



Voice & Word

Pty Ltd®

Clarity Capacity Confidence Courage

Why voice matters

Voice is the medium through which you share and exchange information. It is the foundation of multiple business conversations, transactions, negotiations and people management situations.

Through voice you build business relationships and generate profits.

Through voice, you represent your organisation, express its value proposition, explain its sales process, deliver its customer service focus and share its unique offerings with clients.

Given each voice's vital function in presentation and communication, are you able to mirror your personal and professional image in your vocal presence?

You can make a difference to your vocal image from today!

Australian National Line	1300 76 44 27
International Voicemail	+61 3 8610 0193
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About Voice & Word and its Founder, Sandra Baigel

For 16 years now, leaders and entrepreneurs in business and industry have turned to Sandra Baigel, Founder and Director of **Voice & Word**, in their quest to achieve expertise and excellence in their vocal impact.

Through personal and professional experience they realise that vocal presentation is a vital component of their image. They trust Sandra's vast experience and feel confident that they will receive the best outcomes possible throughout their customized development program.



Sandra draws on her academic studies and practical experience in over 30 years of active voice work. She specialises in the use of voice in business relationships and business transactions.

First exposed to voice work herself at the age of 5, she formalised the study of voice in her final years of senior school and tertiary studies. Her liberal arts degree included voice mechanics, production and care; voice in radio and voice in theatrical performance. Sandra has built a substantial career in this fascinating field, always working with adults who are required to present themselves personally and professionally at the highest levels of excellence.

Sandra says:

Each voice has a unique ability to make an indelible imprint on its listeners. Each voice can be finely tuned and brought to vivid life through attention, awareness and increased application of its power. When your rich, full voice expresses your vitality, strength and purpose, your listeners tune in closely to what you say. Your voice is a magnet that fastens their attention and focus on your message and your value proposition. It is possible to secure professional success through your unique voice power.

The impact of untapped vocal potential on career success

The challenge for many professionals lies in harnessing the untapped potential that remains hidden in their voices. When this potential is overlooked, the voice is used automatically, with low vocal awareness, rather than with full intent.

Lack of vocal presence undermines the personal and professional image of the person who is speaking with peers and clients.

More significantly, reduced vocal presence in leaders, managers and entrepreneurs undermines the full expression of their authority, credibility and skills of engagement. It is exposed in all their interactions - with the Board, the executive team, colleagues and staff.



The impact is felt throughout the organization and can be seen in diminished trust, reduced respect and limited commitment to the business purpose.

By analyzing and working through their audio snapshot with Sandra, professionals build skills that enhance their voice's strengths so that they speak with clarity and confidence and demonstrate their purpose at work.

The change in their vocal presence increases their ability to speak with authority, credibility and engagement. They are able to attract and hold attention, speak with conviction and commitment thereby engaging people to work with them towards clear, concise outcomes.

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What about voice quality and speaking styles?

Sometimes the vocal quality and delivery style of the speaker detracts from the message.

When vocal quality is the issue, the voice itself distracts attention because of the way it sounds.

For instance, the voice may sound thin, reedy and underdeveloped and the speaker's authority and credibility is questioned. If the voice is strong, overwhelming and bombastic, listeners may distrust the speaker's ability to engage and build rapport. When the voice demonstrates nagging, whining, demanding or aggressive tones, listeners tune out and the message is lost. In these circumstances, the attention of the listener is drawn away from the message to the voice itself.



The message gets lost in the vocal noise the speaker creates.

Then there are speakers who deliver information rapidly, overwhelming listeners with their material. Others use a predictable vocal pattern and bore their listeners. These types of speakers cause their listeners to focus on the style rather than the message itself.

Here, the message gets lost in the antics of the delivery.

Specific voice coaching is required when speakers cause their listeners to disconnect from the message. The key is to invigorate the voice so that it honours the connection between listeners, the purpose and the content of the message.

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Do accents matter?

An accent is part of a person's identity. It tells their personal and family history, their origins and their culture.

An accent only matters when listeners and speakers have to struggle though the limitations of the accent in order to understand and be understood.

For the majority of international leaders and executives, small, regular adjustments to their spoken English styles and sounds make a significant difference to their being understood.

The confidence gained from these adjustments increases the desire to interact, to contribute and to exchange information. This leads to improved speaking practices, sharper articulation and fuller involvement in the business context.

The results are astounding. They include increased trust commitment and engagement, valuable international business opportunities, deeper cultural appreciation and enduring business relationships.

A final word

Nationally and internationally, people from all walks of life have explored their vocal impact with Sandra Baigel, improved their vocal presence, sharpened their speech practices and increased in stature via voice presence and vocal dexterity.

Invest in your vocal image and gain lifelong techniques that make a lasting statement via your vivid vocal presence.

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