VoicePrint Practitioners' Webinar

VoicePrint 360 Profile Developments

Alan Robertson, 28 January 2025

Developments

in the VoicePrint 360 profile report

- Simplification of the Overview page

- Rearrangement of the Line Plot graphic

- Introduction of the Percentile scale

- Refinement of the Green & Red Light thresholds

- Clarifying the Listening Rating

What hasn't changed
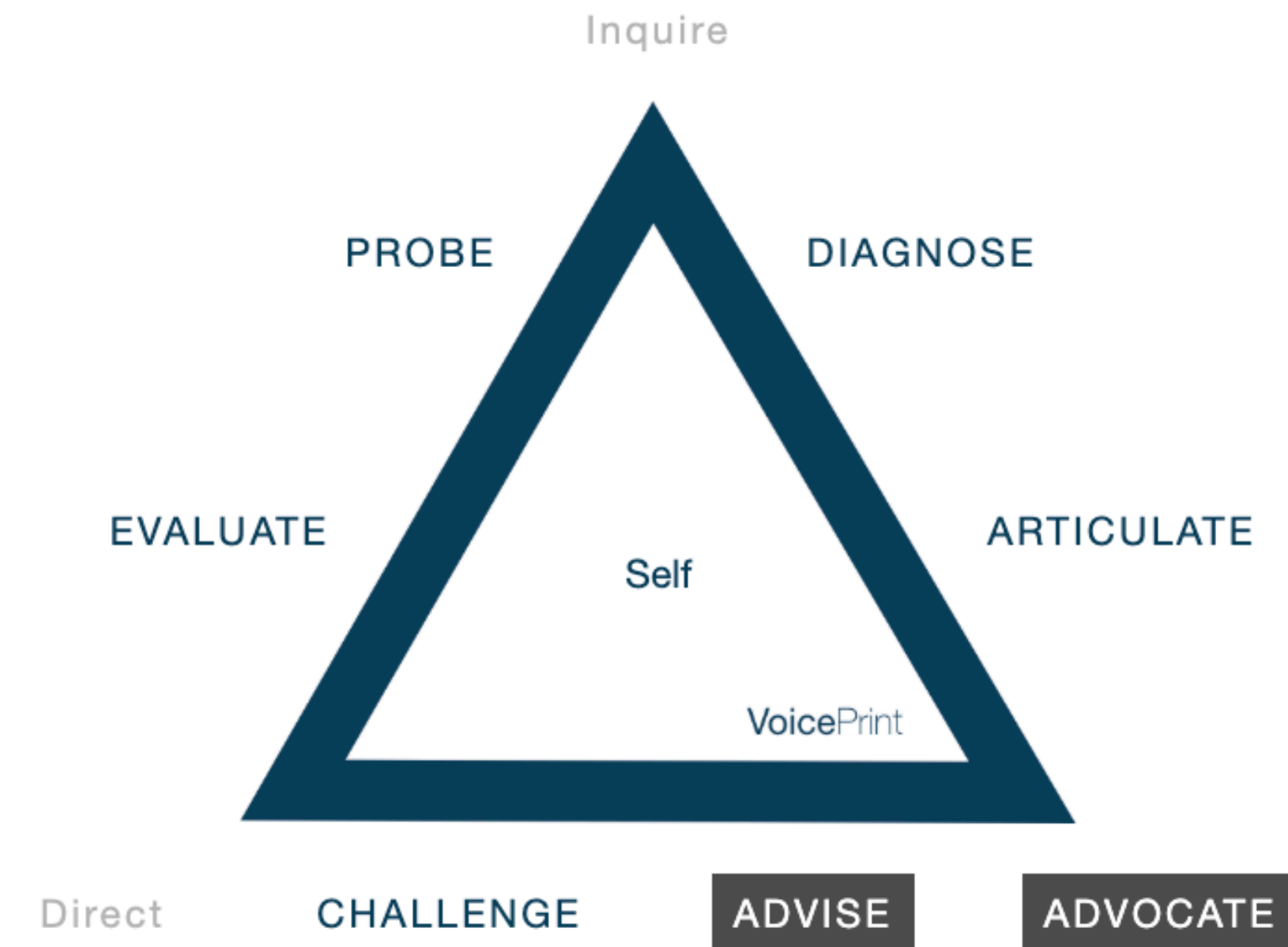
in the VoicePrint 360 profile report

- Purpose

- Architecture

- Inclusion of qualitative comments

Simplifying the Overview to highlight any general tendencies

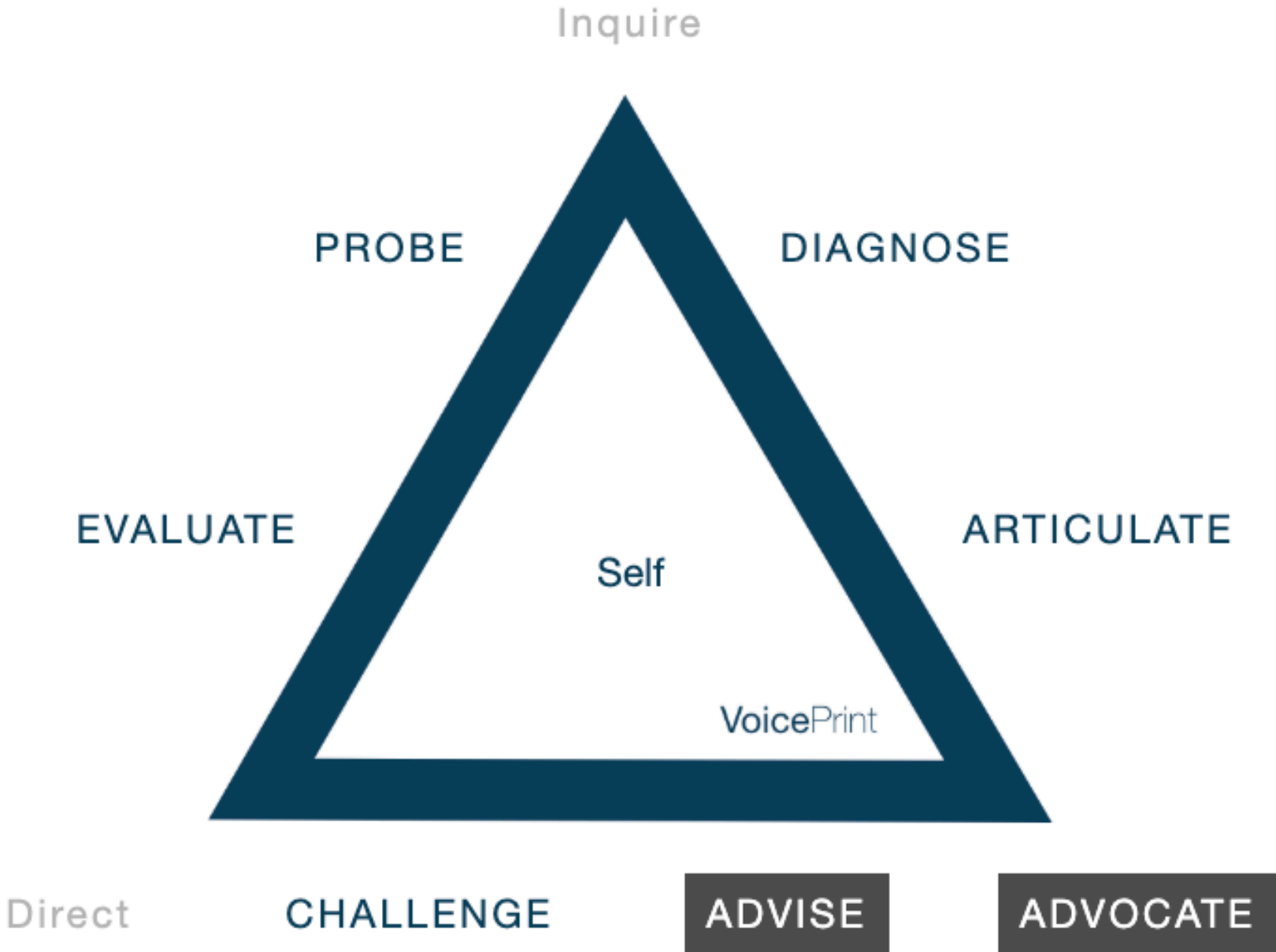# The Overview

is a broad picture starting point

- Averages all the inputs

- Highlights where feedback-givers agree
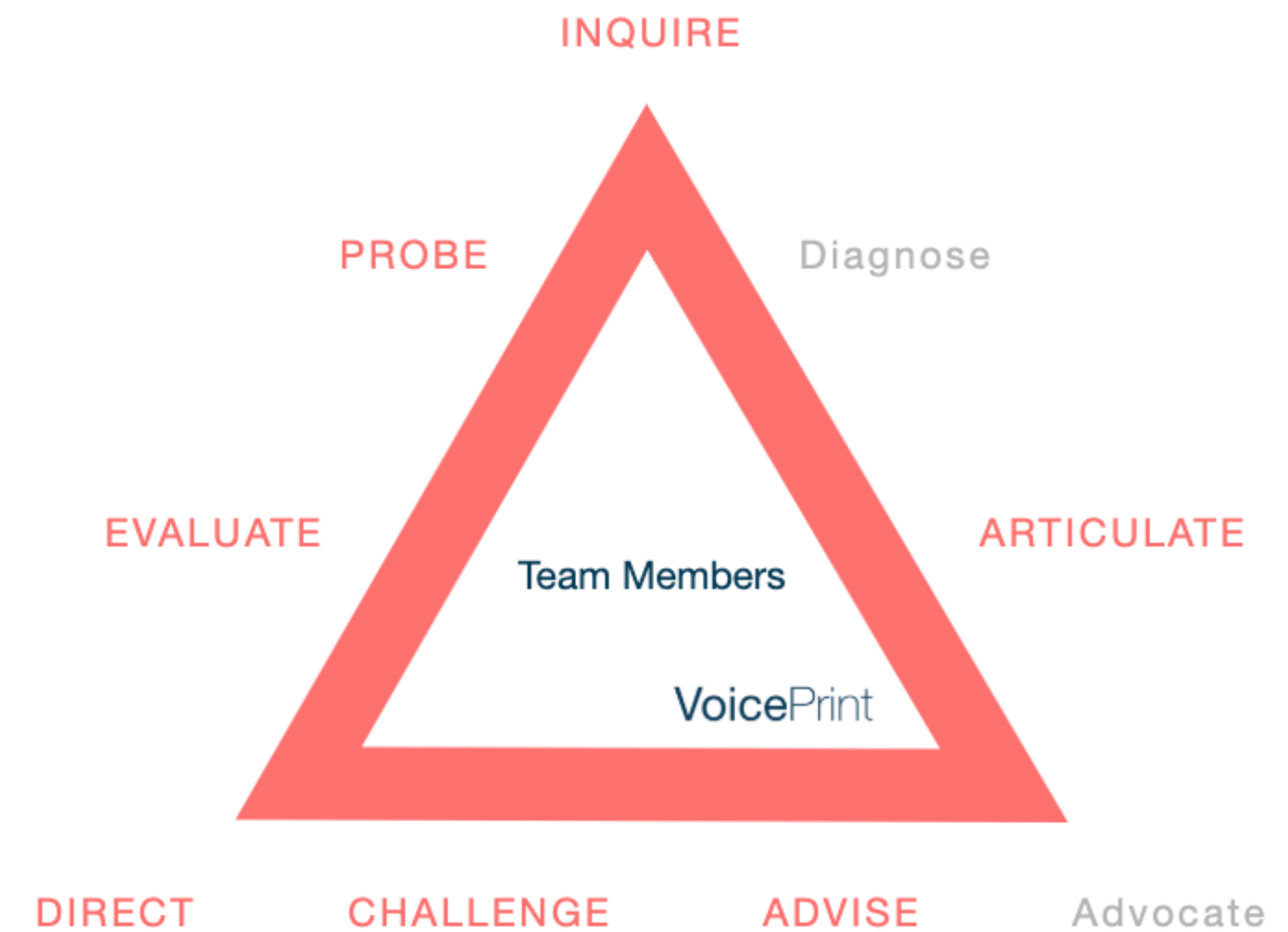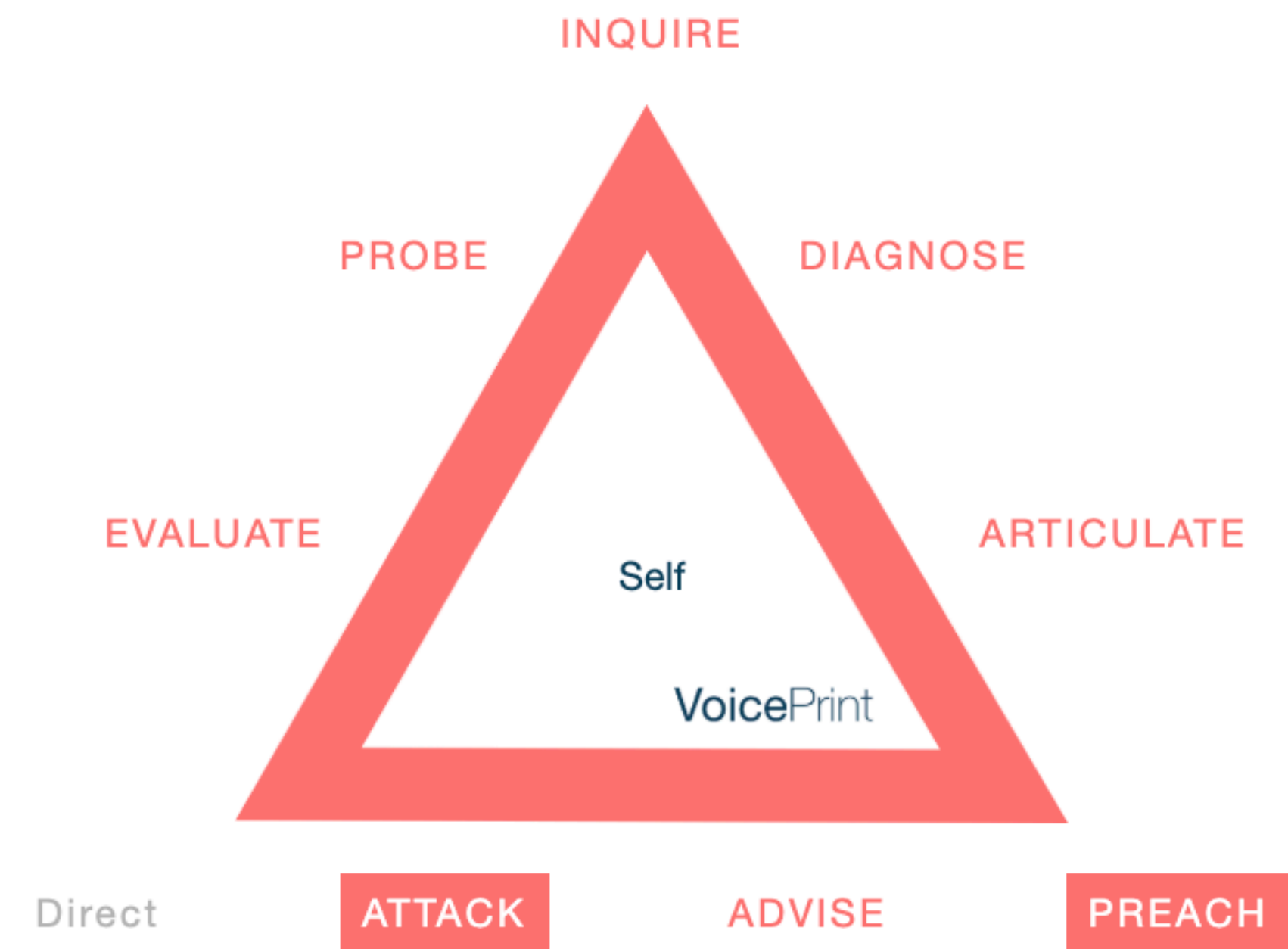
- But may obscure important differences

The nuance comes from comparing the perspectives from different categories of stakeholder

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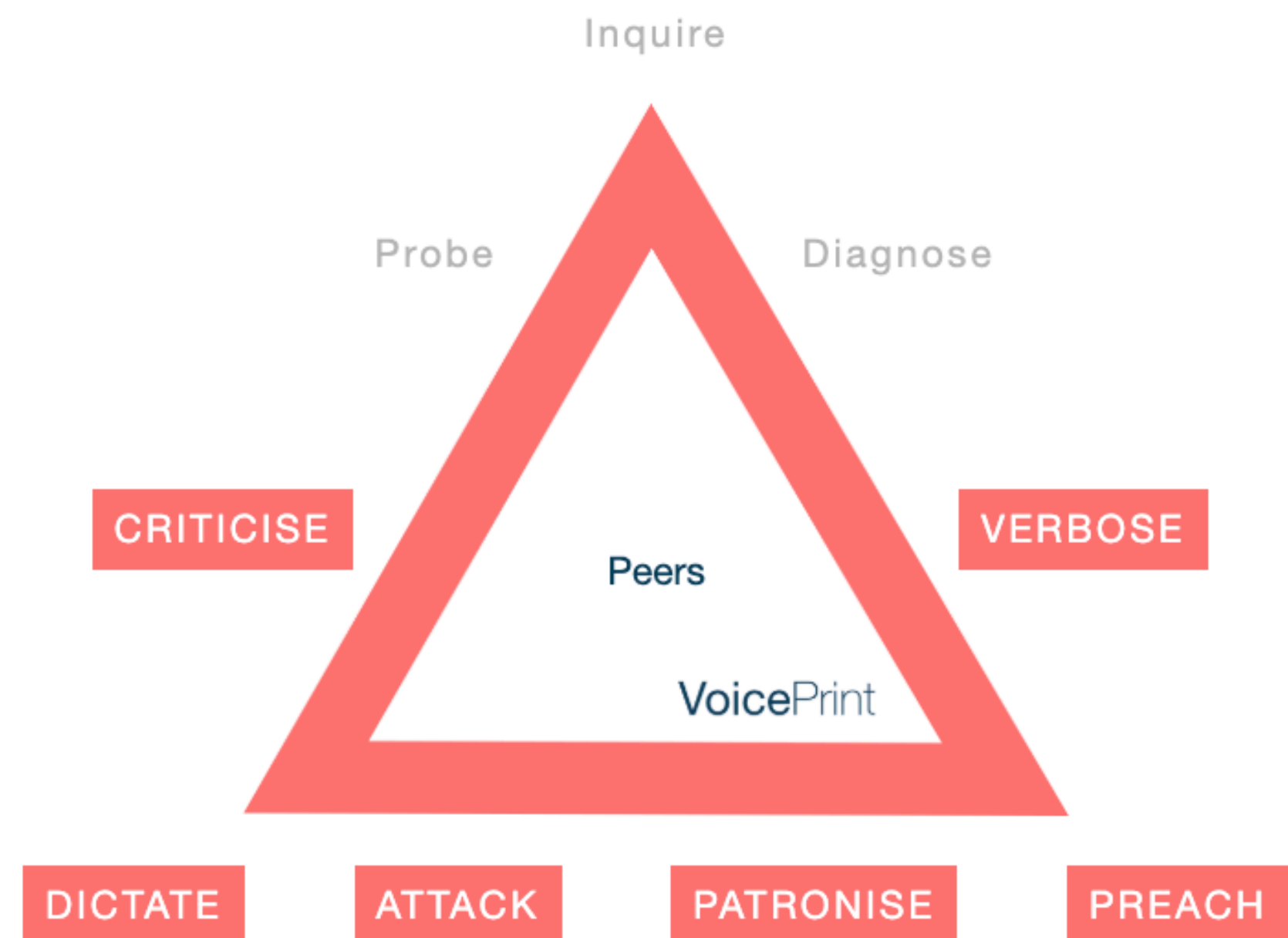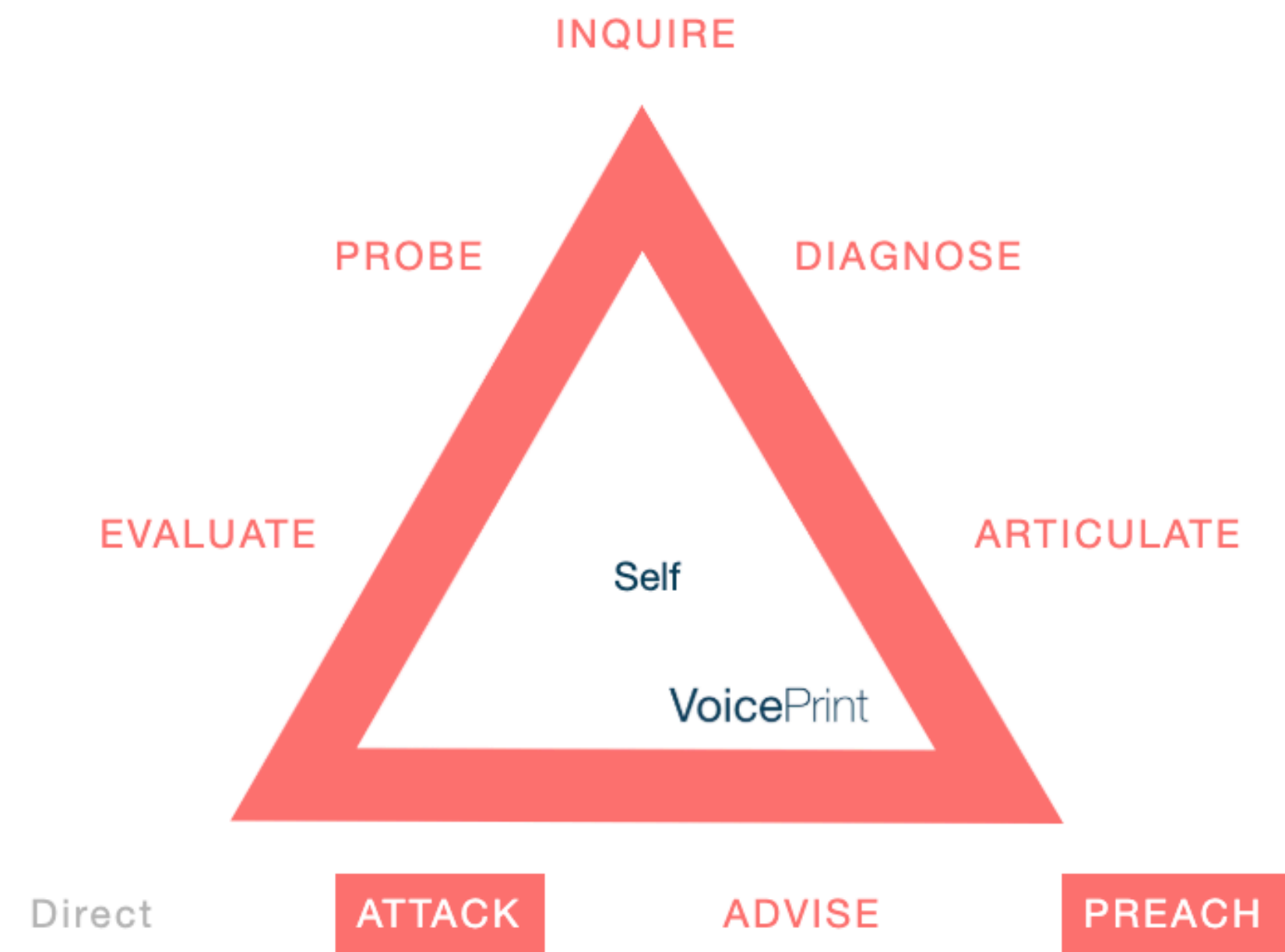
- What do these stakeholders experience?
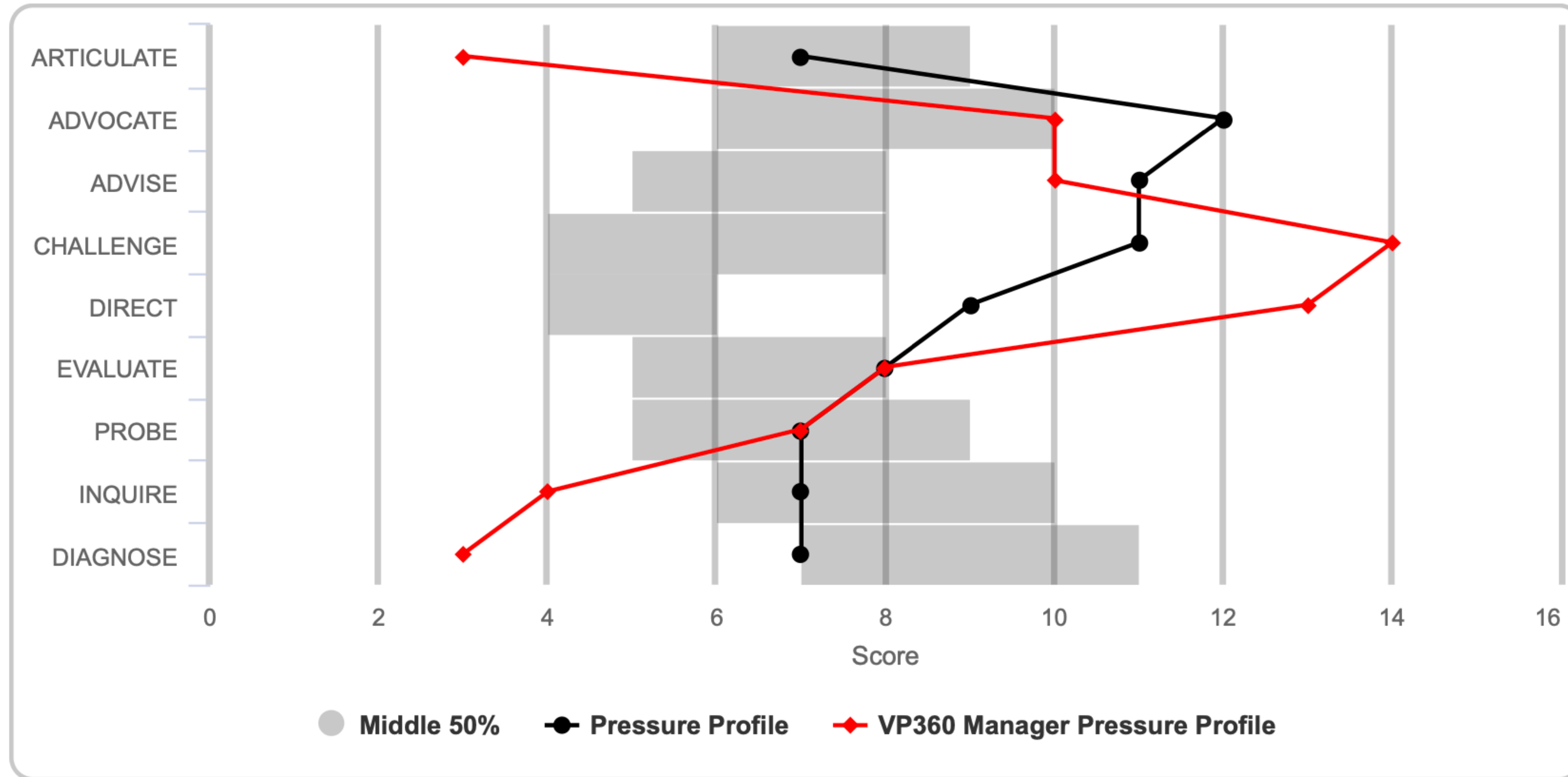
- What do these interactions need?

- Notice the number of contributors

- In this case 8, making this a very weighty piece of feedback

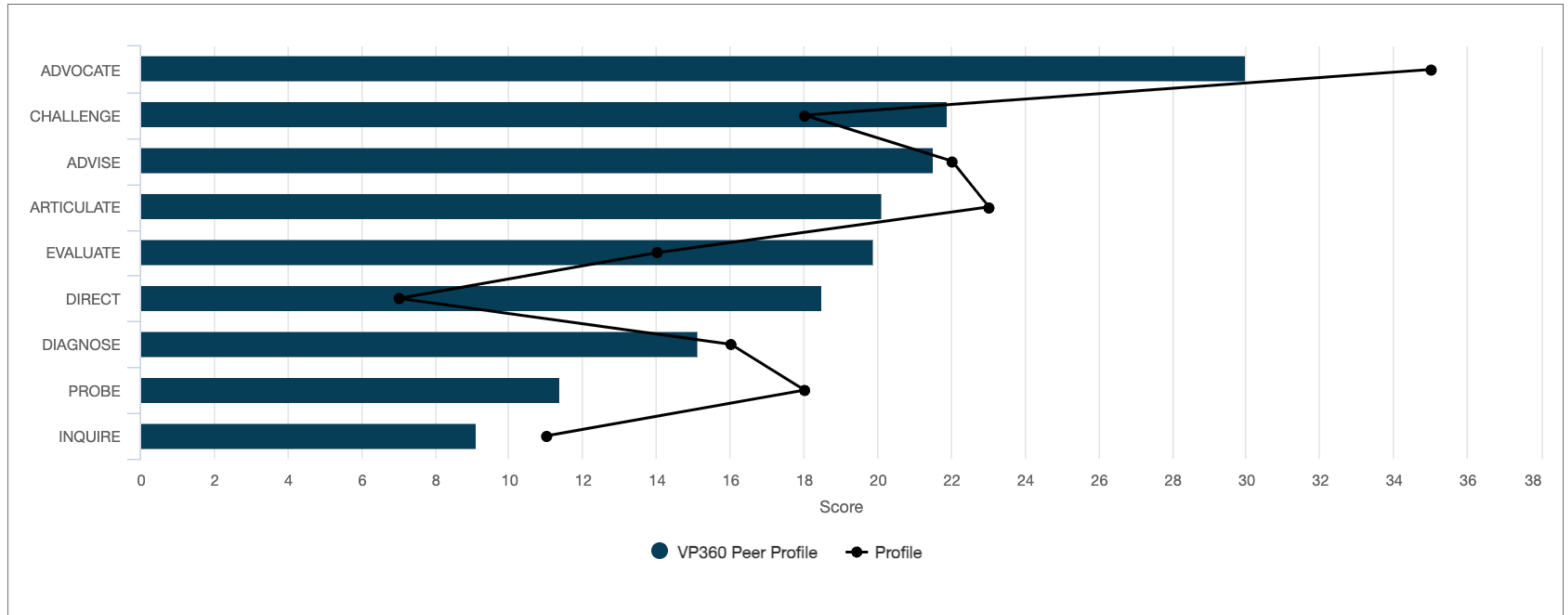# Making the Line Plot more immediately informative

Previously

Both views plotted against the VoicePrint norms

Middle 50% ● Pressure Profile ● VP360 Manager Pressure Profile ◆

Now

Ranked to highlight the feedback

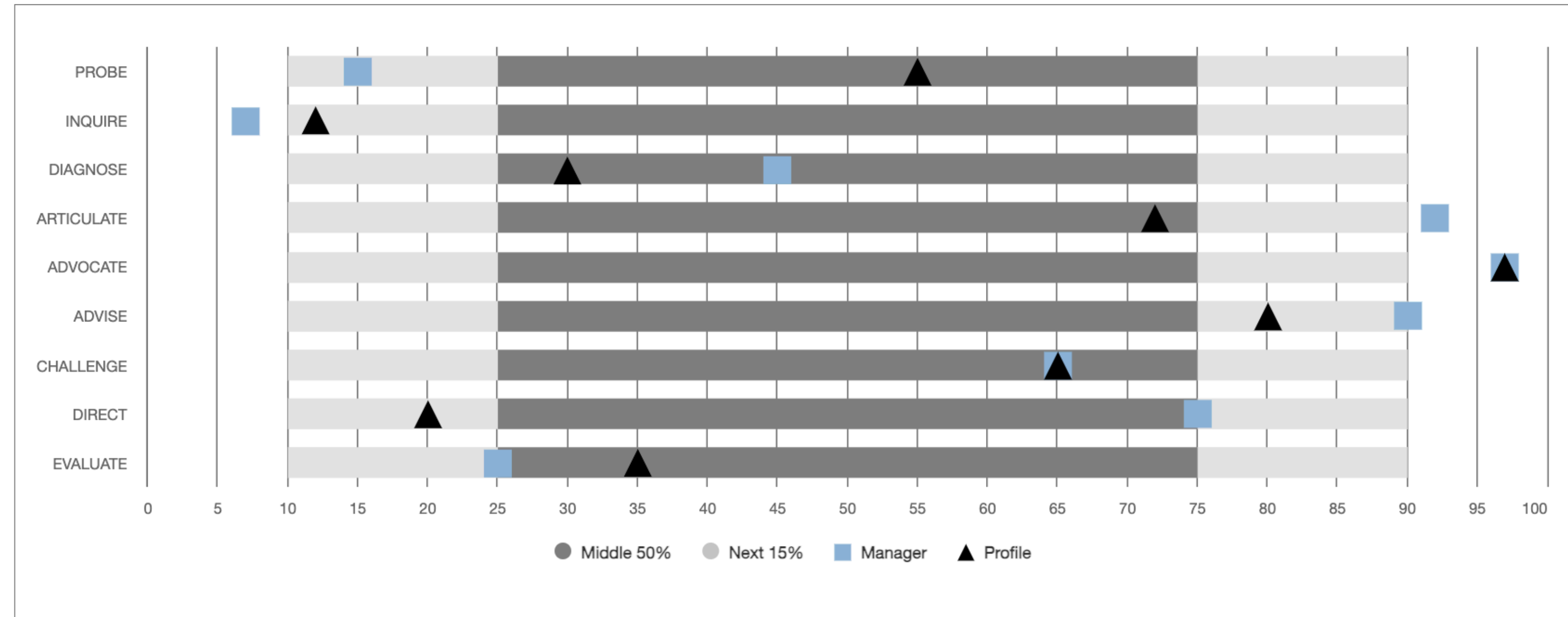# Introducing the Percentile Scale for a more granular comparison
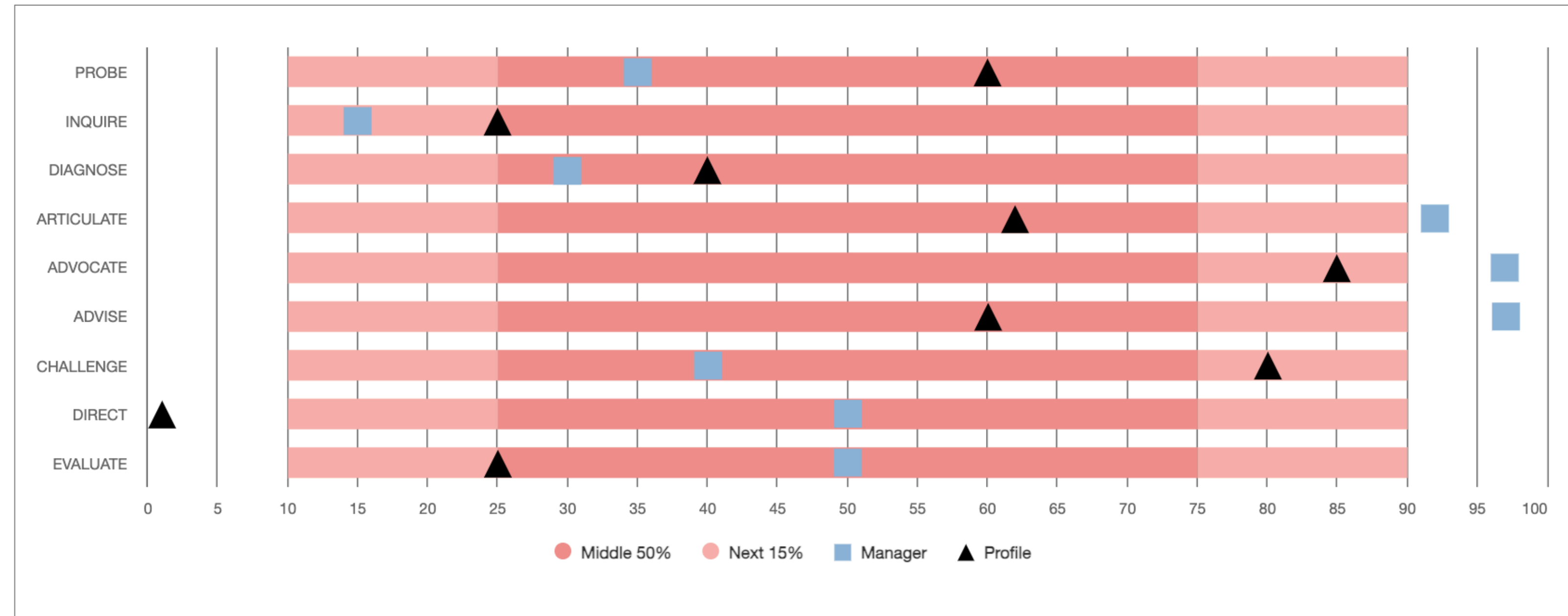
Percentile comparison

Relevant extract from Outlines Report

Refining the threshold for identifying Green and Red Light behaviours

Green & Red Lights

highlight specific behaviours

- Previously triggered at 75th percentile, now 80th

- Provides more focus

Green Lights

- ▲ One of your strengths is that you state your personal opinion very clearly

- ▲ You're good at raising useful objections

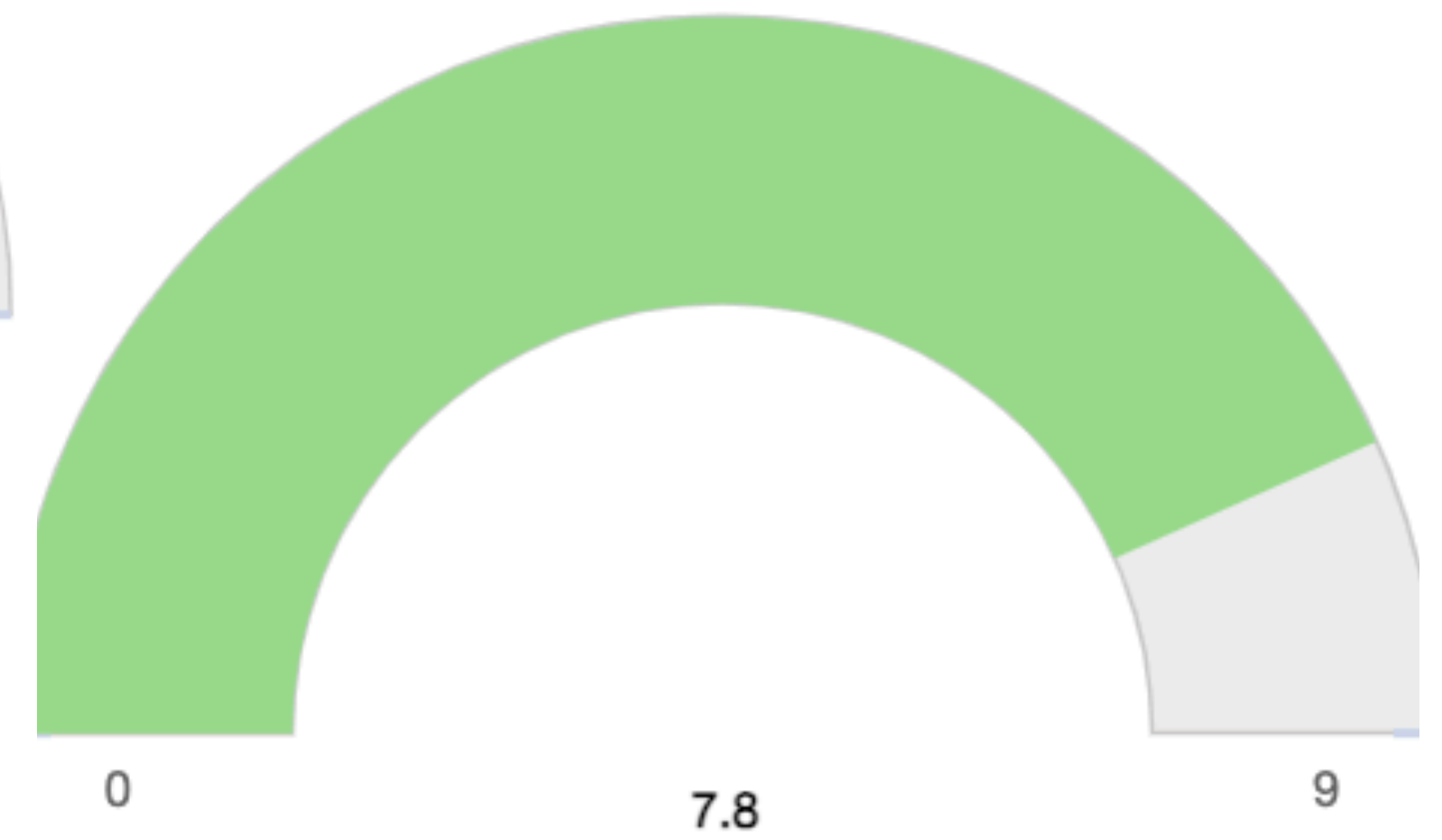- ▲ You're good at putting forward your views
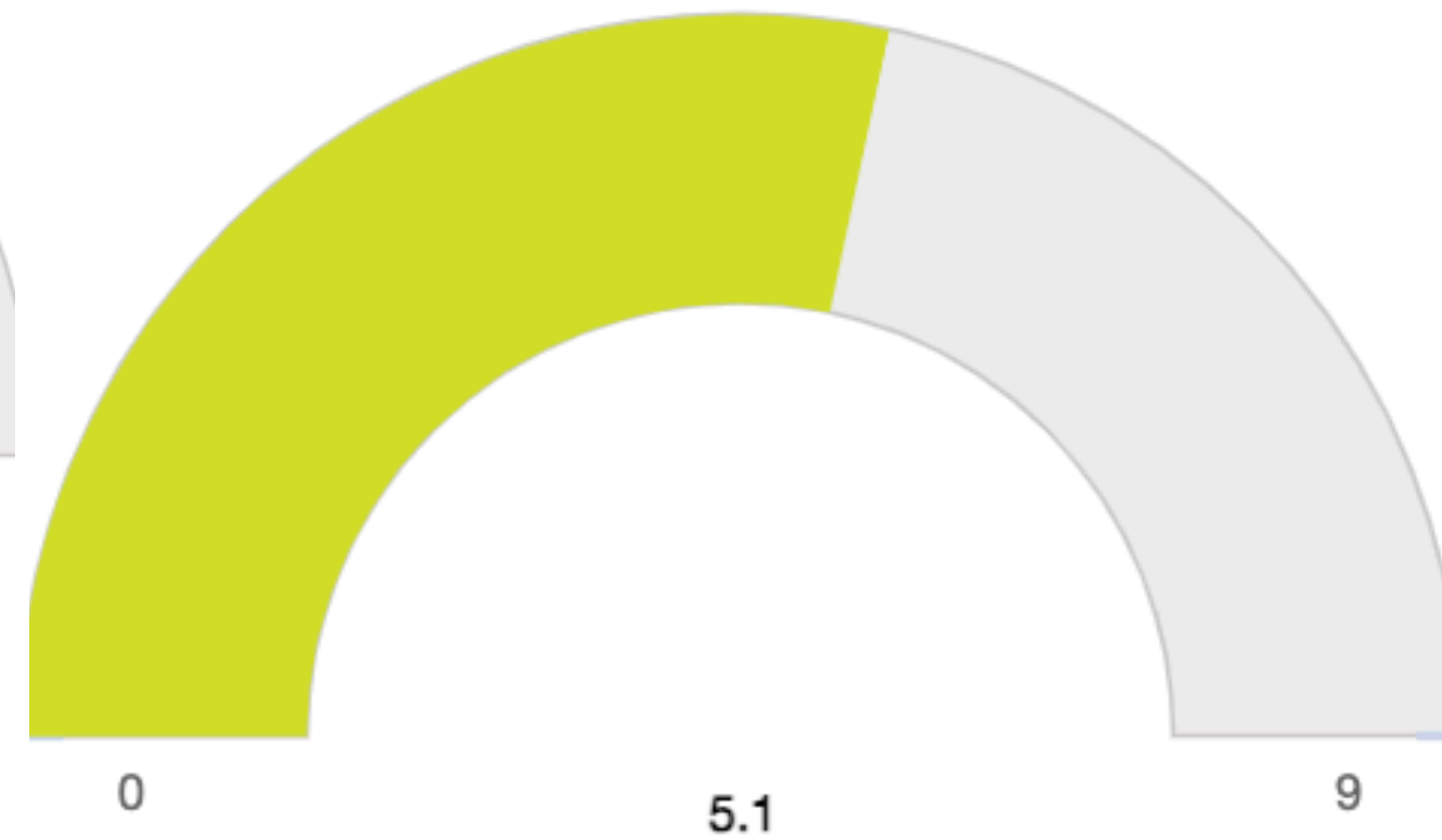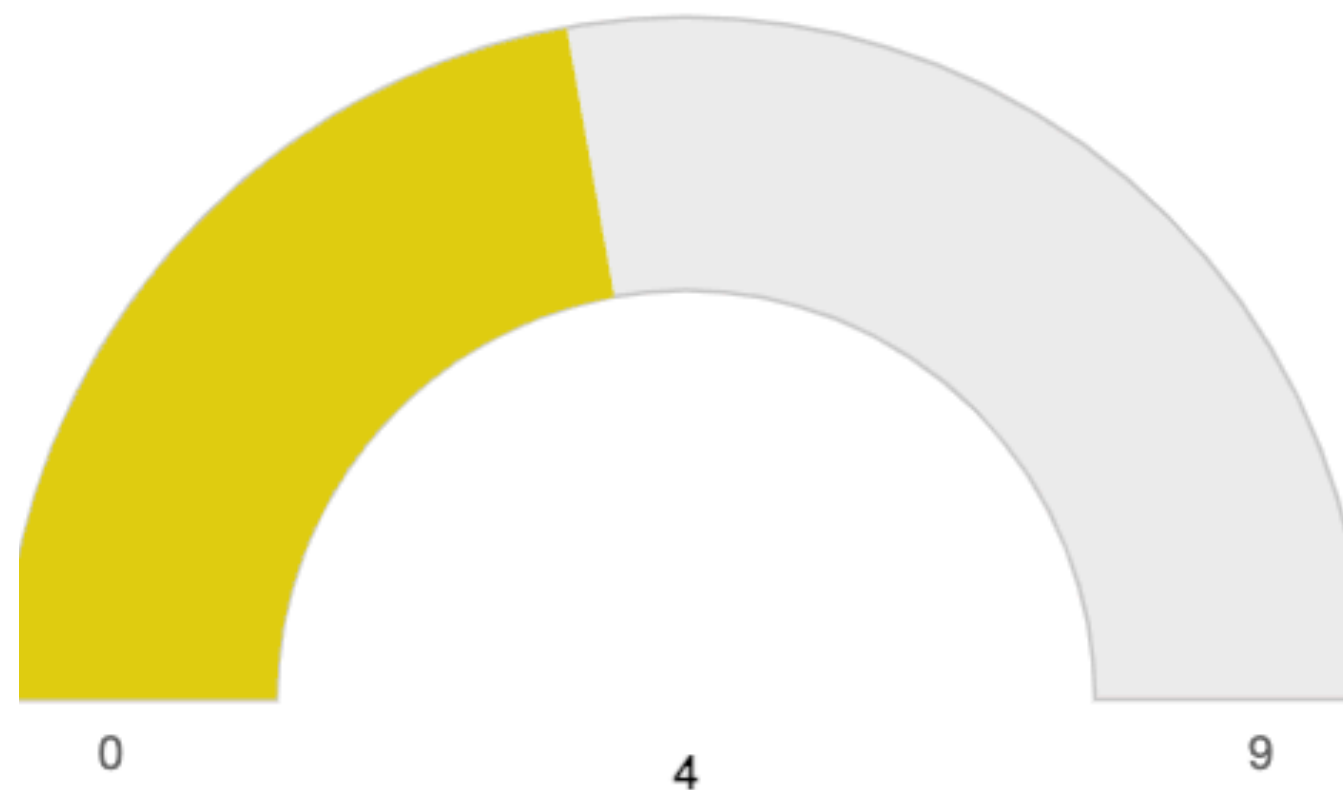
Green & Red Lights

highlight specific behaviours

Red Lights

- ▲ People sometimes feel that you are teaching them things they already know
- ▲ People sometimes feel that you use more words than necessary to explain things
- ▲ People sometimes feel that you put your views forward too strongly
- ▲ You have to be careful not to sound too talkative
- ▲ You have to be careful not to sound as if you are talking down to people
- ▲ You have to be careful not to sound too opinionated

Clarifying the Listening Rating

The Listening Rating

Putting Listening scores in perspective

scores derived from 10,000 data points

Raw score	Percentile	Rating
9	Top 15%	High
8	60th - 80th	Medium/High
7	35th - 55th	Medium
6	20th - 30th	Medium/Low
5	10th - 15th	Low
0 - 4	Bottom 10%	Very low

Updated self-study module

available for all accredited practitioners