

The Voice Practice

Matching entrepreneurial communication skills to entrepreneurial ideas

Even the best idea can be strangled by inarticulate delivery or passed over for one of lesser quality because its communicator is not up to the task.

At the Voice Practice we enable clients to present ideas so that they are as vital on the day they are given voice as they were on the day they were given birth. Our effective coaching helps to unlock the vocal confidence and self-expression necessary to create and deliver high-quality performance whether initiating an idea, or directing and leading a team in its execution.

Voice and performance skills are integral to the effective delivery of entrepreneurial ideas. Posture and breathing are integral to the well being of entrepreneurial performers. Our approach is to harmonise the actions of mind and body so that – no matter what size the audience and regardless of accent or stature – clients will be able to compel attention and deliver a fruitful message.

Voice and performance coaching is an empowering organisational tool. It benefits the way individuals react within groups. It unlocks the creativity and innovation present in each individual and so protects and grows the most crucial asset of any successful business.

Empathetic communicators open up motivational channels. The sense of well being released infiltrates a culture and has positive impact on staff retention. The willingness of motivated employees to speak with a cohesive voice helps an organisation to position itself as an employer of choice and enables it to attract top talent from outside.

“What makes the future happen is always the embodiment in a business of an idea of a different economy, a different technology, a different society.”

“Managing For Results: Economic Tasks and Risk-Taking Decisions.” Peter F. Drucker. Harper Business, 1985.

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The approach of the Voice Practice is to nurture and amplify the key messages that must remain constant throughout a business - an approach with particular relevance to organisations planning graduate trainee induction.

Run by Janet Howd, an internationally respected performance coach, the Voice Practice equips people with the skills to reach out and implant information appropriately in other minds.

Janet's career as a leading professional recitalist and actress provides her

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with invaluable insight into the tensions surrounding the presentation of material to audiences of all sizes. Her first hand experiences of the loneliness of solo performance and her awareness of problems with which clients must contend as they struggle to express and share ideas with others in venues large and small, have led her to develop a truly creative and

empathetic approach to personal communication.

Janet gears her way of working to the ability latent in each client and hones her approach to suit each personality. This bespoke and attentive style has the potential to tease the best performance out of everyone.

The Voice Practice works to address specific needs or to add value to current employee development programmes and coaching schemes. Its methodology and process of benchmarking ensures that every programme whether tailored to a group or to an individual, delivers to the bottom line.



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Voice Practice Programmes

Making a Pronounced Difference: We help clients whose native language is not English to structure and deliver coherent presentations. We can advise on any issues based on language communication difficulties.

Learning the Ropes: In a competitive marketplace you will want to ensure that the investment you have made in this year's graduate intake pays off. We tailor sessions to the verbal communication skills that will allow graduates to make their mark quickly and deliver to full potential in their new working environment.

Point to Point: Some senior executives are less adept than others at giving clear expression to strategic ideas. This programme is usually most effective when combined with coaching. We shape sessions to ensure that specific goals are met.

Transmitting Corporate Speak: It's all too easy for corporates to get wrapped up in their own jargon. In these cases we work with the Corporate Affairs department to ensure that internal communications does not get lost in its own message.

The Lecture as a Performance: Employees on the conference circuit are ambassadors of the corporate brand and as such need to come across as polished and professional. The ideal way to present a lecture is to communicate the passion of the main ideas.

Paper Tigers: It is important for academics to realise that during the presentation of conference papers they are to be judged as speakers not as authors. We can facilitate the scripting of publishable papers and assist the development of strong presentation techniques.

Scene on Screen: Satellite video conferencing is becoming much more widely used because of the current turmoil in international affairs, and is set to boom. The Voice Practice has considerable awareness of the new presentational challenges which delegates will have to address if they are to perform well via this new medium.

“You have your material prepared. You have done your homework and practised well. You are about to give a presentation. Fear grips your limbs and threatens to sabotage all your careful planning. What's to be done?”

Janet Howd's book, "Breath of Life or Kiss of Death? Your Voice and your Presentation" ISBN 0951483528 – is full of practical ideas and helpful insights to help you answer that vital question.

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