

Communicators warned: Don't lose your voice!

Priscilla Morris,

We might think that the internet has made it easier and quicker than ever to communicate with people. But we should think twice before reaching for the keyboard and sending another email, voice coach Priscilla Morris told the seminar.

"Is it really good communication?" she asked. "How often is the message misinterpreted resulting in misunderstanding, confusion, or worse still, aggravation? And is the recipient getting the full meaning of what the sender intends, or only part of it?"

Drama-trained Priscilla explained that sometimes there is no substitute for a phone call or speaking face to face. "Your voice enables you to bring written words to life in a myriad of ways. Written language is communication at its simplest, but the voice has the capacity to alter the meaning of words and we all do this differently with facial expressions, body language and gesture."

Scientific studies have established that the essential elements of good communication are:

- Personal involvement (emotion/passion)
- Appropriate volume
- Clarity (this may be influenced by accent and speed)
- Modulation (using all the variations of the voice to keep the interest)

Words on a page have no subtlety and therefore no personality and almost all of the human interaction we need is lost in emails. They have to be interpreted by the reader because there is no individual 'voice' that the sender can convey.

"If you want to avoid confusion in your communications in the future, leave your keyboard alone and USE YOUR VOICE. With a little focus and small changes of habit you can really make a difference in your VOCAL IMPACT in the workplace," added Priscilla.



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