




The Actuarial Profession

making financial sense of the future

Life conference and exhibition 2010
Alastair Grant



Your Voice as a Weapon of Persuasion

7-9 November 2010

Formula 'secret of perfect voice'



The perfect voice would have elements of Dame Judi Dench

Researchers say they have worked out a mathematical formula to find the perfect human voice.

The study, asked people to rate 50 voices then analysed the results.

It found the best female voice to be a mixture of Mariella Frostrup, Dame Judi Dench and Honor Blackman. Alan Rickman and Jeremy Irons did best for the men.

They concluded the ideal voice should utter no more than 164 words per minute and pause for 0.48 seconds between sentences. Sentences themselves should fall rather than rise in intonation.

Vocal traits associated with positive characteristics, such as confidence and trust, scored highly with listeners.

“This formula gives us an exciting glimpse into the way voices work and what makes them appealing or repelling” Professor Andrew Linn

”

Two Questions











Does the expression in our voice make a difference when we are:

- Presenting?
- Persuading?
- Negotiating?

And if it does is there anything we can do about it?

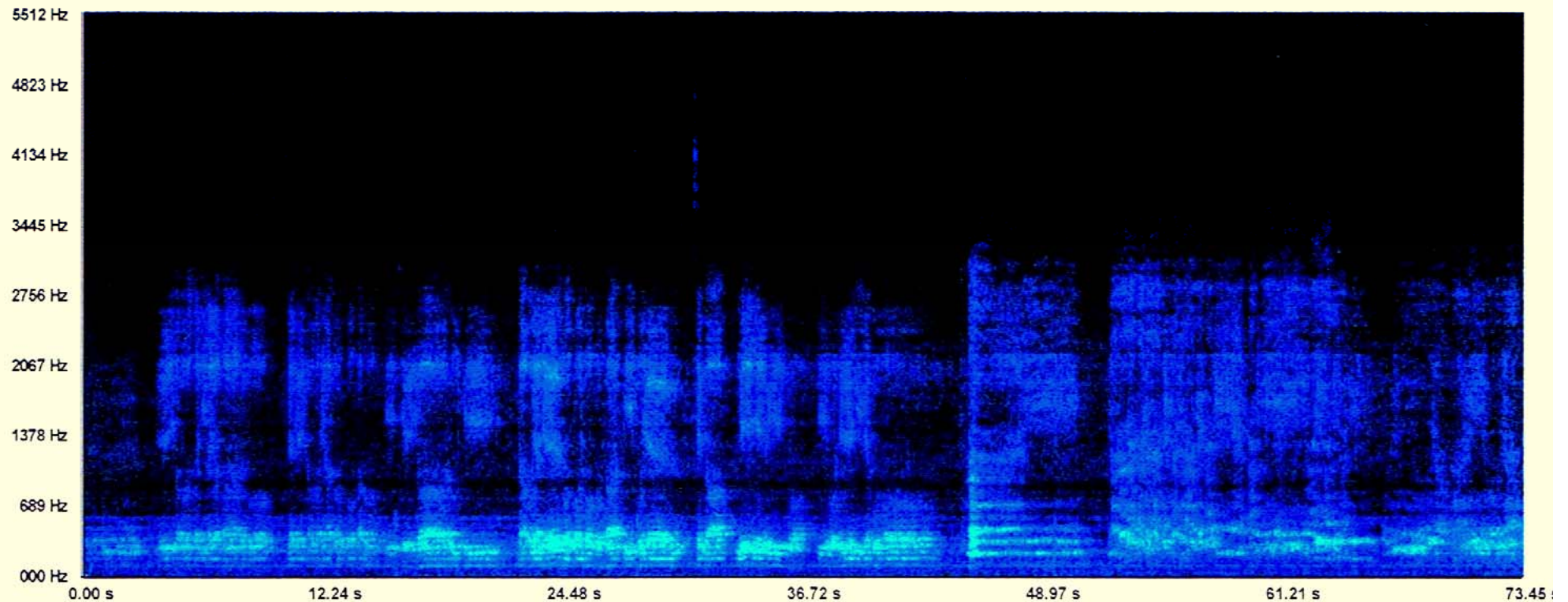
WMD

- Words
- Music
- Dance

Ten Points of	Delivery	
1	Modulation	
2	Intensity	
3	Pace	
4	Fluency	
5	Articulation	
6	Pause	
7	Eye Contact	
8	Body Language	
9	Spoken Language	
10	Prompts	

Our Voice is a Bunch of Harmonics

Russian Voices File - 1 Date: 11/02/2010



Voices

Voice No One



Voice No Two



Voice No Three



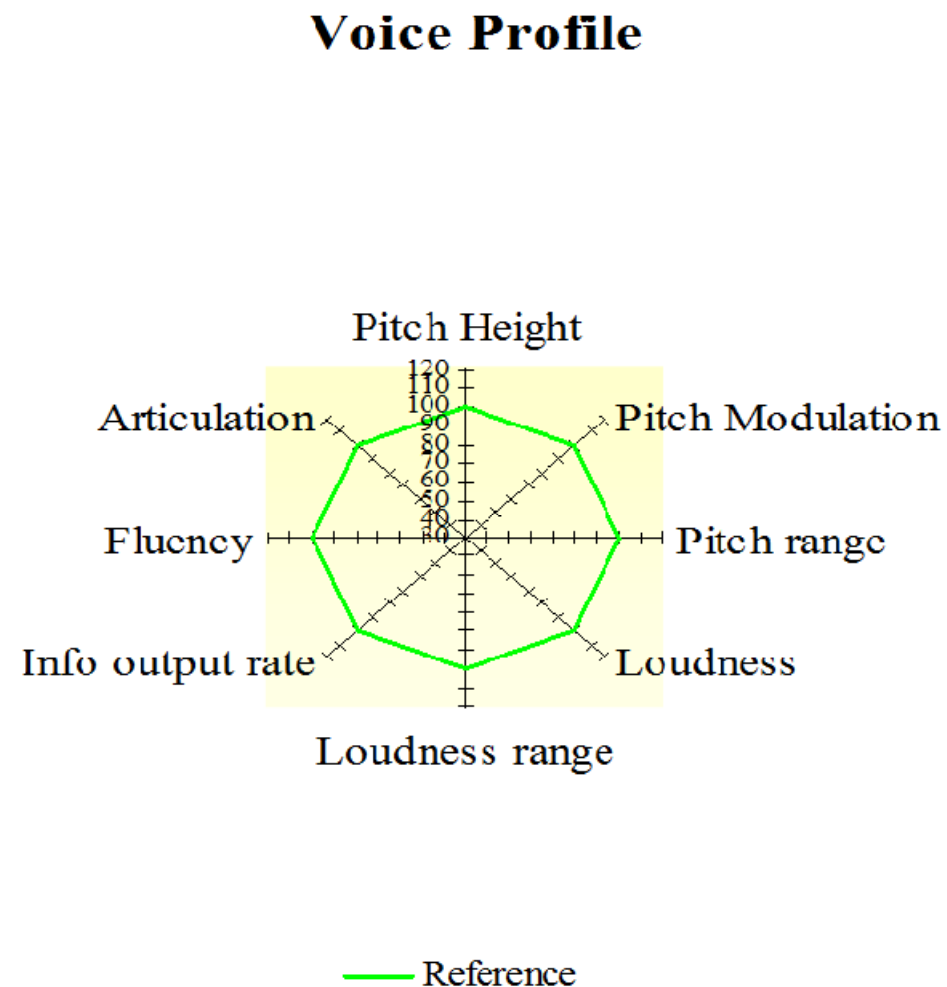
Voice No Four



Voice No Five

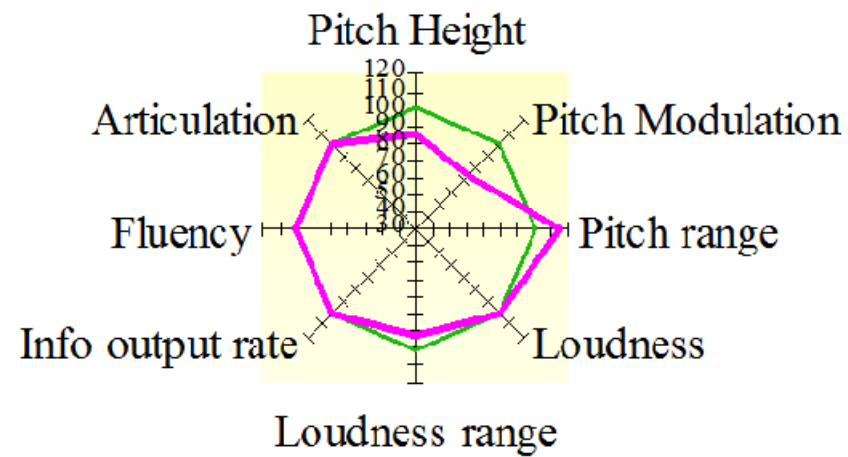


Octagon – The Perfect Voice



A Sample in Red

Voice Profile

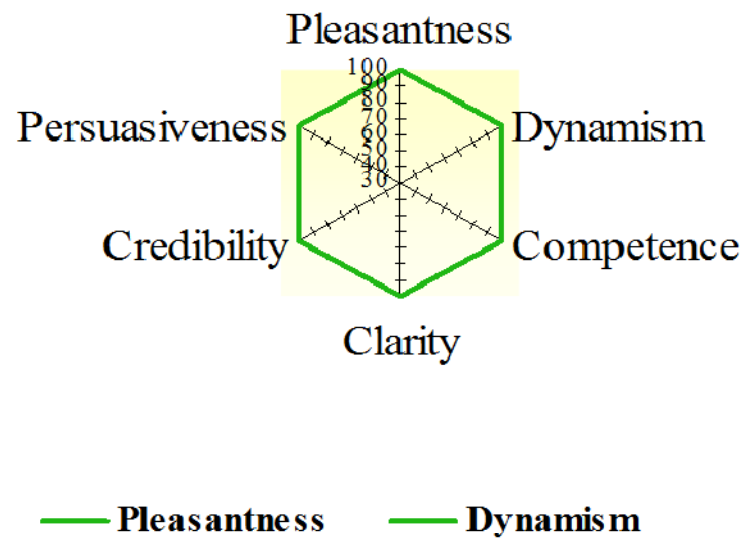


— Reference

— Presentation

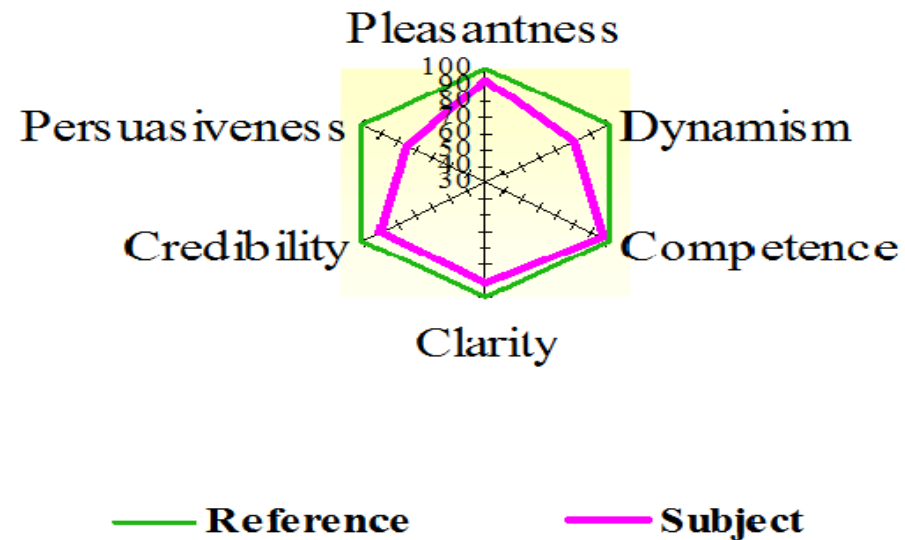
Image – Scientific Data is Converted

Speaker's Image

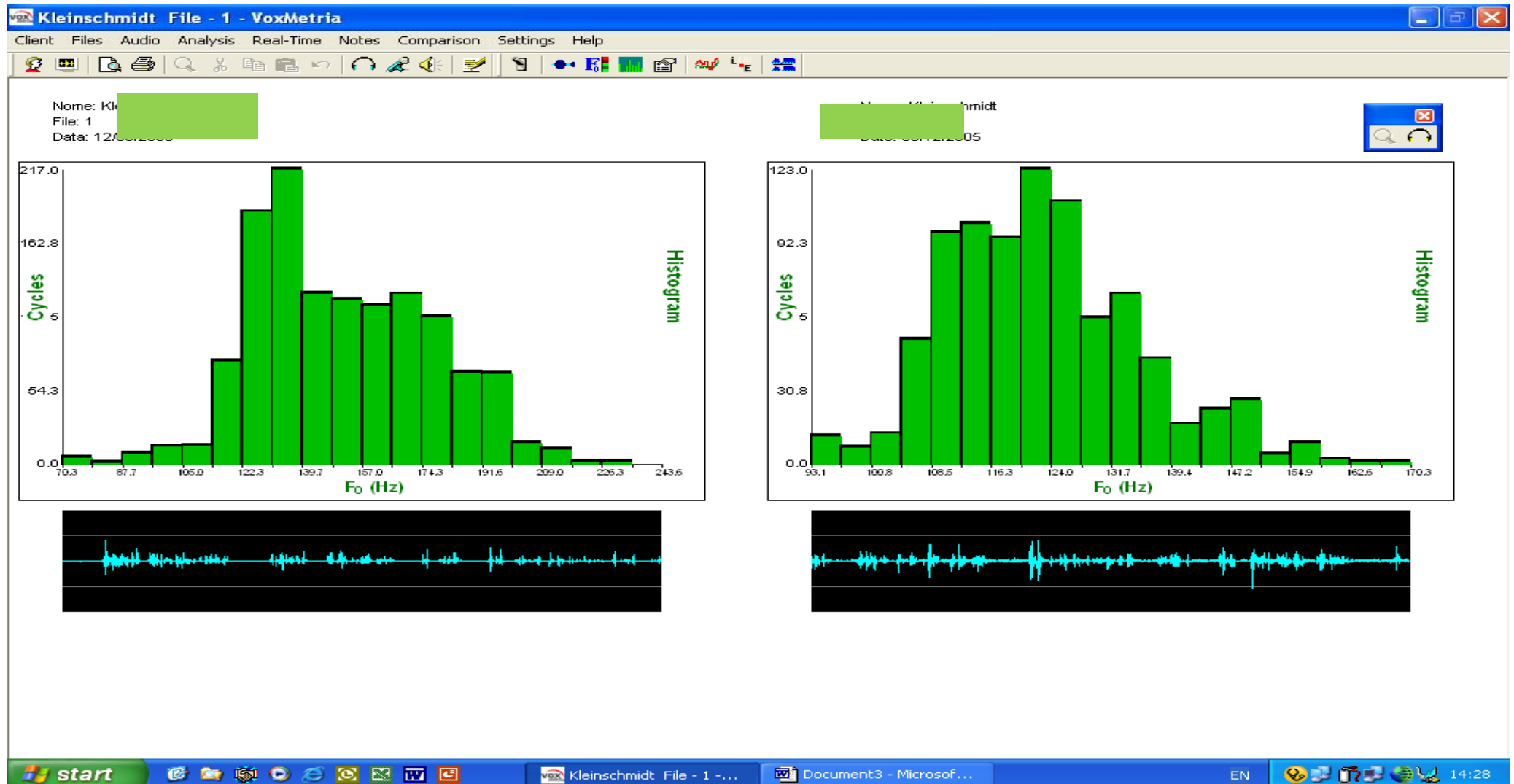


Result against Reference

Speaker's Image



Sample bar chart style



Questions or comments?

Expressions of individual views by members of The Actuarial Profession and its staff are encouraged.

The views expressed in this presentation are those of the presenter.

