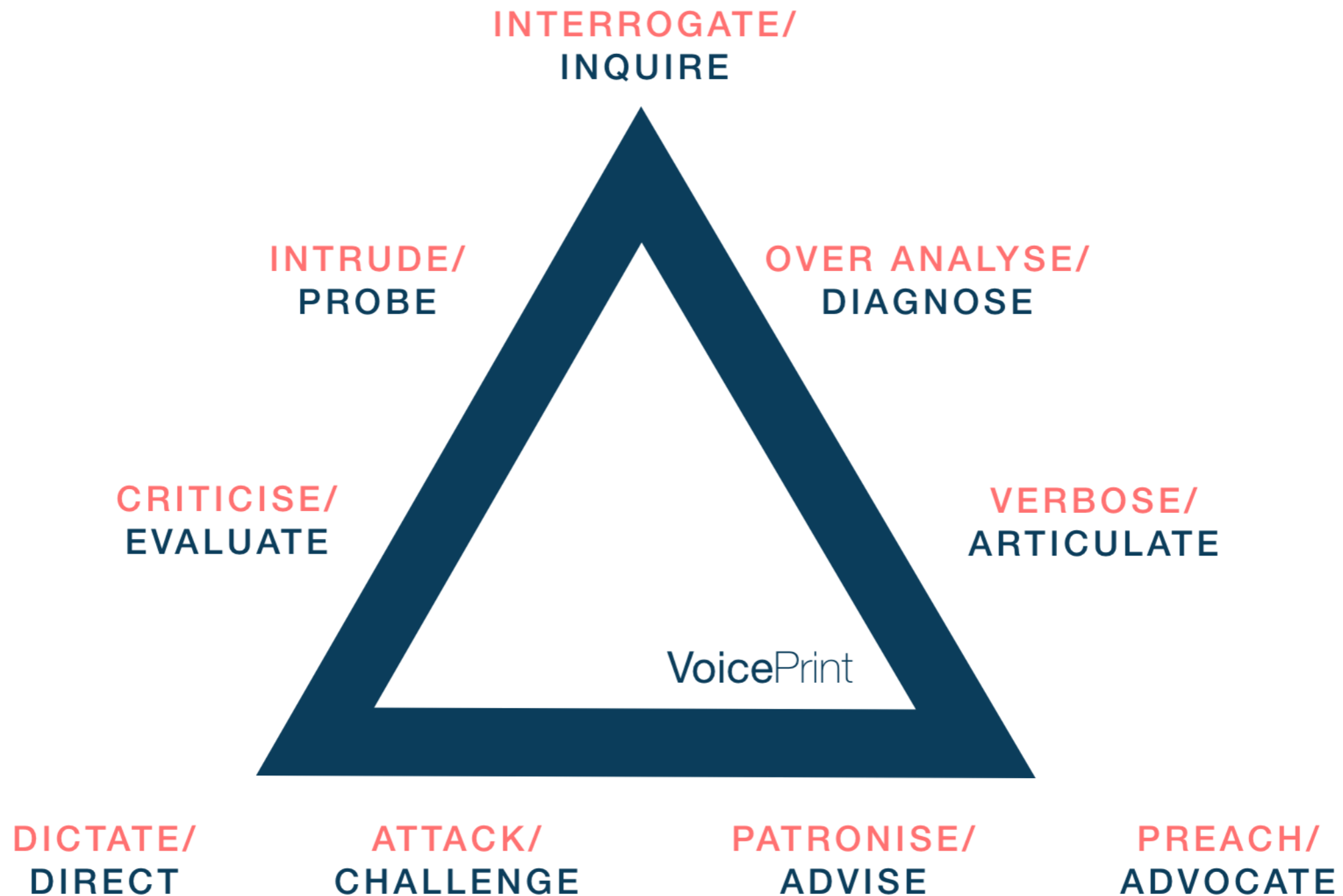
...and possible psychological pressures

where it's easier to go when we feel safe

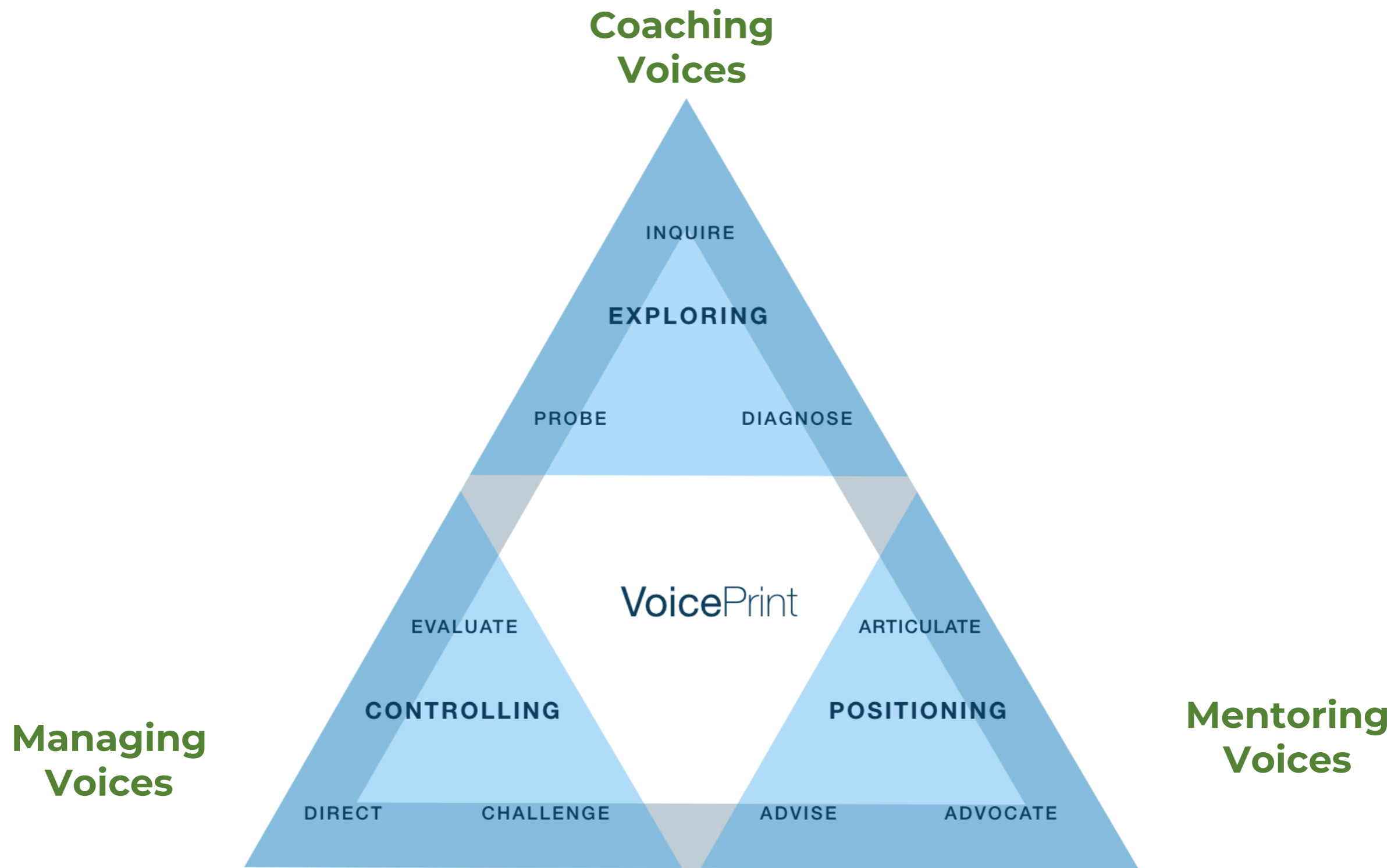


where we're likely to go when we feel threatened

Stress can produce mis – use



Insensitive. Unskilled. Too forceful. Mistimed.



ROLE MODEL: Goes across all of the voices – what are you role modelling?

THE COACHING CONTINUUM AND OUR VOICES

	TELL	TEACH	MENTOR	COACH	ROLE MODEL
Inquire		X	X	X	X
Probe		X	X	X	X
Diagnose		X	X	X	X
Articulate	X (set out)	X	X	X (playback)	X
Advocate	X	X	X		X
Advise	X	X	X		X
Challenge		X	X	X (with questions)	X
Direct	X	X			X
Evaluate		X	x		X

There is no right or wrong style to use – each will be relevant in different circumstances

Coaching Voices

The open broad **inquiry** voice; How can I help? What is happening in your world? What would you like to think about today?

Then moving deeper **probe** How specifically do you want to do that? What are the critical elements for you? Tell me more about that? while you are **diagnosing** possibly internally or exploring externally with your coachee.

The **articulate** play back voice – works well to reflect back to the coachee what you have heard “I’ve heard you use the metaphor of an ‘out of control steam train’ 3 times now – tell me more about that” what would it take to have the train stop at a station for a while. Or you may have observed some body language “I noticed that you frowned?”

The play back voice works well with **challenge** – remember challenge is to interrupt in order to improve the quality of coachees thinking. Challenging assumptions limiting beliefs... I noticed you said what are you assuming here? / Do you believe that to be true?

The **evaluate** maybe used in exploring with your coachee any options or choices and what they think the consequences of those options would be - while reflecting back what you think you have heard and

We would rarely hear **advocate or direct** in the coaching - unless in the contracting / boundaries space. **Advise** where you have consciously stepped into a more mentoring role.

As a coach you would be listening to the content:

- The story you are hearing,
- Noticing and hearing the processes that are going on for your coachee – body language, voice tone, pace, energy, emotions, patterns, metaphors, limiting beliefs etc.
- What’s not being said ie a coachee’s internal voices
- You will also be focusing on dealing with any of your self - talk and associations that are going on for you.

Ask Yourself as a coach:

- As a coach what voices are you using?
- Are they internal or external?
- What are your voice preferences? Where has that come from / How has that developed?
- What are you sensitive to? Where has that come from?
- Which voices do you need to develop your skills in?

Use with coachees

This is a great model if coachees are wanting to **develop impact and influence**.

- It helps coachee's break down how they use their voice and the impact that might be having.
- It raises awareness and as a coach you can help them explore their tendency in terms of voices they often use and those they in frequently use.
- As well as digging deeper into their sensitivity to specific voices.
- From here you can coach to help develop their skilled use of all 9 voices so extending their repertoire; through encouraging practice as homework in real life work scenario's and as role play within the coaching space.

Coaching Questions

1. What is your most frequently used Voice?
2. What's your least used Voice? Where are the gaps?
3. What might be the consequences of that?
4. Where might this have come from? What purpose do they serve?
5. How do you prioritise your voices?
6. Are any of my Voices more Internal? Consider inner and outer conversations
7. are all their inner voices made available to the outer conversation?
8. what triggers and cues leave the individual mastered by or master of their voices?
9. What do your voices sound like?
10. In what context do I want to make a better impact?
11. Which Voice/s would help with that?
12. To which voice/s am I negatively sensitive? What do I do when I hear them?
13. To which voice/s am I positively attuned? Does that bias my listening?
14. Does my profile shift under pressure? In what way/s?
15. What do I experience as negative or de-energising pressure?
16. What do I experience as positive or energising pressure?
17. Which voice/s would it be useful for me to strengthen?
18. Which voice/s would it be useful for me to de-emphasise?
19. What do others think ? Get feedback from others on how you use your voice
20. What do I want to do with that insight?

What Else?

You can use the model to assess your own use of voice in the coaching space – you can use it as a tool for the coachee to assess how they are being heard and if their impact matched the intension. It is very useful to use in the context of impact and influence and there are gender and cultural differences.

<https://letstalk.voiceprint.global/>

- Self perception profile,
- 360 feedback profile
- Group + relationship profile

What if you became an accredited Voice Print Coach?

Accreditation training costs £1200 GBP per person. It is provided by [TalkWise](#). They offer face-to-face training or an online e-learning training format.