

# 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

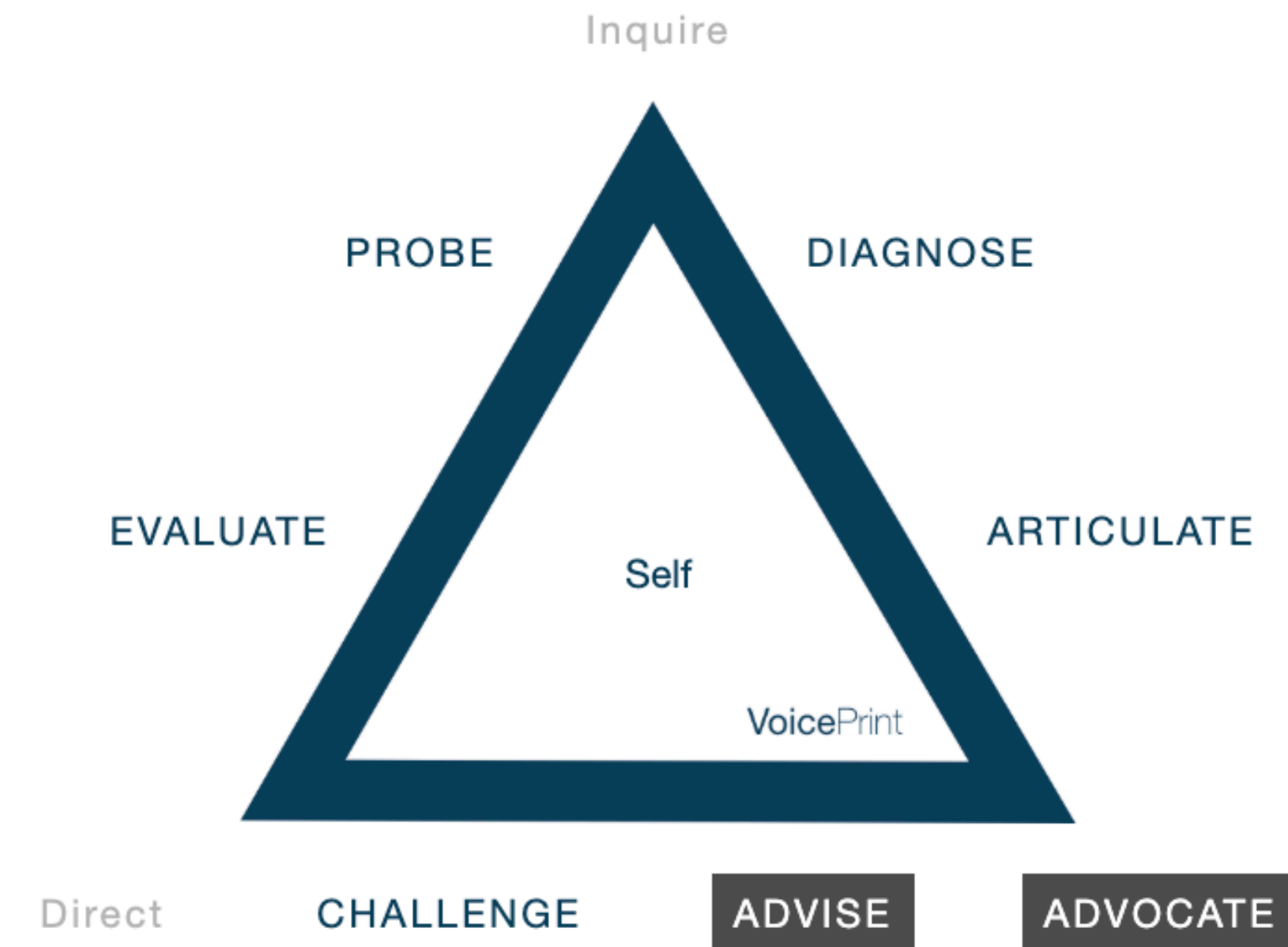
- Purpose
- Architecture
- Inclusion of qualitative comments

Simplifying the Overview to  
highlight any general tendencies

# The Overview

is a broad picture starting point

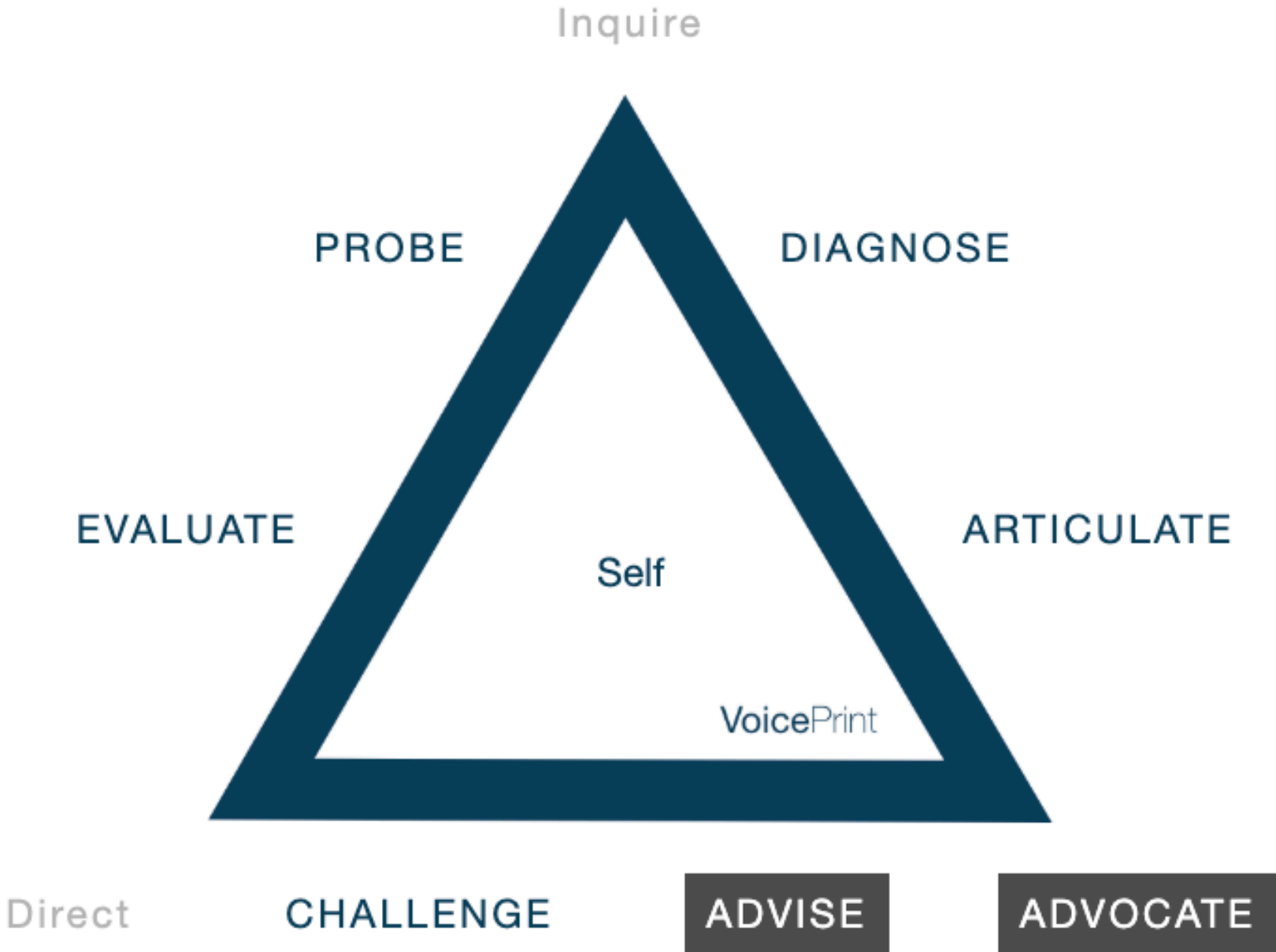
- Averages all the inputs
- Highlights where feedback-givers agree
- But may obscure important differences



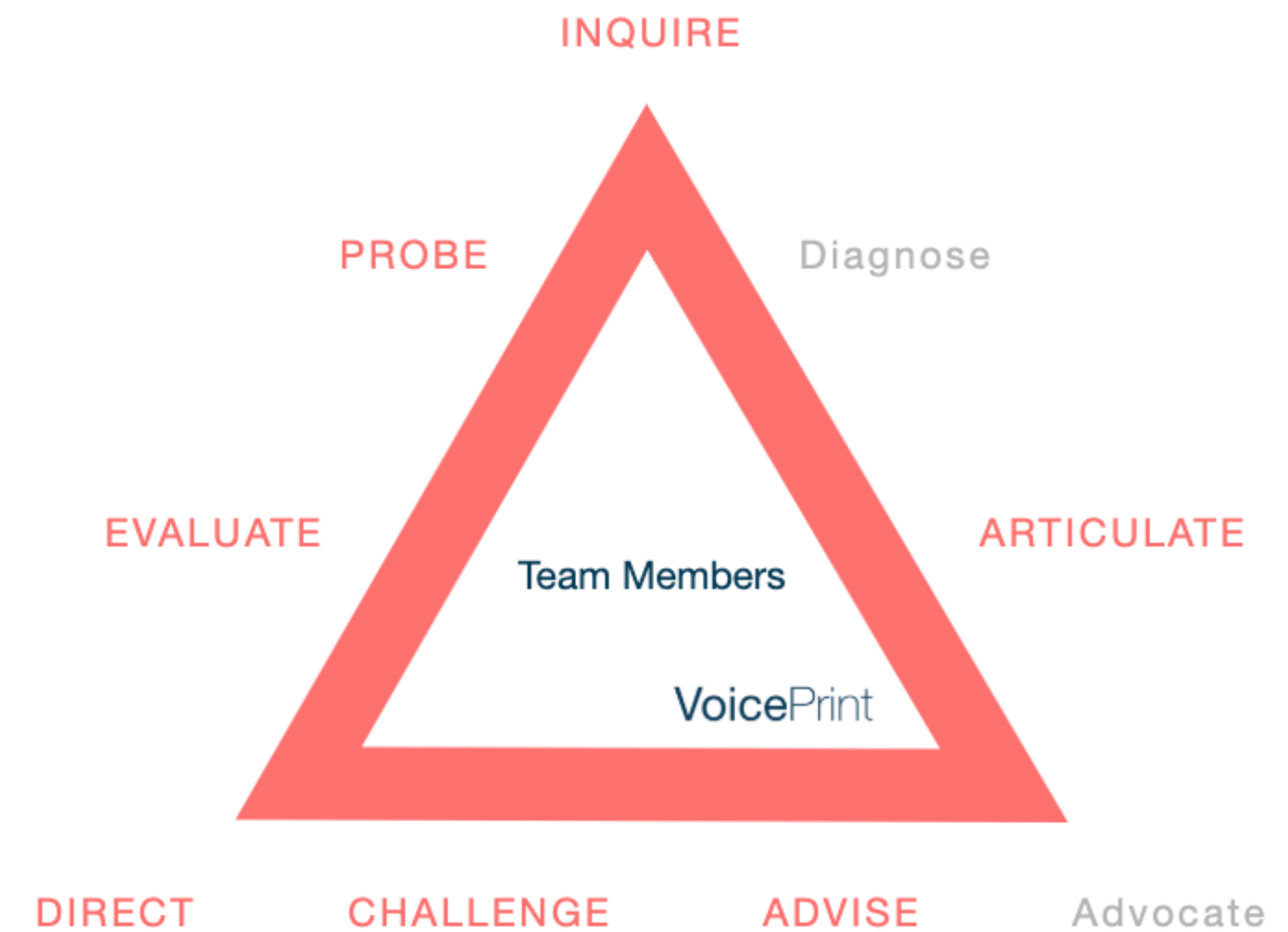
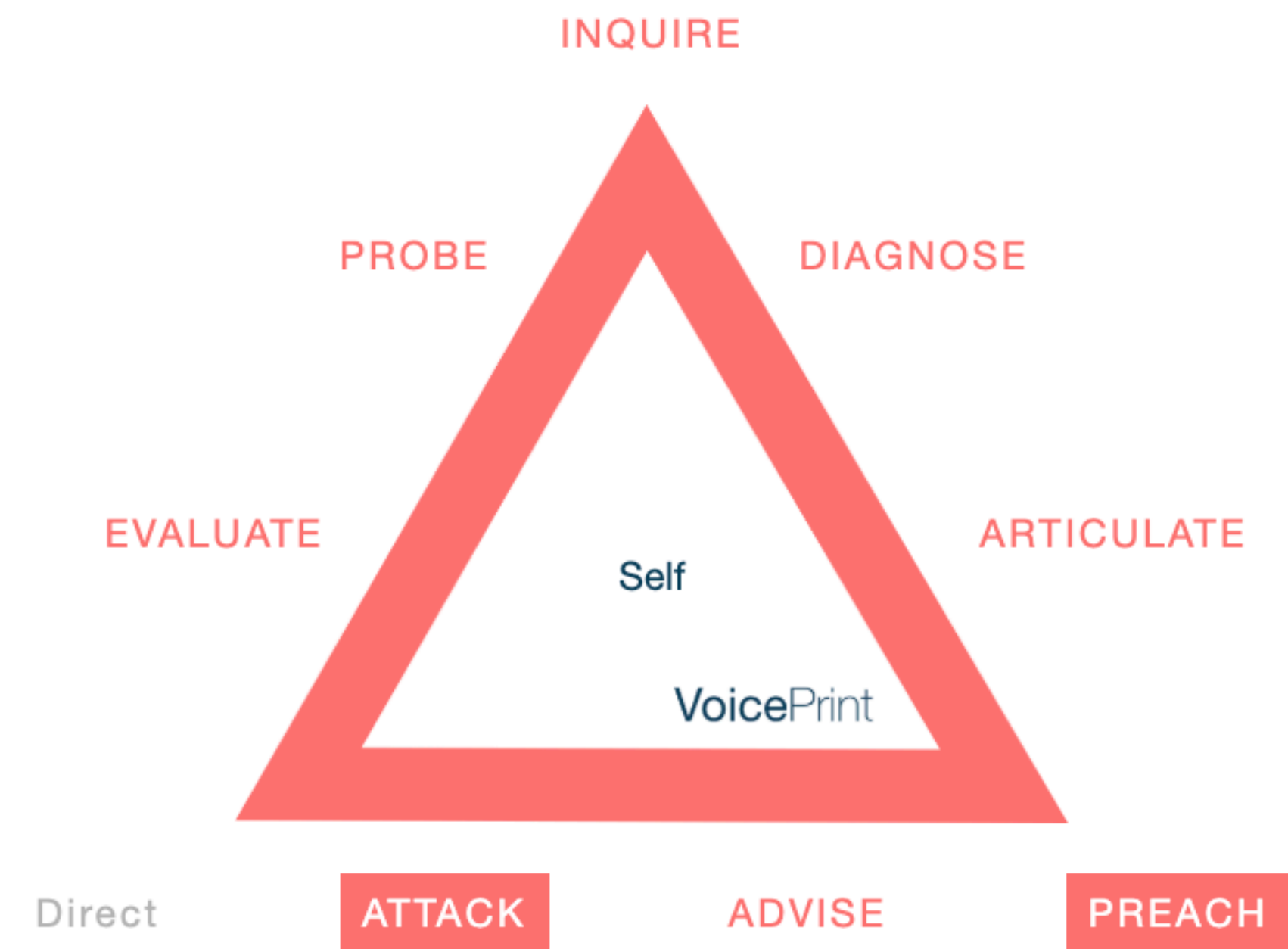
The nuance comes from comparing the perspectives from different categories of stakeholder



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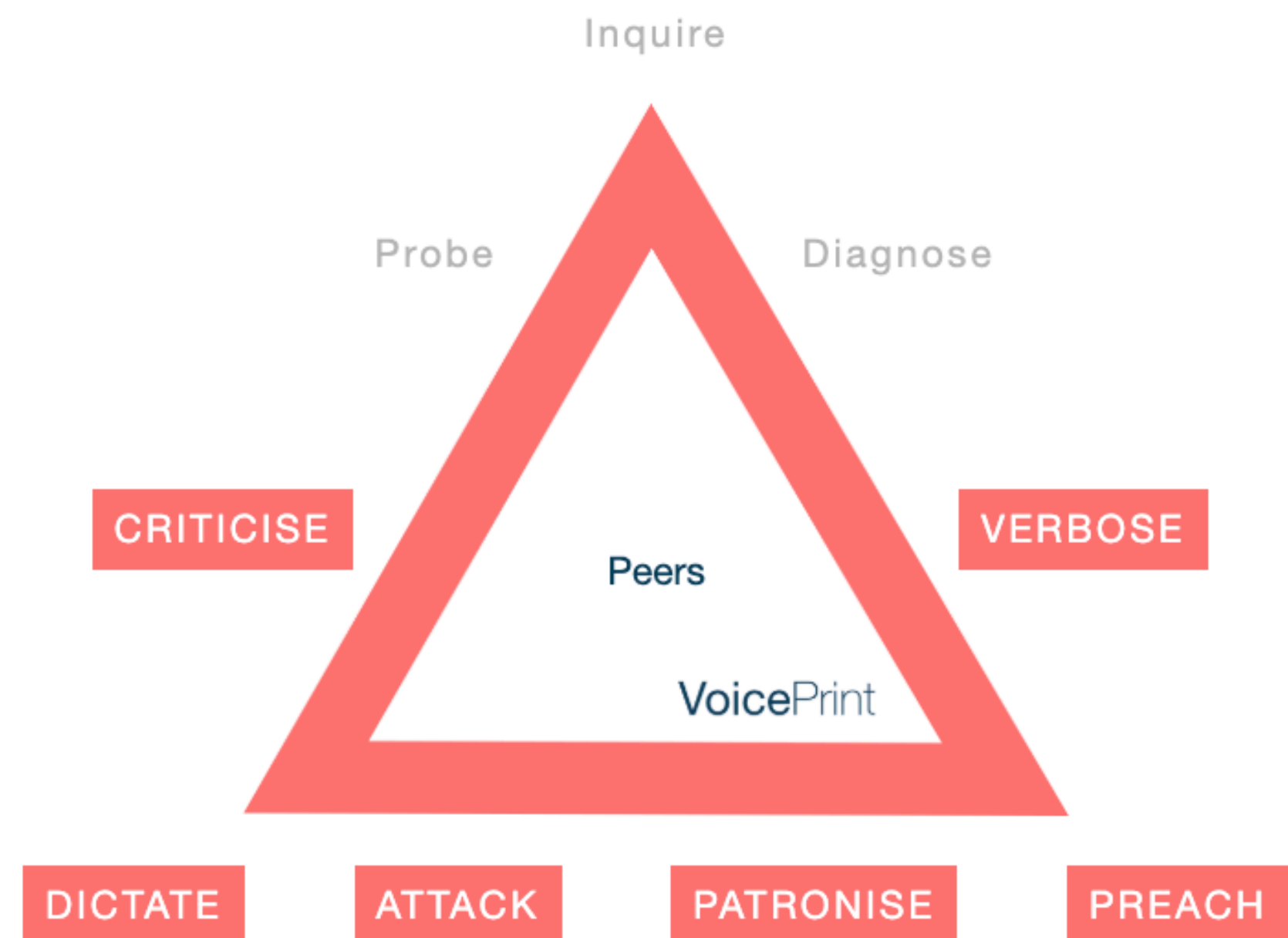
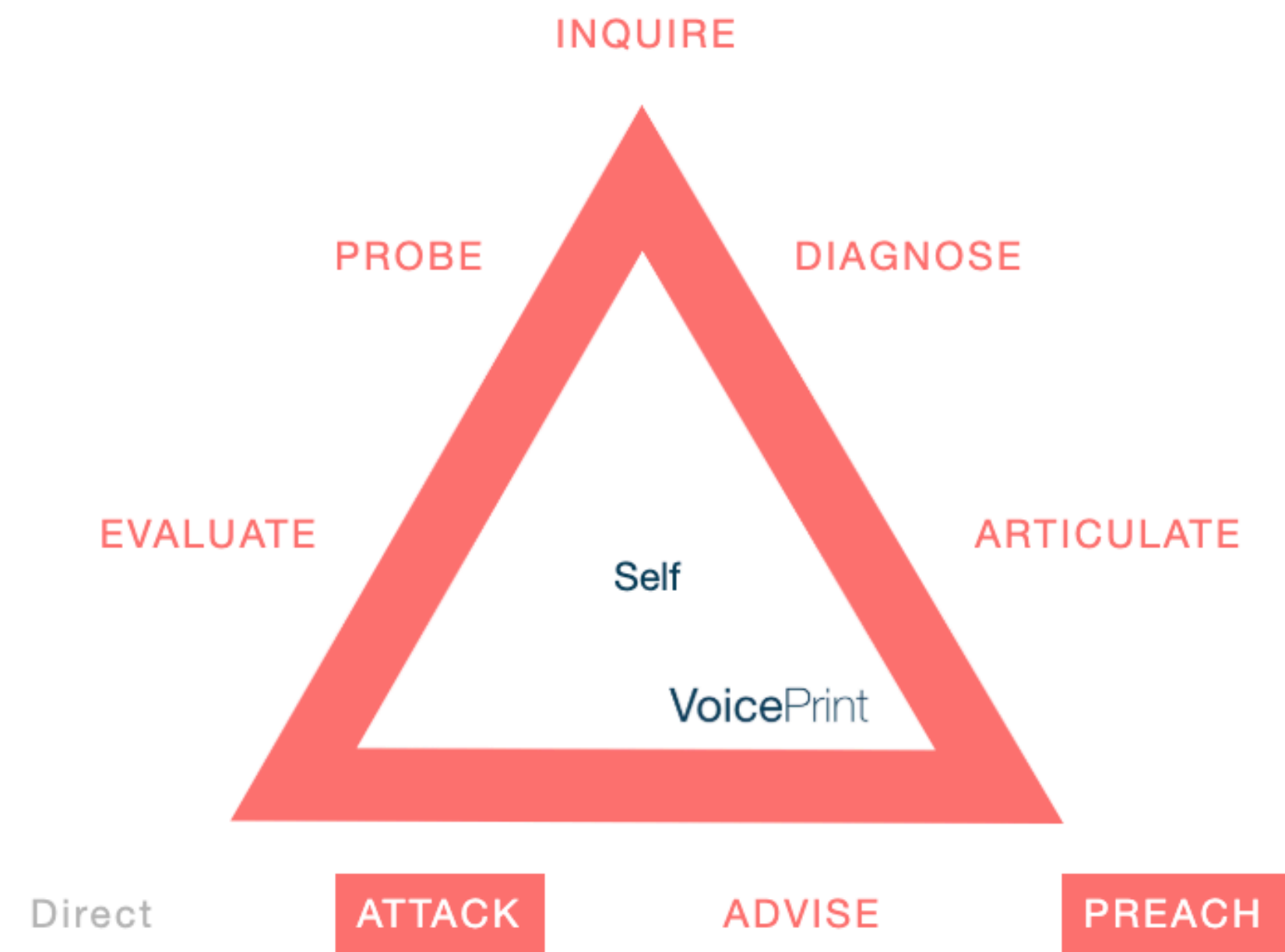


- What do these stakeholders experience?
- What do these interactions need?





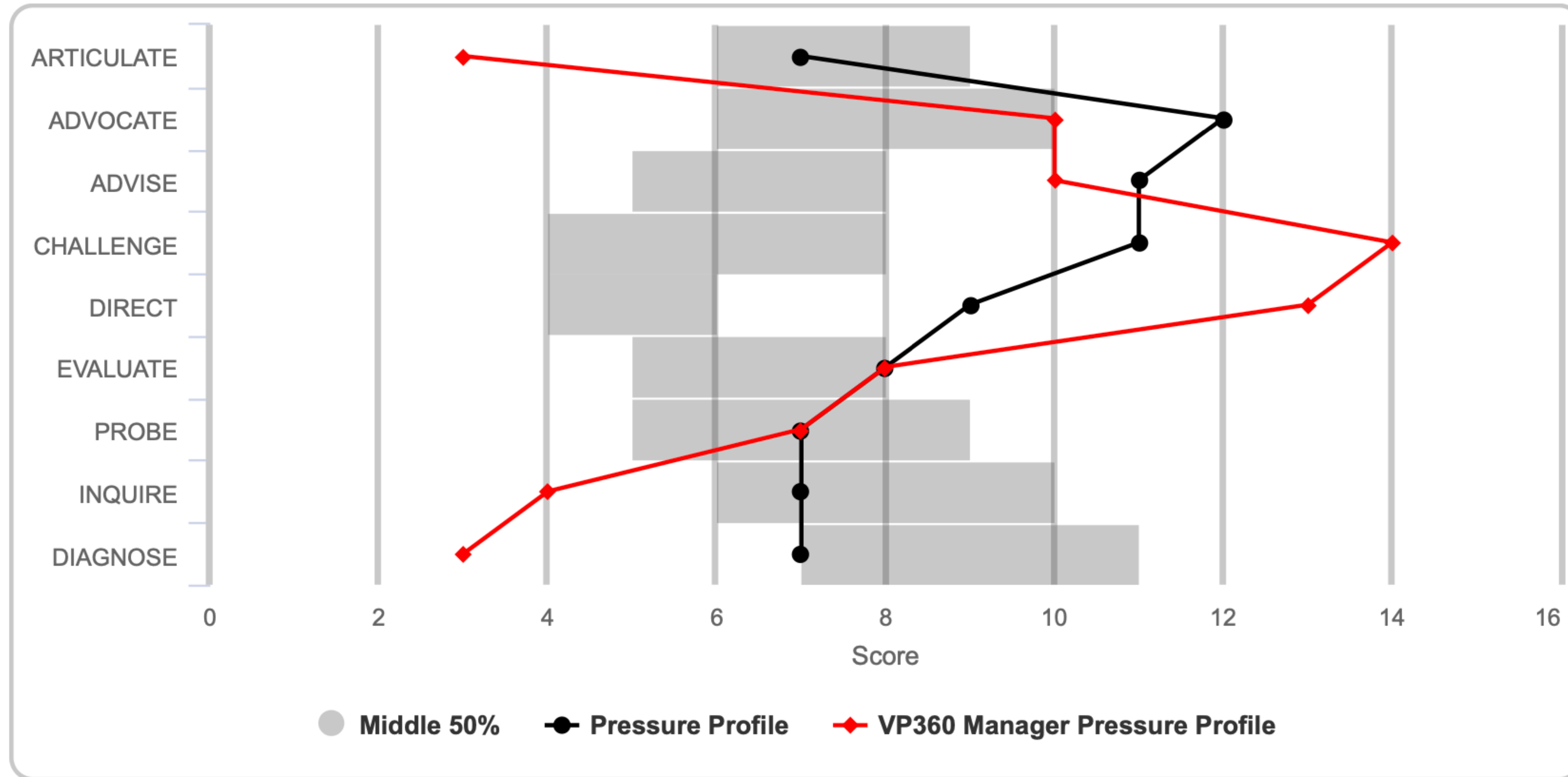
- Notice the number of contributors
- In this case 8, making this a very weighty piece of feedback



Making the Line Plot more  
immediately informative

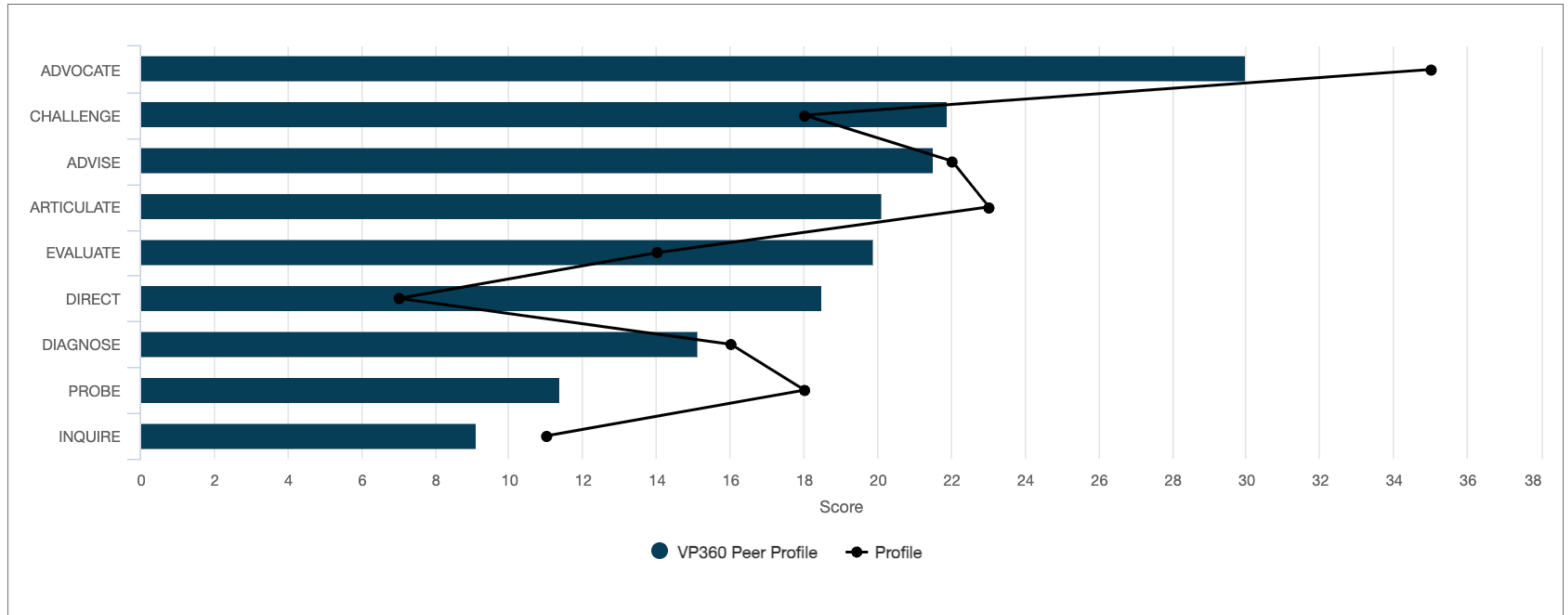
# Previously

Both views plotted against the VoicePrint norms



# Now

Ranked to highlight the feedback

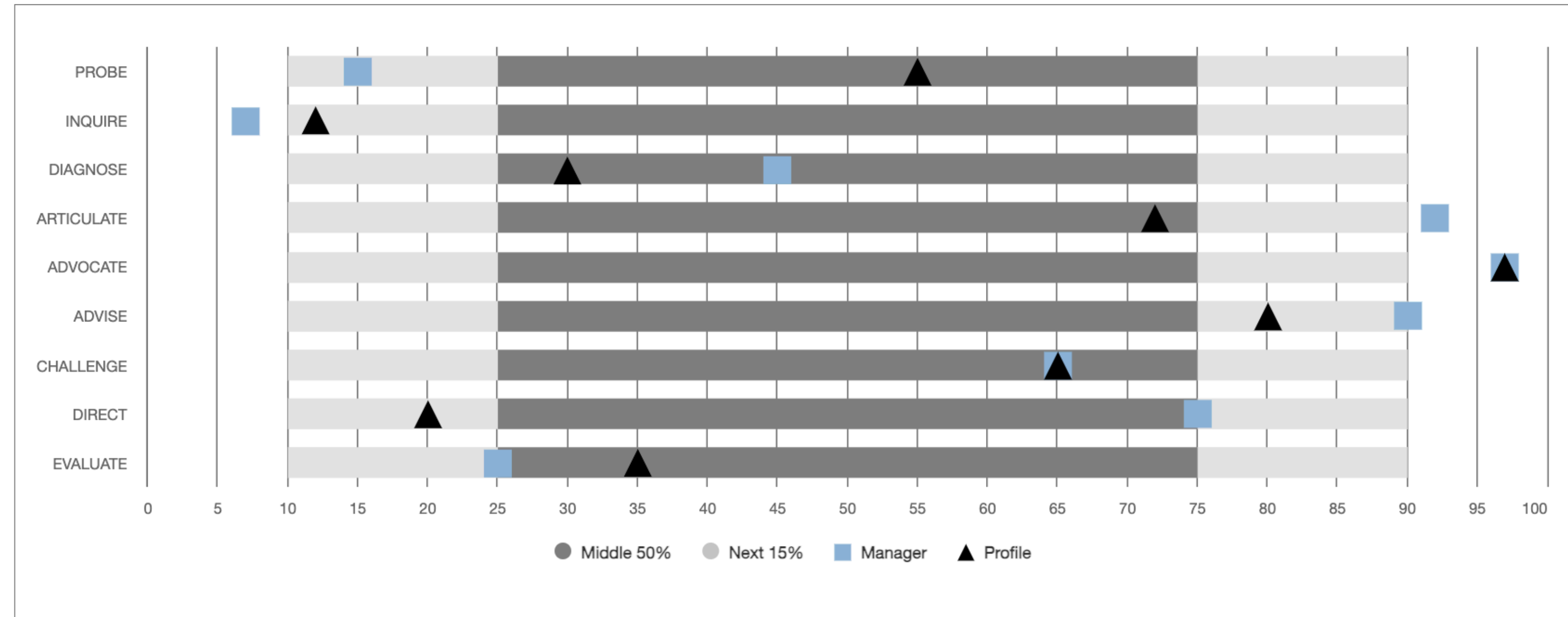


Introducing the Percentile Scale  
for a more granular comparison

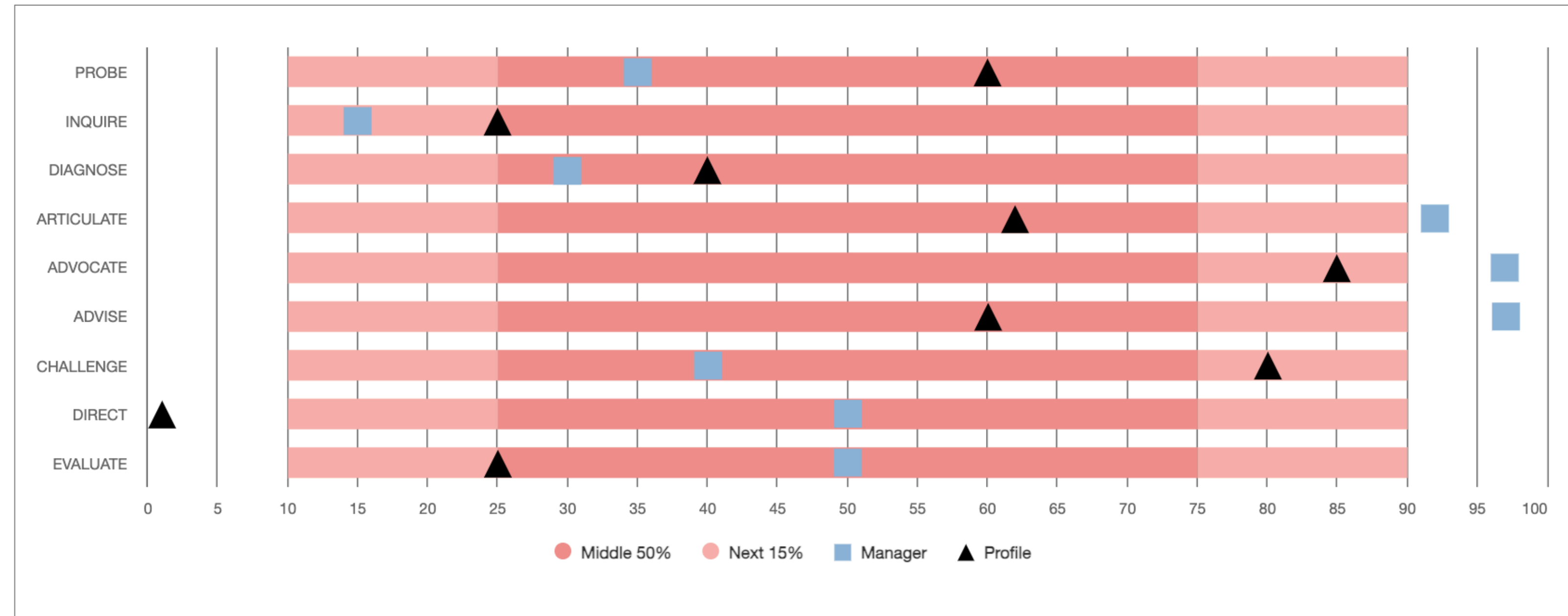
# Percentile comparison

Relevant extract from Outlines Report

Overall Report



Pressure Profile



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

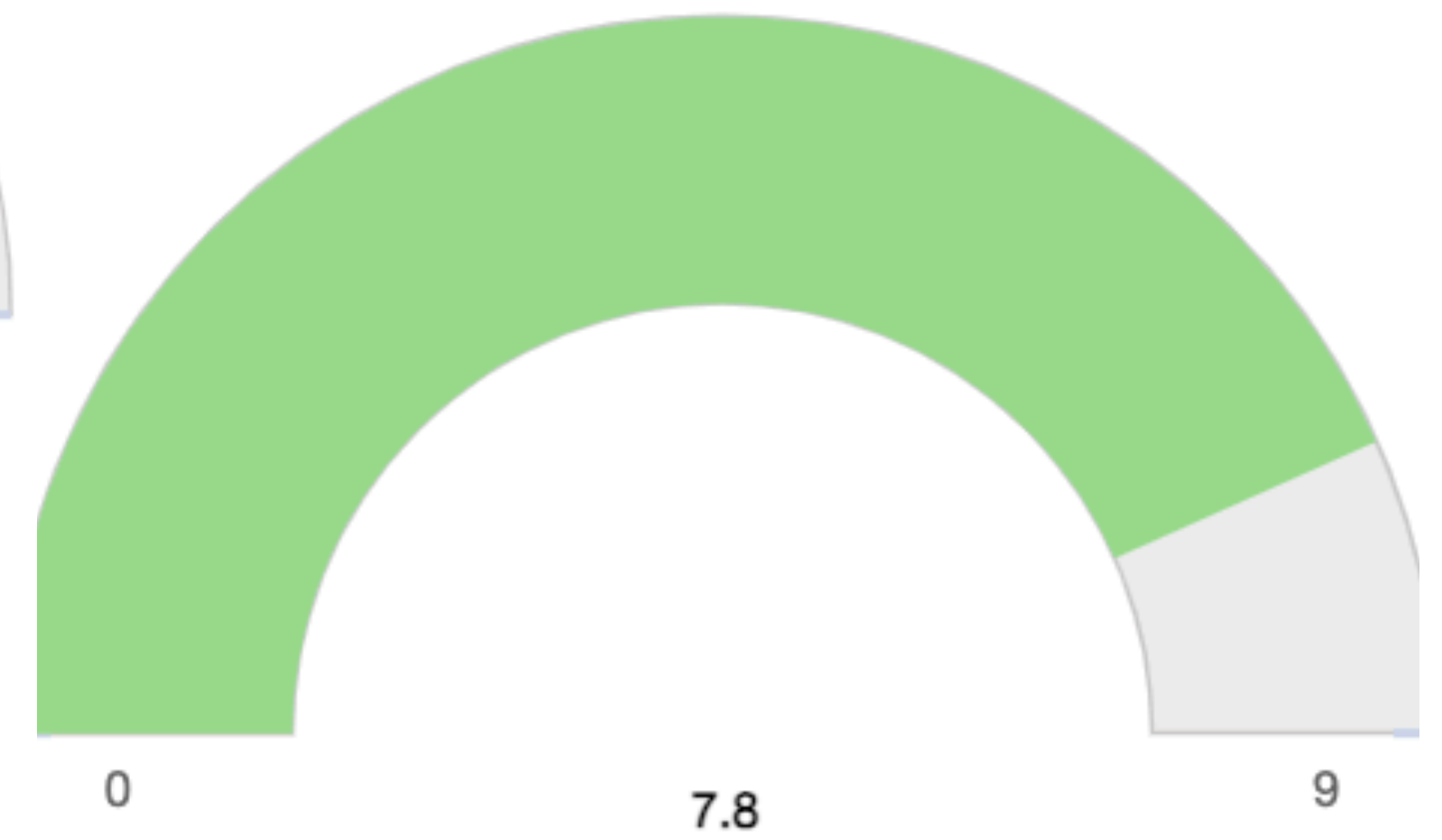
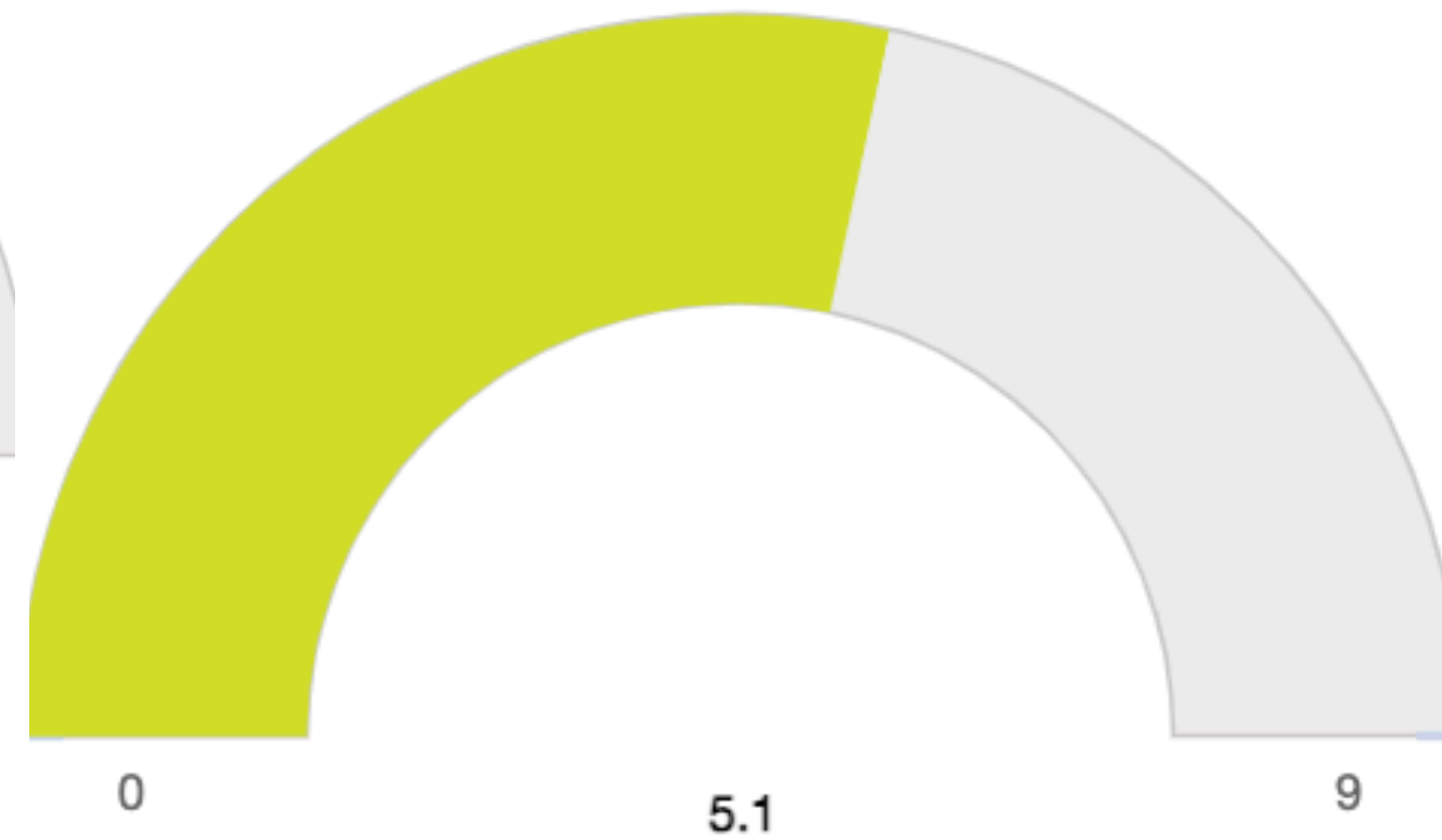
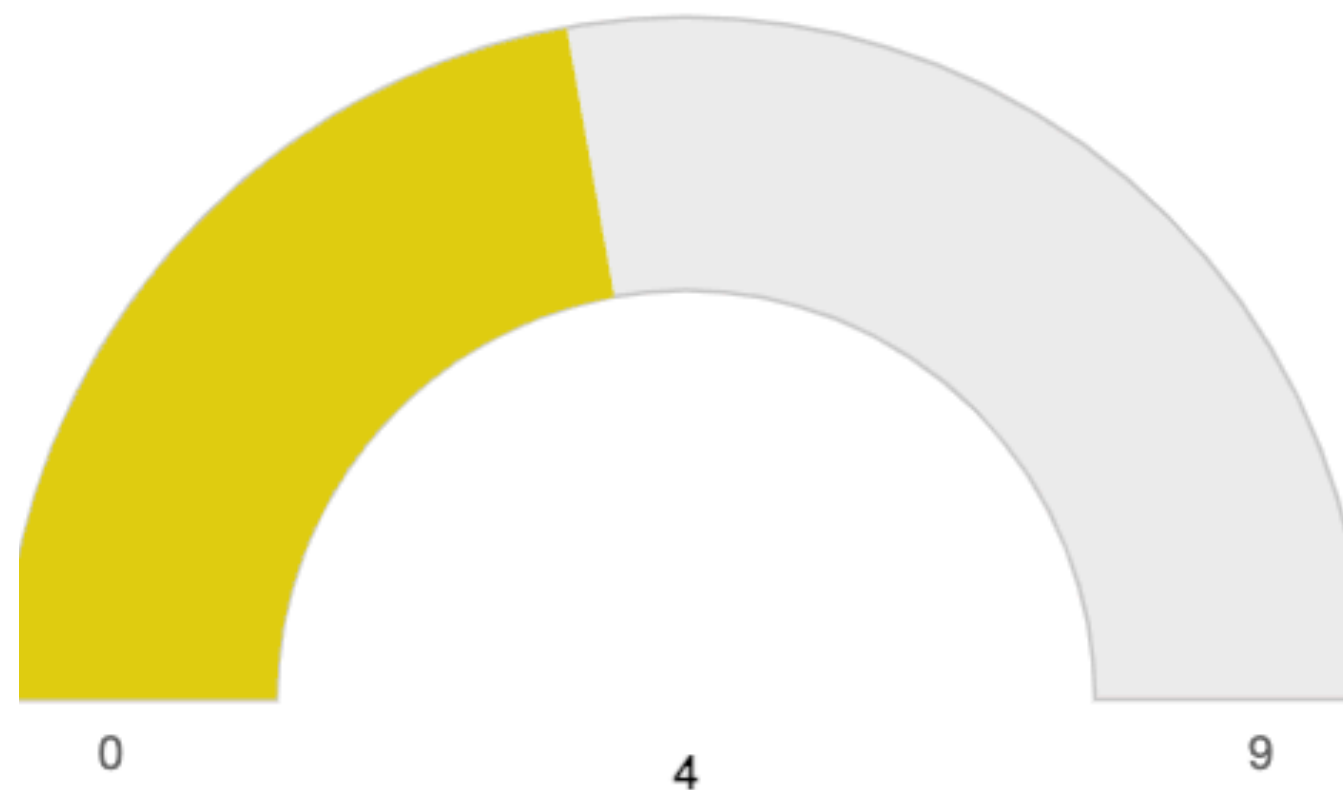
highlight specific behaviours

## 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

<b>Raw score</b>	<b>Percentile</b>	<b>Rating</b>
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

**Getting the best out of  
VoicePrint 360 (2025  
version)**

[START MODULE](#)



The diagram features a large, dark blue triangle with a thick border. Inside the triangle, the number '360' is centered, and the word 'VoicePrint' is positioned near the bottom edge. Surrounding the triangle are various terms: 'Inquire' at the top, 'Probe' on the left side, 'Diagnose' on the right side, 'Evaluate' on the left side, 'Articulate' on the right side, 'Direct' at the bottom left, 'Challenge' at the bottom center, 'Advise' at the bottom right, and 'ADVOCATE' at the bottom right corner.

Inquire

Probe

Diagnose

Evaluate

Articulate

360

VoicePrint

Direct

Challenge

Advise

ADVOCATE