What Exactly is VoicePrint?

VoicePrint is a conceptual framework, a set of diagnostic questionnaires and profiling tools, and a suite of development resources for building awareness and skill in the way we talk, to others and to ourselves.

VoicePrint is a model of social competence, more specifically, competence in the use of talk as a form of action. Its premise is that talk is the primary form of action for working with others, and therefore especially important for those in any level of management or leadership role. The theory that the VoicePrint model puts forward is that there are nine distinct modes of expression, or voices, all of which are at one time or another necessary competencies in the context of dialogue and interaction. The theory goes on to say that most, if not all, of us need to develop in order to become more rounded, more timely, skilful and competent in the use of these voices. That's where the VoicePrint questionnaires and profiles come in.

The VoicePrint Framework

The VoicePrint self-perception questionnaire (often referred to simply as 'your VoicePrint') is an on-line diagnostic. It enables you to assess your own behaviour in terms of how you talk. This produces your VoicePrint self-perception profile, a picture of the relative extent to which you use the nine voices. Because our research has allowed us to establish what the normal distribution of scores looks like, the self-perception questionnaire can also report on whether your results are high, typical or low relative to those of most people. But of course all this is based on your self-perception.

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VoicePrint 360 is a companion on-line diagnostic which collects the corresponding view from the receiving end of your talking - the social perception - from people who actually work with you. It then provides feedback in the form of comparisons, highlighting the corroborations and contrasts, between your view and theirs. While the VoicePrint self-perception questionnaire is a very useful starting point for understanding and developing your competence in the use of talk, VoicePrint 360 provides an additional source of evidence and a more complete and rigorous assessment.
1c  HOW OTHERS HEAR YOU - Particular Perspectives: Peers and Other Colleagues

These diagrams also contrast your self-perception of your VoicePrint profile (the black line) with the views of others. In this case the “other” perspective (the coloured line) comes from another part of the 360° degree spectrum, from your peers or from other independent colleagues. The purpose of this analysis is to clarify whether you talk differently with different people, and if so, how.

4d  DO YOU INTERACT DIFFERENTLY UNDER PRESSURE? – Particular Perspectives: Your Subordinates

These diagrams highlight how others perceive you when you are talking under pressure. The triangle diagram on the left represents your subordinates’ overall perception of what happens to your repertoire in those circumstances. The bar chart on the right suggests how they see you moving through that repertoire.

Questions:

How does your subordinates’ perception correspond with your own?
What are the potential implications?
Are there voices that you might be over- or under-using? If so, what might you do differently? In what situations?

Extracts from a VoicePrint Feedback Report

The VoicePrint Group Profile is not a further questionnaire. It is the profile of a particular group of people, derived from their individual VoicePrints. It’s an important additional perspective, because so much of our work is done in teams and groups. So the VoicePrint Group Profile provides insights into both the internal dynamics of the group and the workings of its discussions and also its impact on the world outside the group and its reputation with its stakeholders.
The purpose of all the VoicePrint materials is developmental. They have not been created merely to do assessment, but to inform and guide the development of practice in this uniquely important area of human interaction – the way we talk to each other and the effects that flow from how we do it. A VoicePrint is not just a distinctive personal pattern of using talk. It is also the mark and impact that we leave on our conversations, on others and on the quality and effectiveness of our working relationships. Improving that quality and effectiveness is what VoicePrint is all about.
Development Resources

- Developing Tendency, Skills and Sensitivity
- Overview of the Development Resources
- Explaining the 9 Voices Part 1
- Explaining the 9 Voices Part 2
- Explaining the 9 Voices Part 3
- Workshop 1 - VoicePrint Tendency: understanding self
- Example A Commentary
  - Example A
- Example B Commentary
  - Example B

Practical Steps to Develop Your VoicePrint
  Strengthening a voice
  - Admonish
  - Advise
  - Advocate
  - Articulate
  - Challenge
  - Critique
  - Diagnose
  - Inquire
  - Probe

De-emphasising a voice
  - Admonish
  - Advise

Some of the VoicePrint development resources

With groups as with individuals, a VoicePrint profile reveals important insights about what is brought into conversations and the marks that are left behind. The VoicePrint model is the yardstick against which both individuals and groups can measure and develop their effectiveness in practice. The VoicePrint development resources are the means through which VoicePrint practitioners extend the awareness, range and skill of individuals, teams and organisations in using talk to interact successfully.

For more information, contact talk@voiceprint.global

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