



consulting®

speakup

An Important Christmas Message

In response to the tragic events of September 11 2001, GPB Consulting has decided not to send Christmas Cards this year. Instead, the money that would be used to print and send these cards will be donated to a charity which supports those most affected by the recent terrorist attacks in the USA.

We have brought forward the publication of this newsletter in order to wish you a **Merry Christmas**

Welcome *James McBrien*

GPB Consulting is delighted to announce that James McBrien joined the company on 3rd December 2001. James has been a presentation consultant for fifteen months and has advised many clients in the field of presentation and communication skills. Prior to becoming a consultant, James worked for The Pacific Institute and mastered the skills of behavioural analysis and an understanding of the underlying psychological reasons for various behaviours.

James was also an Irish Guard, and saw active service in Northern Ireland and Bosnia; He is 33. We will be introducing James to our clients over the coming weeks.

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POWER OF THE VOICE

Recently, as a development of our own skill set at critiquing delivery skills, we have linked up with scientists, based in Geneva, who specialise in voice analysis. We thought here we would share some of our newest ideas on developing the voice for presenting better.

CHRISTMAS ACRONYM QUIZ

Your challenge is to send us an email with the fully correct versions of each of the 40 acronyms listed, adding witty or funny versions to as many as you can. The winner will be sent a bottle of champagne before Christmas.



“The spoken WILL

A client once quoted his boss, the CEO, as saying “In the event of a discrepancy between the tone of my speech and my script, the spoken word will prevail!” That CEO had recognised the importance of how something was said over the words themselves. There is an odd paradox that exists: Whilst we often want people to “put it in writing” before we really accept something, we still need to hear a professional adviser speak to us (and meet face to face) before making a decision to hire them.

Recently, as a development of our own skill set at critiquing delivery skills, we have linked up with scientists, based in Geneva, who specialise in voice analysis. We thought here we would share some of our newest ideas on developing the voice for presenting better.

The analysts have researched several hundred voices from people who are recognised as effective communicators (people like Churchill, Hitler and Gandhi), and discovered a clear set of characteristics for each type of communicator: Unsurprisingly, the best ‘patter’ for a doctor is quite different from that for a Chief Executive or a newsreader or sports coach.

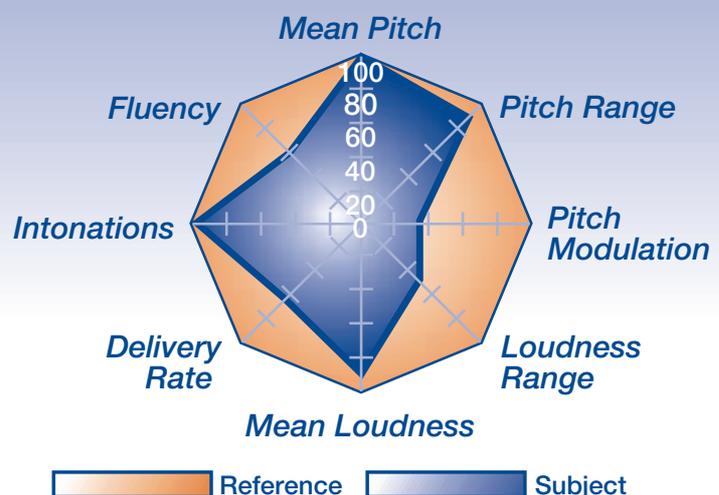
Narrowing in, there is now clear proof that:

- There is a solid link between the physical aspects for someone’s voice - such as pitch range, delivery rate and mean loudness - and an audience’s view of their personalities such as competence, credibility and persuasiveness.
- Anyone can improve their voice quickly if the correct exercises are used.
- Vocal improvements can last many years.

Many clients have come to us in order to improve their voice. Some wanted to become more energetic, enthusiastic or convey authority. With this new analytical tool, it’s now possible to show exactly where the voice needs more coaching and to develop a program for improvement.

These diagrams show firstly (below) the physical voice analysis that is done and secondly (on the right) how the analysis can measure our interpretation of the voice to generate feelings about that person.

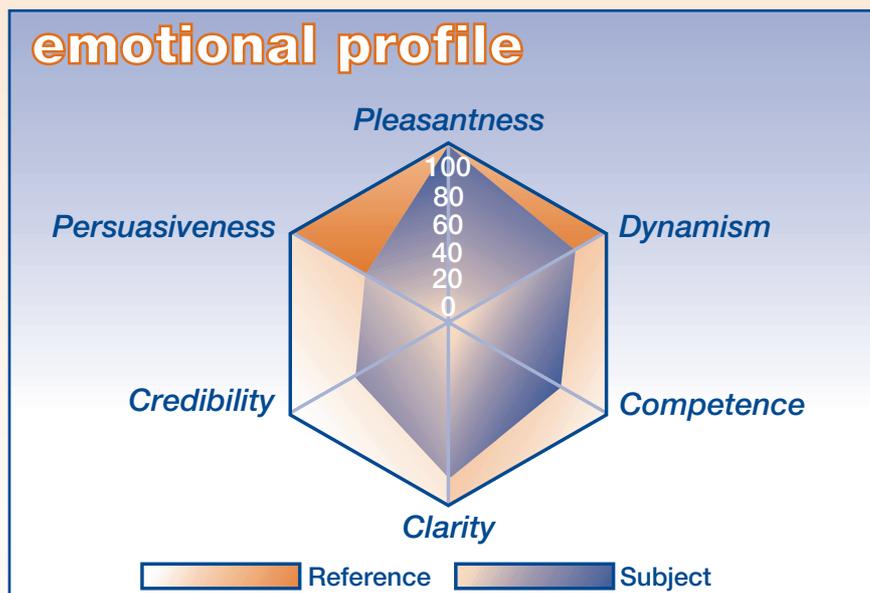
scientific voice profile



word PREVAIL”



emotional profile



Each voice requires different development methods – there is no standard formula. The techniques we recommend include:

- Use of headphones that play back the speaker's voice as they speak, modified in the desired way.
- Using software to alter recordings, and allowing the person to listen to their own voice over time.
- Repeating certain tone patterns using the acoustic modules in tailored exercises.
- Practicing normal speaking but using set guide lines.
- Follow up analyses at intervals to monitor progress.

Here is an oversimplified but nevertheless valuable collection of some coaching tips for the following vocal issues:

- **I have a boring voice**
This is normally shown by a narrow pitch delivery rate (syllables per minute) and sometimes narrow loudness range. The quickest gains come from selecting specific words to emphasise with a louder voice, combined with a more musical pitch variation. Increasing delivery rate start - mid point also helps. All must be done in a natural way
- **I lack authority**
Improved authority comes from higher scores on mean loudness and a slower delivery rate, especially towards the end of a point. Fluency also needs to rise (see below)
- **I sound hesitant or uncertain**
Hesitancy or uncertainty often exhibits itself through a slow delivery rate, combined with low fluency. Improve these by replacing umms and errs with silence (at points where you are thinking/revising what to say next), and increasing pace through syllables when speaking.

Open Courses with The Industrial Society

These courses are a good opportunity for individuals who need coaching and would benefit from being in a group with people outside their organisation.

Advanced Presentation Skills

This senior level workshop is designed to help participants improve their style and method of presentation. This is a two-day course followed by an on-line 'Virtual Refresher'.

2002: January 7-8, February 6-7, March 5-6 & 21-22, April 3-4, May 14-15, June 6-7, July 9-10, August 1-2, September 11-12, October 3-4, November 4-5 & 20-21, December 3-4

Pitching to Win

This senior level course is designed to help participants to win more of the business pitches they do – a higher 'hit rate' so that their organisations generate increased revenues. This is a three-day course.

2002: March 11-13, June 10-12, September 2-4, November 27-28

Please call us on 020 8334 5755 for further information or to book someone on a course.



ACRONYM QUIZ!

Acronyms, especially those of the TLA variety, have become part of the business language. Yet many are not known to most business people, and so our advice has always been to follow the lead of the better broadsheet newspapers and magazines: write/say each one in full along with the acronym the first time you use it (eg. "TLA, or Three Letter Acronym"), or avoid the acronym altogether. The only exception would be those in common usage, some of which are included in our quiz, right.

Your challenge is to send us an email with the fully correct versions of each of the 40 acronyms shown here without using any reference material. You may ask your colleagues for help. If you cheat and thus win, we won't know, but your conscience should trouble you! Once you have finished, email the answers to us at acronymquiz@gpbuk.com, by 19/12/01. Tie breaker: add witty or funny answers to as many of these acronyms as you can. The judges decision is final. The prize? A nice bottle of champagne sent to you by Christmas. We will announce the results in our next newsletter.

ABN	EBITDA	NEWS
AMRO	FAT	OECD
ABS	FMCG	P&O
AMP	FOB	PCMCIA
ASX	FTSE	QANTAS
AT&T	GPB	QED
BHP	HSBC	SAP
BTR	HTML	SAS
CAC	ISDN	SEC
CFC	JPEG	SIM
DAX	KPMG	SOCO
DCF	LIFO	WACC
DMO	MGB	WAN
DOS	NASDAQ	

GPB Consulting: Our Services

We are a leading European Consultancy with Associates around the world. We specialise in the spoken communication areas of presentation, selling, negotiation, media and telephone skills. Our principle focus is assisting top to middle management in these areas. We offer our advice both

as consultants on important business issues, and as trainers in general skills development.

We work both one to one with top management and with group workshops for middle management.

Workshops run for between one and five days, and are tailored to each client's requirements.

Our philosophy is simple: "For you to be yourself at your best, even in the toughest situations".



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