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Leadership Development Initiative (LDI) Curriculum

Media Tip: Communicating Clearly

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In Moore SY, Cameron-Lewis RG, Ferris FD (eds). Leadership Development Initiative Curriculum, 2014. © The Leadership Development Initiative.

ISBN: 978-0-9884318-0-5

Originally Presented by [Ron Cameron-Lewis](#)

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The Leadership Development Initiative gratefully acknowledges the support of:

- International Palliative Care Initiative, Open Society Foundations, New York, NY
- National Cancer Institute Center for Global Health, Bethesda, MD
- The Diana Princess of Wales Memorial Fund, London, United Kingdom
- National Hospice and Palliative Care Organization, Alexandria, VA
- Pettus Family Foundation

The content is solely the responsibility of the authors and editors, and does not necessarily represent the official views of any of the funders.

Acknowledgment and appreciation are extended to faculty and staff of the OhioHealth and the Institute for Palliative Medicine at San Diego Hospice (which housed the International Programs and the Leadership Development Initiative from 2009 to 2012). Special thanks to the Mentors, Consultants and the LDI Team who contributed so much to the LDI Curriculum.

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Overview

Improving clarity of speech takes understanding of the physiology of speech. Generally speaking, few people use their full vocal power to express their message/feelings/real meaning. People often minimize shaping sounds with their lips, or perhaps underplay the contact of the tongue with the teeth and the hard/soft palate.

Inhibition of expression and differences of accent reflect tongue contact with the palate and teeth as well as the movement of the jaw and lips. Sometimes this stems from fear of articulating and projecting.

There are benefits to exploring how to use the vocal physiology and musculature to improve the speaking capacity. Powerful leaders need to embrace the full range and potential of their voice. An audience wants to hear a clean, well prepared and clearly-spoken message, and they most often only get to hear it once.

Leaders who speak English as a second language are encouraged to identify the consonant sounds -- or sequence of sounds -- which challenge them most when communicating in English. Personal exercises are offered to help improve pronunciation and expressive communication skills.

Objectives

After this presentation, participants will:

1. Speak more clearly and expressively.
2. Add vocal color for greater variety and meaning.
3. Demonstrate practical exercises to enhance vocal range and power.

Important Teaching Points

- Public speakers need to enunciate clearly and crisply to maximize their delivery.
- Tongue twisters are great exercises to strengthen the contact points of the organs of speech.
- Effective leaders make every word count.
- Appropriately emphasize both vowels and consonants for effective delivery of a message.

Resources / References

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