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# Work

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## Your voice the key to success

### STAFF REPORTER

PUBLIC speaking is highly stressful, but in today's world of business, being able to communicate effectively is a must.

This applies not only to boardroom presentations, but also to one-on-one situations like interviews.

John French, founder of Corporate Intelligence Training, a locally based company that specialises in communication and soft skills, believes the voice is the individual's most powerful motivational tool.

"Your voice influences 38 per cent of your communication message," he says.

Business people therefore need to learn how to master their vocal control in order to effectively communicate their ideas and market themselves successfully.

The tone of your voice conveys your attitude, so therefore it doesn't matter what you say, as much as how you say it, says French.

The best way to address someone would be in the natural tone. This tone is free, open, clear and expressive. Most people use their habitual voice which is restricted by bad vocal habits and psychological events that they experience.

French insists that there is no such thing as a bad voice, just bad vocal habits.

"Anyone can develop and improve his or her voice with the right vocal training, regardless of current bad vocal habits."

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