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FOR IMMEDIATE RELEASE

Local Communications Firm Gives Business Leaders the
“Sound” of Trust

Moon Township, PA, July 15, 2015 – Lynda Stucky, President and CEO of ClearlySpeaking is on a mission: to coach as many business leaders as possible to use their speech and voice effectively to build and maintain trust within their companies. Ms. Stucky authored the book, Voice Branding for Executive Leaders: How to Align Your Speech, Language, and Voice Skills with Your Professional Goals. As a leading authority in speech and voice training, Lynda’s firm helps corporate leaders align their professional goals with the “sound” of their role in the company. One of the greatest outcomes of working with executives is their increased self-esteem and desire to communicate more. The new company website (www.clearly-speaking.com) is scheduled for launch early in July 2015, which will provide coaching and training resources designed to give leaders an edge in their personal and professional verbal communications.

A speaker whose voice conveys likability and trustworthiness is more likely to be listened to than someone who uses an unfriendly tone or is difficult to understand. This is critical insight for business leaders to know when delivering important messages to employees. It is also important to remember in a culture where employees are quickly losing trust in company leadership. *“When business leaders align the way that they sound with the professional leader and image that they are or want to become, there is no limit to what they can achieve in their organizations. Yet, this alignment is one of the most overlooked areas of professional and personal development that affects the company’s bottom line if the leader is not trustworthy and credible.”*

Maritz Research, an employee satisfaction research firm, concluded that 25 percent of employees report having less trust in management than they did last year. Only 10 percent of employees trust management to make the right decision in times of uncertainty and only 14 percent believe their company’s leaders are ethical and honest. In addition, the poll found that only 12 percent of employees believe their employer genuinely listens to and cares about its employees, and only seven percent of employees believe senior management’s actions are completely consistent with their words. *“This is a huge problem that can be helped through more effective speech, language and voice skills. Leaders work hard to craft messages to relay to employees, but if the delivery of those*

messages registers as insincere through voice inflection, tone, or pitch, then the leader may have done more harm than good. We work hard to prevent this from happening.”

Lynda provides the top problematic areas of speech and voice that are guaranteed to immediately affect a leader’s credibility:

- Speaking with a vocal tone that is flat and uninteresting. The leader may sound bored and disengaged.
- Talking too quickly. This creates tension and unease from the listener’s perspective.
- Delivering a message that is hard to understand (due to a foreign accent, mumbling or lack of projection).
- Tiring from speaking during the day or losing the voice completely. The vocal cords may be harmed by speaking too frequently, too loudly, or at the wrong pitch. Taking care of the vocal cords is essential for a well-functioning voice.
- Showing emotions (like anger or frustration) through the voice. Being in control even when the heat is on is calming and reassuring to employees. Learning voice control techniques is the key to this skill.

For more information about one-on-one coaching, speech, language and voice makeovers, and other products and services offered by ClearlySpeaking, contact Lynda Stucky at 412-264-1717 or visit the new website at www.clearly-speaking.com.

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