

Discover Your Signature Voice



John Beede



Amy Jen Su

Who is Amy Jen Su?

- Co-author of “**Own the Room: Discover Your Signature Voice to Master Your Leadership Presence**”

- Managing Partner and Co-founder of Paravis Partners

- Executive Coaching and Leadership Development for over a decade



Amy Jen Su

Who is Amy Jen Su?

- Helps others unleash, discover and sustain their personal *signature voice*

- Speaker on areas of leadership presence



Amy Jen Su

What is Signature Voice?

- your most authentic and connected self
- your speaking presence that's uniquely your own
- a message delivered in an authentic way that impacts the lives of others



How can speakers diagnose their effectiveness?

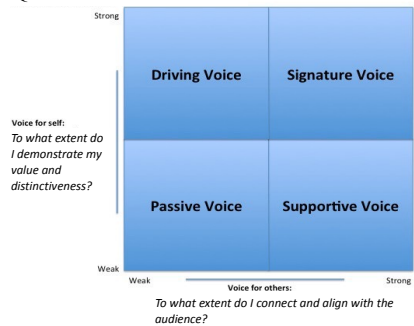
SELF-AWARENESS and ACCURATE Self-assessment is essential.

Consider two things:

1. your distinctiveness, your value and your message as a speaker
2. your connection with your audience



• Voice Quadrant Assessment



Signature Voice

connects with audience and makes a positive impact

Driving Voice

convey your message and agenda but not audience centric as you needed to be

Supportive Voice

lost awareness or strength of own voice
overweighted by agenda of others

Passive Voice

unsure of your message and didn't land to your audience

How to start moving towards signature voice?

1. Think of yourself as an athlete



2 . Recognizing the space you're speaking in

3 . Voice for Self and Voice for Others

How to start moving towards signature voice?

4. ACE model

Assumption or the right mind set

Communication strategy

Energy



Value Proposition and Authority stories

Value Proposition

- ✓The thing you can uniquely contribute to your audience

Authority Stories

- ✓What you believe about those in charge and your relationship to them



Improving body language

- Be comfortable in your body first
- Recognizing expressions and emoting



How long will it take to arrive at your signature voice?

- Can be instantaneous yet also a lifetime journey
- Continued conditioning, mastering and updating your skills



How to tell that you are “Backsliding”?

1. You become reactive.
2. ‘Fight or Flight’ kicks in
3. Losing awareness of your self
4. Apologetic language
5. Holding your self in your space really small

How to Get the Book, and Get Coaching



Own the Room



Amy Jen Su
Muriel Maignan Wilkins
