

# QS News launches its first podcast with lessons from a voice coach

Whether you're in a project meeting, pitching to a client or just communicating with colleagues, using your voice is critical in the workplace. Voice coach Susan White explains its importance in our looks-obsessed world. Visit [www.qsnews.co.uk](http://www.qsnews.co.uk) to download the podcast

We live in a visual world, perceiving objects and others as separate from ourselves. When we listen to music, sing or hum, sound surrounds us, enters us and moves us in some way, altering us for a time. This underlines the power of the human voice, the source that presents the world with your identity.

Your voice is your own complex, ever-changing note, through which you are recognised and enabling others to understand you and your actions. Your voice and your presence are your primary means of expression because daily, whatever you do, you explore and fulfil your need for communication. This is

the starting point for me to get people I coach to recognise vocal sounds and then to apply this to their own vocal expression.

As we mature, we become creatures of habit, physically and vocally, far removed from the freedom of movement and expression we have enjoyed. Through physical awareness and release of tension we can recapture natural expression, which fosters our confidence. The appropriate mix of passion, imagination and reason produces an abundance of vocal variety, which we under-exploit every day.

Sound is a more profound medium than the visual, despite its power to dazzle, distract



and entice. Disproportionately people spend much energy, often to the degree of an obsession, in how they look. The cult of celebrity provides extreme examples. Surely it is better to develop your speaking voice to listen, communicate and connect with eloquence and ease. It is the difference between exclaiming a 'look at me' expression or exuding an impression on the sensibilities of other people through your voice.

Still to be persuaded? Recall being in love, or missing a loved one through absence, we catch ourselves saying, 'I just wanted to hear your voice.'

Susan White  
[www.per.sona.co.uk](http://www.per.sona.co.uk)  
07768 741010