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a MESSAGE from SYLVIA

THE VOICES OF LEADERSHIP

A couple of years ago I coached a CEO who told me she hadn't yet found her leadership voice. This deficiency caused problems for both my client and her company: She was overworked and highly stressed; avoided necessary confrontations; delayed employee evaluations; and rarely said *no* to people's requests. As a result, she, personally, felt inadequate, disrespected, and weak. Daily productivity and the company bottom line suffered too.

As I worked with this woman, I explained that leaders must understand the value of diverse voices and appropriately match them to various types of situations. In most cases, to do this effectively they need to acquire new knowledge, use discernment, build self confidence, and



commit to practice... practice...practice. As I worked with this woman, I explained that leaders must understand the value of diverse voices and appropriately match them to various types of situations. In most cases, to do this effectively they need to acquire new knowledge, use discernment, build self confidence, and commit to practice...practice...practice. Over several months I taught this CEO how to choose the right voice to get the results she wanted, and then held her accountable. For her things slowly started to turn around.

It's true: The voice you use matters—every time you speak. Further, *voice* includes the package of words, tone, pitch, volume, and speed. All must align to communicate the message you intend. Sounds like a science, doesn't it? On a very basic level my feature article below may help to demystify some of this for you. Take a look.

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FEATURE ARTICLE

VOICE OPTIONS: When to Use Them and Why

For premium results at work try expanding your repertoire of leadership voices. Stop relying on two or three that are familiar. As I've reflected on this topic during the last several months, I actually identified sixteen different voices! In this article I want to discuss five:

1. Motivating and inspiring voice

This voice, ideal for introducing new projects and directional change, drives the bus of success. It moves people to do great things for their companies and careers. Stimulating and uplifting, it lights the fires of possibility.

2. Persuasive voice

Sensible and restrained, this voice has the power to influence ideas, decisions, behaviors, and actions. It's appropriate for convincing people to believe what you believe, see what you see, and do what you want them to do. When applied well, it can move mountains.

3. Confrontational voice

This voice can be used when someone has done something wrong, expresses a view you do not share, or is perched to make a mistake. Assertive yet calm and free of hostility, it shows that you aren't afraid to

take a stand.

4. Authoritative voice

Deliberate, steady, and sure, this voice serves best when you must give directions, provide instructions, and issue expectations. Employees know you mean business and usually deliver. But don't overdo; use it selectively.

5. Empathetic voice

This voice, emotionally driven, comes from the heart. Supportive and gentle, it demonstrates genuine interest in and concern for people's struggles, long hours, curve balls, and losses.

Believe me: You can build a solid leadership platform with your voice.

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What Clients Say

Before I hired Sylvia I constantly struggled with finding—and applying--my voice as a business owner and leader. On too many occasions over the years I didn't establish reasonable, appropriate boundaries with other people, including my employees, industry peers, and community volunteer affiliates. I was afraid of offending folks, of being misunderstood, of being viewed as aloof, of losing opportunities. When I really think about it, this problem cost me time, self esteem, energy, and money. Clearly, it interfered with business function, growth, and development. As I've worked with Sylvia over many months, I've discovered that I can cultivate a voice that allows me to claim my personal power and simultaneously earn the respect I deserve. I've been learning how to use this voice in lots of different situations. Although I'm still practicing—still getting used to the “new me”—I feel so much better about myself in my role, am less stressed, and see evidence of improved company results.

- Beth Peiffer, Owner, Ralph E. Jones, Inc.

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Offers and Opportunities

DISCOVER THE LEADERSHIP VOICE YOU NEED MOST

What is your greatest frustration at work? How would it feel to reduce or eliminate it? It's likely that you can do just that by implementing a leadership

voice lying dormant within you. Sylvia would love to help you discover that voice and show you how to apply it in your daily life. Interested? Send her an email at: sylvia@launchinglives.biz no later than midnight EDT on September 12, 2014 to schedule your personal and confidential FREE thirty minute phone session. Remember: Ongoing frustration costs energy, time, and money.

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RESOURCES

A Unique Resource

If you are serious about developing and cultivating your leadership voice, check out *Own the Room: Discover Your Signature Voice to Master Your Leadership Presence* by Amy Jen Su and Muriel Maignan Wilkins. This 2013 must read for emerging and experienced leaders who desire meaningful connection with others and strong influence includes real life case examples and a practical road map. Available on Amazon.com for about \$13.00.

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TIP

Identify the leadership voices you typically employ at work and list the benefits you've observed over the past six months. Then identify the voices you now realize you must use but don't. Select one of those voices and look for opportunities to apply it throughout the next twenty-one days. At the end of that time period assess the effect of that particular voice upon your staff, peers, volunteers, and services/sales. Note any adjustments you feel you need to make.

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Where in the World is SYLVIA?

On September 17, 2014 Sylvia will present a thirty minute educational seminar entitled "The 5 Biggest Mistakes Small Business Owners Make" to the Mechanicsburg Business Women's group in Camp Hill, PA.

On September 26, 2014 Sylvia will provide a brief presentation entitled "Your Career: How to Kick It Up A Notch NOW" to members of the West

Shore Chamber of Commerce Women in Business Round Table during their regular monthly meeting.

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Join Sylvia on these social networks!

About This Ezine

The purpose of this Ezine is to: 1) Provide readers with valuable FREE content which contributes to personal and professional growth as well as overall career development; and 2) Invite readers to take next steps toward working directly with Sylvia.

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About SYLVIA

Sylvia Hepler, Owner and President of Launching Lives, LLC, specializes in career development for both corporate and nonprofit executives and managers. Based in South Central PA, she specifically supports clients as they upgrade their current job performance, seek a promotion, or plan/navigate a career transition. What makes her services unique is that Sylvia helps people to cope with change, loss, and grief as they work on developing their careers. Her professional background includes: nonprofit executive management/leadership, nonprofit community health program start-up, program evaluation, public speaking, business and freelance writing, teaching, and retail sales.

A certified executive coach through The Rescue Institute in Golden, Colorado and Quantum Endeavors in Chicago, Illinois (plus a participant in

extensive continuing education opportunities with several coaches of national notoriety), Sylvia offers individual and group coaching, assessments, teleseminars, workshops, keynote speeches, and retreats. She also has created tangible and downloadable products that augment her coaching and speaking services.

For more information and to connect with Sylvia try:

[Launching Lives Website](#)

[Click to contact Sylvia by Email](#)

Reach Sylvia by phone at **717-761-5457**

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Launching Lives SERVICES

Launching Lives, LLC is a full service career development company for managers and executives located in South Central PA. Utilizing a holistic approach to service provision, Launching Lives focuses on supporting clients as they create the platinum level career they desire by upgrading their job performance, seeking a promotion, or planning/navigating a career transition

Often people don't really know HOW they might benefit from coaching. Quite simply, ask yourself these questions: "What can't I seem to resolve on my own? What is keeping me awake at night? What am I missing when I look at a certain situation? How can I get to the next professional level? How can I learn certain skills quickly? How can I narrow my professional gaps? How can I motivate my staff? How can I communicate more effectively so I serve myself and others better? How can I reduce my work-related frustration? How can I develop a viable plan of action for myself and/or my organization? How can I obtain greater job satisfaction? Coaching may be the SOLUTION to any of these issues.

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