

How Leaders Say It

VOICE QUALITIES

BREATHY	Amount of air passing between the vocal folds Muscle tension of the vocal folds - stereotypes - soft, gentle -- emphasis -- stern, strength weak -- habitual -- anger, authority	TENSE
FLAT	Size of the pharyngeal cavity Level of the glottis - stereotypes - calm, control -- emphasis -- excited dull, boring -- habitual -- immature, insecure	THIN
NASAL	Position of the soft palate Use of the nasal cavity as resonator - stereotypes - irritating -- emphasis/habitual -- ill	DENASAL
FRONTAL	Tongue position Sound placement in the mouth - stereotypes - precise -- emphasis/habitual -- dumb	THROATY
MUFFLED	Use of oral cavity as resonator Elongation of sounds - Lip movement - stereotypes - "cool", calm -- emphasis -- strength, control lazy -- habitual -- authority	OROTUND

PROBLEM COMBINATIONS of Voice Qualities:

BREATHY + FLAT = **VOCAL FRY** is produced by increasing the amount of air passing between the vocal folds, generally at a low pitch (sounds like bacon frying).

Remedy: Reduce breathiness; Raise pitch!

BREATHY + TENSE = **VOCAL ABUSE** is caused by increasing the amount of air passing between the vocal folds and at the same time increasing the muscle tension of the vocal folds (sounds like a gangster voice).

Remedy: Reduce breathiness!

Good Voice Quality

< none of the voice qualities are predominant >

- for increased credibility stay in the middle except for emphasis -

Breathy	^	Tense
Flat	^	Thin
Nasal	^	Denasal
Throaty	^	Frontal
Muffled	^	Orotund