

# The Voice

Foundation Newsletter

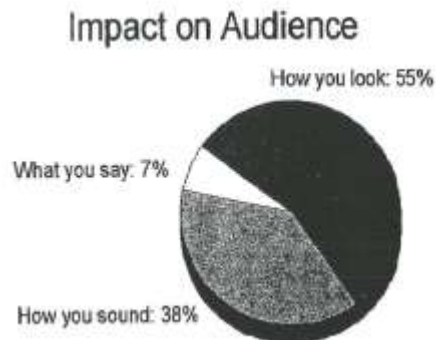
## Presentation Coaching

Lucille S. Rubin, Ph.D.  
Outgoing Co-Chair of  
Presentation Outreach (PO)  
Advisory Board Member

## I Don't *Need* Coaching Why You **Need To Reconsider**

### Impact on Your Audience: The Deciding Factors

The Mehrabian research study at UCLA asked listeners to judge the communication impact of presentations. The study reported, "How you look (body movement and facial expression) accounted for 55%. How you sound (vocal quality, inflection and volume) accounted for 38%. What you say (words themselves and content) accounted for 7%." The results of this study should encourage presenters to assign much more time to the sound of their voices and their presentation skills.



from *Enhancing Your Presentation Skills* by Till K. Kahrs

Career advancement demands visibility, credibility and a personal vocal style. It is possible to achieve these goals by adopting new vocal behaviors and presentation skills. With coaching; a) you will learn to be visible with a **strong posture statement and dynamic physical gestures**; b) you **will** learn how to be **credible (authoritative) with the sound (quality) of your voice** and c) you can personally style your voice by **using variety in rate, volume and melody**. Applying these skills when speaking on or off stage, at the podium, in your workplace or

on the phone will advance your professional career.

### Presentation Coaching To Further Your Career

It can help you

- Establish podium presence
- Enhance confidence level
- Engage your audience
- Be easily heard
- Reduce an accent or regionalism
- Adopt new presentation skills
- Observe time limits
- Use vocal variety
- Eliminate filler words
- Tighten sentence structure
- Make active language choices
- Discover new rehearsal techniques

**In summation, coaching will make you a better and more engaging, expressive and effective speaker.**



*"Presentation skills are an important element in making your ideas and statements heard and listened to".*

- John Rubin, M.D.



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## Multiple Pathways to Success

Our coaches identify for our speakers: what is working, what isn't working and *what to do about it*. Then they offer new skills, options and tools to enhance presentations. Coaches have unique approaches to their work, but all strive to achieve the common presentation improvement goals outlined above. I coach for dynamic delivery skills, tight content organization and personal vocal styling. Presenters have told me that they recognized the need *to make more time for rehearsing their presentations and to focus on the audience, not themselves*; coach **Janet Feindel** receives high praise through her application of The Alexander Technique and its releasing power on body and voice. She sensed the MD presenter she coached opened up a whole new way of working and was looking forward to including this approach into his daily work; coach **Susan Miller** knows how to build the presenter's confidence level and to augment vocal presence. She said that many of her presenters learned how to engage and keep an audience and how to personalize their message;

coach **Donna Snow** offers performance skills and gives her presenters strong stage presence. She was especially pleased with a presenter who gave up his lecturing style and adopted a more conversational mode of speaking; **Jeannette LoVetri** graciously agreed to coach again this year. She understands the important relationship of the singing voice to the speaking voice as it contributes to resonance, pitch extension and breathing skills. She shared her expertise with presenters who found her contributions essential to finding an improved speaking voice; coach Carol Fleming, who stresses the importance of voice appeal, wrote that her LA client, who MC'ed at a corporate meeting of over 200, told her that using new coaching skills brought rounds of applause, rave reviews --- and a lucrative promotion! Her sign off to Fleming was, *"I felt like a star!"* As coaches, we can't promise that we can make you a star; however, we can help you advance your professional career with Presentation Coaching.

*"After spending nearly 20 years giving all sorts of talks - local, national, international, lay audiences, mixed audiences, peer audiences - you name it - I felt that I was pretty good at it, frankly. But I recently had a unique opportunity that I couldn't pass up. An old friend of mine is a professional presentation consultant for scientific programs and pitches. He was in the same city as I was for a national meeting; I asked him to come to my talk and give me some notes. I thought it might be fun to "show my stuff" to someone that had known me before I was even in medical school. I learned A LOT from our 20 minute conversation afterwards. It was amazing. Slides, audience interactions - it was of great service to me. I highly recommend that professional speakers of all experience levels take advantage of presentation coaching...."*

- Al Merati, MD

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## Feedback on the Benefits of Coaching

*The coaching session gave me advice on how to present research work that makes the audience listen. Through Alexander technique exercises, I found a more resonant voice and better posture and I haven't had any trouble with my jaw!*

(Maria Norenberg, symposium coaching recipient, 2006).

*"Thanks again for the great presentation coaching. I incorporated many of your techniques and really felt at home on the stage. I got excellent feedback from many attendees that they enjoyed my talk. Your coaching provided something I've never really had before in any of my undergraduate, graduate or medical training. I enjoy presenting and now I have some pointers to hone my skills." and "How come no one ever told me about these*

*presentation skills? They make such a difference."*(DG, a symposium coaching recipient 2011 and 2012)

## Contact a Coach

Many members and attendees at our annual "Care of the Professional Voice" symposium are already aware of the results that working with a presentation coach can achieve, but many professionals outside TVF are either unaware of the existence of a presentation coach or are unsure how to contact a coach. TVF can serve as a reference and referral source for receptive professionals wishing to polish their presentation skills. Whether your goal is to improve a specific presentation or to establish an ongoing relationship with TVF, presentation coaching experts stand ready to serve your needs. If you are attending or presenting at our 2013 symposium, consider signing up for private



*"At the suggestion of one of the founders of The Voice Foundation, my partner and mentor Wilbur James Gould, M.D., I personally did presentation coaching with Dr. Lucille Rubin early on in my career. I found it to be a tremendous help."*

- Gwen Korowin, MD



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gratis coaching. I encourage you to solicit others, to join your local Voice Foundation chapter and to support sessions focusing on the speaking voice. If you are presenting at a conference or meeting other than our annual symposium, know that professional coaching can change your behaviors, enhance your performance and advance your career development.

## **Care of the Professional Voice symposia coaches**

The following coaches have given gratis coaching time over the past eight years at our yearly symposia. Listed in order of length of service they are:

**Lucille S. Rubin, Ph.D.** President of Professionally Speaking, NYC and author of the article "Vocal Image" in *Any Woman Can*, by Sheila Grant and "Training the Speaking Voice" in *How to Be a Working Actor*, by Maria Lynn Henry & Lynne Rogers  
profspeak@aol.com

**Susan Miller, Ph.D., SLP**, Voice Trainer in Washington D.C and author of *Be Heard the First Time*.  
susan@voicetrainer.com

**Donna Snow, MFA**, Associate Professor of Theatre, Temple University and frequent World Voice Presenter. dmsnowwill@aol.com

**Janet Madelle Feindel**, Professor of Theatre, Carnegie Mellon University and author of *Thought Propels the Sound*. janfein@aol.com

**Carol A. Fleming, Ph.D.**, Private Voice Coach in LA and author of *It's The Way You Say It*. carol.fleming@speechtraining.com;

**Jeannette LoVetri**, singing voice teacher and coach. Director, The Voice Workshop  
lovetri@thevoiceworkshop.com

## **The Birth of TVF Symposia Coaching**

At the 2004 Advisory Board meeting, several members brought up their concerns about the lack intelligibility of some presenters at our annual Care of the Professional Voice Symposium. As a presentation coach, I was acutely aware of the growing number of presenters who were not being heard. Presenters using lax articulation, talking to laptops and slides, speaking too fast, showing too many slides or an entire presentation text on screen were major concerns. Additionally, many were speaking with accents, monotones, unclear vocal tone and vocal misuse behaviors. We recognized our concern was not with the audio system but with some of our speakers.

I recommended that one-on-one gratis presentation coaching be offered at our next symposium. In our inaugural 2005 coaching sessions, I worked with six presenters over three hours. Within two years, extensive requests came in for additional coaching days and extended hours, which indicated a need for more coaches. By 2012, with the help of six coaches, we coached a total of over 120 symposium presenters.

*-Lucille S. Rubin*

**Diane Gaary, BA, MFA** Alexander Teacher, Voice and Speech Trainer, and Feldenkrais Practitioner™. She teaches at Temple University, Arcadia University, and Westminster Choir College. Private studios in Philadelphia and New York City.