

Coaching for Making Public Announcements

Our **Voice Coaching for Public Announcements** is guaranteed to improve the clarity and effectiveness of all your announcements.

If announcements through a public address system are a vital part of the running of your business, either to put across information or for safety critical purposes, we can give your announcers the professional skills to make them even more effective.

Not only do announcements put across information, they also play a vital part in influencing the atmosphere of your business environment (the soundscape), the behaviour of your customers and their perception of your business.

"Excellent! I loved it - absolutely great to learn and discover so many things about the voice and the impact of our announcements."
Customer Service, Eurostar Int. Ltd.



Coaching Objectives:

Our coaching will give your announcers the technical skills to use their voice and delivery more effectively in their use of the PA. They will learn how people listen, how to manage echo and reverberation, and help them better understand how to deliver information with clarity and impact. Our coaching methods are practical, fun and get results. They are about helping announcers acquire a natural delivery style – so that they sound confident and 'even more themselves'.

Coaching Content will include:

- Delivery style and voice tonality to attract listeners (friendliness, naturalness, authority, warmth, assertiveness) – to create the right atmosphere for your business
- Voice techniques to better manage difficult acoustics for clearer delivery
- Speaking skills to maximise the clarity of the information (pace, pause, voice pitch) essential for informative or safety critical announcing and emergencies
- Tackling any speaking characteristics (enunciation or accent awareness), which may interfere with clarity
- An understanding of how people listen – useful for structuring information
- Personal management (confidence, control, calming, breathing, posture) – for everyday effectiveness and coping with more stressful occasions.

Coaching Outcomes will include:

- Public announcements that sound clear and confident with the appropriate business tone
- Announcers who speak with naturalness whilst using techniques needed for the PA system
- Announcers will have a better understanding of what listeners need and the skills to deliver

How it Works

We can deliver one-to-one coaching or small group training or a mix of both. After an initial conversation with you we will submit a proposal for your bespoke programme.

Contact us to see how we can help you by either give us a call on **+44(0) 1332 727305** or sending us an email: info@katelee.co.uk.

Our Approach

Because we like to individualise our coaching, before the course we suggest recording participant's announcements. This can easily be done on smart phones or small voice recorders. These recordings give me a good idea of what to work on with each person. All voices are different so our approach is to help everyone find their distinctive voice and announcement style. We pay particular attention to your organisation's values, brand and house style.

Our Experience

For many years we have worked with organisations for whom the PA system is an integral part of their public-facing or internal communication. Our training has been exceptionally well received by companies including Eurostar, East Midlands Trains, Eurotunnel, Urenco and Railtrack.

"Kate provided training in voice communication for more than a hundred customer service and train managers. I received so many comments about how useful Kate's training was, giving them real skills that they could take away and use in the workplace. Kate was an absolute pleasure to work with: creative, dedicated, reliable, and a real inspiration to all those who took part in her courses."
Guy Raybould, Learning & Development, Eurostar International Ltd"

"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 / East Midland Trains

"Excellent course leader – extremely personable. Made everyone feel at ease – whatever their level or ability. I am leaving this course with some very useful tips."
"Excellent! I loved it - absolutely great to learn and discover so many things about the voice and the impact of our announcements."
Customer Service Announcers, Eurostar Int. Ltd.

"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."
Announcers, Railtrack Waverley Station Edinburgh



About Kate Lee Communications

For over fifteen years Kate Lee has delivered voice communication, personal impact and influential presentation programmes to an impressive client list. Originally a professional actor, she was a pioneer of bringing voice and professional performance into the business context, focussing on the behaviours associated with excellent communication. Kate offers a unique skill-set: a voice specialist, a professional performer and experienced business coach.

Business Training

Our Voice Communication and Presentation Coaching Programmes have helped a range of professional communicators, leaders, executives and entrepreneurs transform their communication style with stunning results.

Business clients include: Eurostar, Bombardier, Emcor, Natwest, EDF Energy, Tenon Group, Pfizer, EMDA, Business Link, Norwich Union/Aviva, East Midlands Trains, Aggregate Industries, BDO Stoy Hayward, City & County Councils and dozens of SMEs and individuals.

"Kate has received universal acclaim from our corporate clients whose time with her achieved results ranging from a significant polish to a total transformation."

Clive Hook, Clearworth: (Leadership Programme Director, EDF Energy)

Broadcast Training

Kate Lee is also an established coach for the UK broadcasting industry, where she has trained hundreds of radio and television presenters and journalists for the BBC and throughout the independent sector from new talent to evening news presenters.

Broadcast clients include: BBC Radio & TV, ITN, ITV, Channel 4 News, LBC, Heart fm, Capital Radio, Smooth Radio, Classic fm, Talksport and dozens more independent stations.

"Kate is great. She instantly helped me identify what I needed to do to improve my voice, and how to do it. A delight to work with." **Keme Nzerem, Channel 4 News**

Kate Lee Communications Training and Coaching includes:

- Executive Voice Coaching for Leaders and Entrepreneurs**
- Professional Voice Coaching** for Broadcasters, Telephone Professionals, Public Announcements, Trainers, Coaches & Teachers. Bespoke Programmes
- Public Speaking**
- Business Presentation Skills**
- Influential Communication Coaching**
- Lead & Manage with Impact & Influence**
- Raising Personal Presence & Impact**
- Career & Interview Coaching**

