

Voice Test



'I thought I was an effective communicator, who could talk easily with clients, disseminate information and argue effectively. However, having completed the course and by using the technique you teach, I am far more effective in the advocacy I undertake.

The reason for this is because far more of what I have to say is retained and your technique has instilled in me so much more confidence.

Thank you for perhaps the most enjoyable and educational CPD seminar I have attended.'

S.H. Robinson, Solicitor

I decided to create a technique (set of rules) for people who rely on their voice to be successful. Actually, that's most of us.

The rules for reading and talking are the same. The Voice Master survey showed that in America and the UK an alarming 73% of professionals, including lawyers and broadcasters speak too fast. That means the jury will retain a smaller amount of your important information. That is bad news.

Here's a simple test. Read and record this script. You can do this on your smartphone, or by using Audacity, which is a free recording software.

The challenge organisations face is that there is no single 'key' to stopping fraud. Organisations need to develop a strategy that enables the deployment of appropriate measures to manage this increasing risk. The strategy needs to be owned by those charged with governance, otherwise it will not succeed, and needs to involve people from across the organisation. Most large organisations have mature legal, compliance and internal audit functions. But these are one step removed from where the fraud and misconduct occur.

How long did that take? I guess about 30 seconds - that's too fast.

Now I'd like to ask you to record the same script again and try to slow down by several seconds. Don't leave big gaps between the words, that's cheating.

The correct time should be 37 seconds.