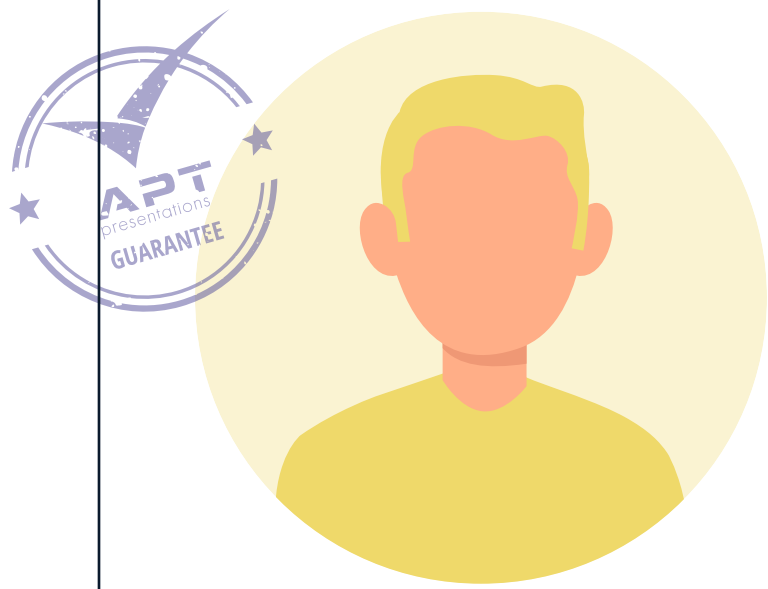


SCREEN VOICE



SCREEN VOICE NAME:

The Entertaining Inclusive YELLOW Voice

The yellow voice is characterized primarily by a big smile, enthusiasm, and spontaneity. It is a voice that is nice, smiling, friendly and always well disposed towards everyone.

The yellow voice is used when you want to be inviting and inclusive, maybe, but not only, at the start of the meeting.

EXAMPLES OF INCLUSIVE WORDS:

COLLECTIVELY COMBINED EVERYONE EXCITED FIRED UP HAPPY
INCLUDE INSPIRED THRILLED PLEASED TOGETHER US/WE

SOME PHRASES COULD BE:

- ✓ "I'm pleased that you could join us"
- ✓ "I'm really excited we are all here today"
- ✓ "I'm fascinated by"
- ✓ "I'm thrilled that we will be together for the next hour"
- ✓ "We are all in this together"
- ✓ "Collectively, we will succeed"
- ✓ "It's great to have everyone here"
- ✓ "If we can combine our efforts"
- ✓ "Our challenge is to ..."
- ✓ "Together we can succeed"

ENTERTAINING INCLUSIVE YELLOW VOICE CHARACTERISTICS:

Use a medium to high volume, with a tone that will be alternately high and low depending on what you are going to expose (higher in the excited phases and lower in the discursive ones). The speed should be sustained to generate in others that sense of energy and fun that is characteristic of nice people. Finally, pauses should be short.



POSITIVE IMAGE:

The "Talk Show Host"; welcoming, convivial while maintaining a certain distance.



NEGATIVE IMAGE:

The "Clown"; shrill, piercing and over excited.

STYLE:

The communication is infectious, searching for a viral buy in and spreading. MORE PULL than PUSH in style.

SCREEN VOICE



SCREEN VOICE NAME:

The Authoritative Knowledge BLUE Voice

The blue voice, characterized by being conclusive and irrefutable, it is the voice of an expert.

The blue voice is used when you want to show that you are an authority on your subject, especially when you need to communicate objective data and facts.

EXAMPLES OF AUTHORITY WORDS:

ANALYSIS APPRAISAL CALCULATIONS CAPACITY COMPARISONS COMPREHEND CONVICTION EXPERTISE FACTS
INTELLIGENCE KNOW-HOW KNOWLEDGE OBSERVATION (OBSERVED THAT) RESEARCH STUDIES THEORY

SOME PHRASES COULD BE:

- ✓ "Numerous studies have shown"
- ✓ "In my expert opinion"
- ✓ "The research clearly indicates that..."
- ✓ "The statistics don't lie"
- ✓ "The analysis takes into account"
- ✓ "These figures have been ratified by"
- ✓ "Having looked at the problem from different angles, I have come to the conclusion that"
- ✓ "Other experts have arrived at the same conclusions"
- ✓ "The analysis takes into account"
- ✓ "Having compared my findings with"

AUTHORITATIVE KNOWLEDGE BLUE VOICE CHARACTERISTICS:

Your volume will be medium-high, and the tone will be low and conclusive. The blue voice must lead the listener to think that the things we are saying are "carved in rock"; certain, safe, and reliable. The pace should be medium, certainly not fast, sometimes slowed down to be able to scan the elements you want to imprint better in people's memories. As for the pauses, they should be long when people need time to "digest" information and clean, dry and suspensive when you want to show that your knowledge is indisputable.



POSITIVE IMAGE:

The "Teacher", clear and concise without being dismissive.



NEGATIVE IMAGE:

the "Robot", cold, monotonous, and devoid of humanity.

STYLE:

The communication is top down, non-negotiable, detainer of truth and factual delivery. MORE PUSH than PULL in style.

SCREEN VOICE



SCREEN VOICE NAME:

The Understanding Empathic GREEN Voice

The green voice is characterized by unimposing and leaving choice. It is the non-threatening voice of the person willing to listen to other options. Use the green voice when you want to generate empathy and show people that you have understood their situation and that you intend to reach an agreement based on shared values.

EXAMPLES OF EMPATHY WORDS:

AGREEMENT ASSISTANCE CARE COMMON INTERESTS COMPASSION CONSENSUS FEEL
HARMONY HEARD HELP SUPPORT SHARE SUPPORT UNDERSTAND(ING)

SOME PHRASES COULD BE:

- ✓ "We share these common interests"
- ✓ "I totally recognize that..."
- ✓ "I think we can all agree that..."
- ✓ "It is in our mutual interest that..."
- ✓ "I am on the same wavelength"
- ✓ "I am there with you"
- ✓ "I think we can all recognize that..."
- ✓ "I can understand how that would be..."
- ✓ "I am on the same wavelength"
- ✓ "We share a community of interests"

UNDERSTANDING EMPATHIC GREEN VOICE CHARACTERISTICS:

The volume should be medium-low, an indication of your willingness to dialogue, rather than debate. The tone should be low to give the impression of being quiet and calm. The speed should also be slow, because you are in no hurry; you are relaxed and want to relax. The pauses will be cautious as proof that you are weighing the words.



POSITIVE IMAGE:

The "Therapist"; listening and supportive without feeling sorry for the person.



NEGATIVE IMAGE:

The "Passive"; hesitating, docile and insecure

STYLE:

The communication is caring, listening, non-judgmental, searching for horizontal spread of the message with an inclusive delivery style. MORE PULL than PUSH in style.

SCREEN VOICE



SCREEN VOICE NAME:

The Pragmatic Urgent RED Voice

The red voice is characterized by directivity and leaving no choice. It is the voice of police at the scene of an accident.

Use the red voice when you want to generate a sense of urgency and show people the need to act.

EXAMPLES OF URGENCY WORDS:

ACCELERATE ACT ACTION CRITICAL CRUCIAL DEADLINE DELIVERABLE ESSENTIAL EXECUTE
HIGH-PRIORITY NUMBER ONE PRIORITY TOP-PRIORITY IMPERATIVE INSIST MILESTONE
NECESSITY NOW PARAMOUNT PRESSING RESULTS SPEED-UP START VITAL WELL-FOUNDED

SOME PHRASES COULD BE:

- ✓ "It is clearly the time to act."
- ✓ "We mustn't miss this opportunity."
- ✓ "We have discussed enough, now we need to decide."
- ✓ "Deadlines and milestones are there to be respected."
- ✓ "We need to define concrete actions"
- ✓ "Pragmatically speaking, I ..."
- ✓ "I urge you to..."
- ✓ "It is of paramount importance that..."
- ✓ "It's urgent, crucial, essential, imperative, mandatory, necessary that"
- ✓ "It is now time to act"

PRAGMATIC URGENT RED VOICE CHARACTERISTICS:

The volume should be (very) loud, to make yourself heard but, above all, to transmit your sense of urgency. The tone will have to be medium-high because you are propelled by the topics you are dealing with.

The tempo will be fast, and the rhythm will be pressing because you are conveying urgency and action.



POSITIVE IMAGE:

*The "Captain of a sinking ship";
focused, determined and concerned.*



NEGATIVE IMAGE:

*The "Drill sergeant", shouting, bullying
and ordering.*

STYLE:

*The communication is top down, no other
choice but to follow, it is a critical
moment to act. MORE PUSH than PULL.*