

Why should I trust VoicePrint?



Because it's relevant

both to a vital problem...

- The effective use of talk is vital in all sectors and spheres of human endeavour
- Effective communication remains perennially problematic
- Individuals use talk in very different ways, often talking at crossed purposes

...and to its solution

- **VoicePrint enables people to improve** their talking, thinking and listening, not only with others but even with themselves
- Voiceprint is helping its users with their current and future communications
 - Communication is complicated by personality, context, role, age and cultural differences.
 - These are not barriers to benefiting from a VoicePrint profile, since it brings these elements into greater conscious awareness and control.
 - VoicePrint gives the user better choices and greater command over their use of talk
- **It uncovers the speaker's intention** through the self-perception report
- **It uncovers the speaker's impact** through the VoicePrint 360 feedback questionnaire
- **The benefits come quickly.** The individual becomes a more self-aware and competent communicator. Relationships and team working rapidly show improvements. Organisations benefit and continue to benefit from these outcomes.

Because it's proven

both through experience...

- Drawn from first-hand observation of how people use talk in practice
- Across the spectrum of different working environments and contexts
- Reflecting the realities of successful and unsuccessful talking

...and objective validation

- More than 25,000 sets of results
- Examined by an independent statistical expert, Oxford academic and technical advisor to other leading providers of personal profiling tools
- Empirical evidence that each of the VoicePrint 'voices' is real and distinct

Because it's useful

both by design...

- Designed for the receivers as well as the providers of development
- Uses clear, easily-understood terms rather than obscure psychological abstractions
- Distinguishes between and develops *tendency*, *skill* and, crucially, *in-the-moment sensitivity*

...and in practice

- VoicePrint is quick and easy to acquire and use
- Its realism resonates for people because it reflects how they engage with the world
- It develops a capacity that is reinforced daily and hard to forget or lose
- VoicePrint provides a unique connector between obtaining insight from a diagnostic and translating that into more competent behaviour going forward