



DEVELOPING VOICE SKILLS

"Voice projection has given me more confidence and helped me appear more professional. Tutor was superb".

LAWYER

Kate Lee coaches voice, presentation and spoken communication skills to groups and individuals in businesses nation-wide. A qualified voice coach, twenty years as an actress and nearly a decade delivering training, she has wide-ranging insight into the power and influence of the human voice.

Mastery of our voice is a powerful tool.

Usually we become aware of our voice when we are asked to make presentations, or speak in public. But whatever our work or business, most of us relate to others by talking - using our voice and speaking skills. We often take this for granted - we rarely give our 'talk' a second thought. And yet, how we use our voice influences what others think and feel about us. In fact how we use our voice influences our own behaviour - how we look, sit, stand and move. And how we use our voice even influences our choice of words.

VOICE DEVELOPMENT PROGRAMMES

- **Breathing Skills** - probably the most useful skill any of us can learn. Imagine having the ability to instantly calm ourselves, change our thoughts or reduce pain. Sounds amazing doesn't it - but it's simple and we can all learn it. It's rather important for our voice use too!
- Voice projection, energising, control and confidence.
- Developing tones (authority, maturity, presence, pitch etc.).
- Voice care and relaxation for speaking.
- Speaking techniques (pace, clarity, diction and speech characteristics).
- Putting it into practice.
- Postural, physical and psychological influences over the voice.

Vocal coaching is personalised for each client, group or individual, and we do, of course, exercise strict confidentiality. We work together to give you voice skills to develop and use for the rest of your life.

KATE LEE COMMUNICATIONS

Kate Lee (NCS Dip Ed. LRAM, LUDDA) studied voice and speech at New College of Speech and Drama, London and went on to enjoy twenty years as a successful actress in radio, theatre and TV. She was a familiar voice on Radio 4 for many years and her voice has been used for hundreds of commercials, voice-overs and audio books. Eight years ago she set up her own training company specialising in spoken communication skills and has worked with businesses nation-wide including Natwest, Midland Mainline, Eurotunnel, Abbey National, Norwich Union, HSBC and many more. She is a leading coach within the broadcasting industry, training for both the commercial sector and the BBC.

"Excellent on breathing and voice skills. First Class." SALES DIRECTOR

"Wonderfully relaxing, helped tremendously with speech projection." BOOTS AREA MANAGER



COACHING FOR BROADCASTERS

"Kate's professional performance techniques have made a really positive contribution to the training of our presenters and journalists." GWR GROUP.

Kate Lee is one of the country's leading broadcast trainers and will help you significantly improve the sound of your station. She has coached in radio and television stations throughout the UK and is a specialist of spoken communication and the listening psychology of audiences.

AIMS

Our coaching will give presenters and broadcast journalists voice, performance and delivery skills to help them present with individuality and impact.

TRAINING INCLUDES

- **Delivery skills for BJs and newsreaders.**
- **Performance coaching for presenters.**
- **Voice coaching.**
Voice development. Voice care. Breathing and relaxation skills.
Vocal confidence. Developing 'young' sounding voices.
- **Spoken skills**
Confidence and clarity. Tackling speech characteristics. Reading and delivery skills.
- **Performance coaching**
Energy, impact and establishing personal presence.
- Audience psychology. How listeners listen. Audience rapport skills.

HOW IT WORKS

We come to you. Individual sessions are the most effective.

"Gave our newsroom a new lease of life. We really heard the difference." CLASSIC FM

KATE LEE COMMUNICATIONS

Kate trains business people and broadcasters in the skill and mastery of successful spoken communication.

A qualified voice and drama coach, she went on to have a successful career as a performer in radio, theatre and TV. Her interest in communication inspired her to develop training specifically for broadcasters. She set up her own company in 1993 and is now a recognised national coach. She has trained in radio stations nation-wide, both commercial and BBC. She has spoken at conferences for the Radio Academy, the BBC and the CRCA.

"These sessions are of benefit as they actually make you stop and think about what you sound like on the radio."

"It was very useful and is now in my mind-set when I'm on air. I never realised pauses could be so effective!"

"Kate taught me techniques for newsreading - and they made a big difference. I sound better, more confident."

"Listening to the output of our stations it is easy to tell who has had their voice training session with Kate Lee, it really makes a difference." JANE HILL, DIRECTOR OF PROGRAMMING, LINCS FM PLC.



COACHING FOR PUBLIC ANNOUNCEMENTS

"Good hints on how to cut through and adapt over the acoustics"

"The best thing was listening to my voice being played back - realising that sounding more authoritative does not sound aggressive but better." (Announcer, Railtrack Waverley Station Edinburgh)

TRAINING OBJECTIVES:

- Clear communication from the management to the customer is a vital part of running an efficient public organisation. How the announcements come across play a vital part in influencing the atmosphere of the environment, the behaviour of the customers and their perception of your company.
- Our coaching will give announcers the technical skills to use their voice more effectively through the public address system. They will learn how people listen, which will help them deliver information with more clarity and impact.

TRAINING INCLUDES:

1. An understanding of how people listen.
2. Speaking skills to maximise the clarity of the information (Pace, pause, identifying key words etc.)
3. Voice use to cut through the acoustics and cope with any interference.
4. Voice tonality to help attract listeners (intonation, friendliness, authority, warmth, pitch)
5. Tackling any speaking characteristics, which may interfere with clarity.
6. Personal management techniques (confidence, control, calming, relaxation, breathing techniques).
7. Handouts for reminders.

HOW IT WORKS:

We come to you. Individual sessions are the usual preference and most effective.

Kate Lee is a national training coach specialising in voice and spoken communication. A qualified voice and drama coach she went on to have a successful career in the theatre and TV and for many years was a familiar voice on BBC Radio 4. Kate Lee Communications was set up in 1993 and we are now recognised specialists in spoken communication skills and train throughout the UK. Over the years Kate has developed specialist coaching for specific communication needs, including coaching for public announcements and broadcasters. Past and present clients include: Anglia TV, BBC, GWR Group, Capital Radio Group, Heart FM, Classic FM, Midland Mainline, Railtrack, Eurotunnel. She is often invited to speak on voice use at conferences and in the media.

"Kate's experience and friendly approach during voice coaching sessions has encouraged our people to develop new skills and techniques for making public address announcements. Results from our Customer Satisfaction survey confirm the value of these sessions." MIDLAND MAINLINE



VOICE COACHING FOR TELEPHONE COMMUNICATORS

The last few years has seen a significant increase in businesses relying on telephone communication. Our specialist training gives people practical ways to improve their spoken communication by skilled voice use. These skills will both complement and reinforce standard telephone techniques training.

"Excellent on use of breathing and voice skills. First class." Boots Area Manager

Working on the telephone requires all the skills of the good communicator (rapport, clarity, confidence, friendliness, control etc.) - using the voice as our only tool. A little knowledge about how people listen, how they take in information, and how we can influence them with different speaking techniques, is invaluable for telephone communicators.

TRAINING OBJECTIVES

To give telephone communicators

- Vocal skills to use their voices more effectively.
- An understanding of listening psychology.
- Speaking skills to influence and inform with more impact.

To give trainers and managers:

- A deeper understanding of how to train skills of voice and spoken communication.

TRAINING INCLUDES

- Listening psychology.
- Developing individual voice skills (quality, pitch and range).
- Speaking techniques (clarity, pace, intonation).
- Eliciting feelings and thoughts in listeners.
- Adapting vocal tones (e.g. authority, warmth, assertiveness and calmness).
- Personal management (Diaphragm breathing skills, relaxation and postural techniques).

SPECIALIST TRAINING

- All training programmes are devised to suit the specific needs and interests of the client.
- An element of individual coaching is recommended as part of all programmes.
- Voices can easily suffer strain or injury by incorrect advice. We would recommend that a qualified specialist provides all training for voice, breathing and posture.

KATE LEE COMMUNICATIONS

Kate Lee is a national training provider specialising in voice and spoken communication. Kate is a specialist voice coach and was a professional actress for twenty years. Kate Lee Communications was set up eight years ago specialising in spoken communication training. Since then she has have worked with businesses nation-wide, and is a leading voice coach within the broadcasting industry. Kate has been involved in the training of staff, managers and directors for companies including Natwest, Norwich Union, Abbey National, HSBC, Eurotunnel, Midland Mainline, Railtrack and the BBC.

Our specialist input into your telephone communicators training will significantly improve their performance.

"I now know how to control my speaking pace, it will make so much difference."

"One of the best courses I have ever been on." HSBC Trainer