



Vocal Leadership: 7 Minutes a Day to Communication Mastery, with a foreword by Roger Goodell

By Arthur Samuel Joseph

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Communicate like a LEADER

Research proves that the greatest impact speakers have in any conversation comes not only from the words they say but from the sound of their voices. In other words, it is not just the *message* but the *messenger* that matters.

No one has a better grasp of this fact--and how to leverage it to your benefit--than Arthur Samuel Joseph, one of the world's leading communication strategists and the creator of the Vocal Awareness Method. Joseph's client list is a who's who of world-famous celebrities--including Sean Connery, Angelina Jolie, Pierce Brosnan, Earvin "Magic" Johnson, Emmitt Smith, and Arnold Schwarzenegger. He has trained broadcasters and executives at the NFL Network, NBA, MLB, ESPN, Fox, and NBC, as well as business leaders at Deloitte, Ernst & Young, Disney, Toyota, Ritz-Carlton, and the Federal Reserve Bank, among others.

In *Vocal Leadership*, Joseph shares all his secrets to Communication Mastery with you.

Vocal Leadership provides proven techniques and daily exercises to help you develop a commanding voice and presence, and improve vocal quality, mental acuity, body language, and self-esteem to dramatically increase your influence. Joseph takes you step-by-step through the process of becoming an effective and powerful speaker by providing insight into:

- Breathing techniques
- Vocal warm-ups
- Vocal projection
- Appropriate tempo
- Body language
- Verbal and nonverbal expression
- Effective storytelling

You'll learn how to be in mastery in every conversation, public address, and personal encounter--and how to be tactical and strategic when necessary, earnest and caring when appropriate, and, above all, authentic in every communication.

Whether you're delivering a sales presentation to a group of five or giving a shareholders speech to an audience of hundreds, the way you communicate is the difference between success and failure as a leader.

"When we own our Voice, we own our power," Joseph writes. *Vocal Leadership* gives you the tools to discover your unique voice and use it strategically to empower yourself and others to success.

PRAISE FOR VOCAL LEADERSHIP:

"The Vocal Awareness Method is a powerful tool that will ensure your voice as a leader, innovator, or captain of industry is resounding." -- HERVE HUMLER, President and COO, Ritz-Carlton Hotel Company

"There are numerous books on what to say and how to speak, but only gifted teacher Arthur Joseph can teach us how to connect with others through the extra dimension of our voice." -- DANIEL YUN, CEO, Belstar Group

"Arthur Joseph enables individuals to unleash their unique, inner strength and achieve empowerment through voice!" -- CHERITA MCINTYE, PhD, Director of Executive Learning, ESPN

"Arthur Joseph is without peer in developing communication and presentation skills. His use of technique, coupled with passion and belief, combine for a spiritual approach to mastering communication skills." -- JOHN BRANCA, entertainment attorney and coexecutor of the Michael Jackson Estate

"What I love most about Arthur is that his guidance is about so much more than just work, it is about life. It is about being the greatest YOU possible and bringing out the natural YOU in a meaningful, authentic way." -- JULIE FOU DY, World Cup champion, Olympic gold medalist, former captain of the U.S. Women's Soccer Team, and ESPN/ABC analyst and reporter

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Editorial Review

Review

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About the Author

ARTHUR SAMUEL JOSEPH is the founder and chairman of the Vocal Awareness Institute and creator of the Vocal Awareness Method™ for achieving personal empowerment and Communication Mastery through voice. With nearly 50 years of experience, he has been voted Best of the Best by the Young Presidents' Organization (YPO), a global network of young chief executives. Joseph is a keynote speaker and seminar leader to institutions of higher learning, trade organizations, and corporations throughout the world.

Users Review

From reader reviews:

Jeanne Gonzales:

A lot of people always spent all their free time to vacation or maybe go to the outside with them family members or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity here is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent all day long to reading a book. The book Vocal Leadership: 7 Minutes a Day to Communication Mastery, with a foreword by Roger Goodell it is very good to read. There are a lot of folks that recommended this book. We were holding enjoying reading this book. If you did not have enough space to deliver this book you can buy often the e-book. You can m0ore quickly to read this book out of your smart phone. The price is not to cover but this book provides high quality.

Patrick Cartwright:

People live in this new day of lifestyle always make an effort to and must have the extra time or they will get great deal of stress from both day to day life and work. So , if we ask do people have extra time, we will say absolutely sure. People is human not really a huge robot. Then we question again, what kind of activity have you got when the spare time coming to you actually of course your answer can unlimited right. Then do you ever try this one, reading books. It can be your alternative with spending your spare time, the particular book you have read will be Vocal Leadership: 7 Minutes a Day to Communication Mastery, with a foreword by Roger Goodell.

Eleanor Walker:

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