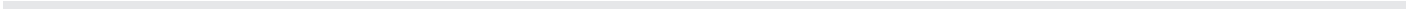




# The 5 Voices

How to Increase Self-Awareness,  
Communication, & Performance



# Everyone Speaks.

## Not Everyone is Heard.

### Here's the Big Idea

Everyone has a leadership voice, whether they know it or not. From the most quiet to the most gregarious, we all have the ability to lead others.

### The Problem is...

Most people don't know their leadership voice or how to use it. Some don't know what it is, others are insecure in their voice and have been told it is unimportant, and others immaturely overuse their voice and dominate the airwaves.

### The Solution

The 5 Voices System is designed to help every individual discover their leadership voice and be empowered to use it effectively.

Can you imagine a team of people who were self-aware, knew how to communicate, and were able to bring their best to the table every day? What would that do for culture? For productivity? For profitability?

In short, a lot.

We believe teams and whole organizations can be transformed when everyone operates securely in their own voice and learns to value the voices of others.

### Welcome to the 5 Voices

# The 5 Voices

The 5 Voices is the tool that enables us to better communicate with our teams. When we communicate better, we have more productive employees, which generally equates to improved profits. This is an essential tool to help move toward this goal.

- Cindi Filer, HR at Delta, Founder of Innovative Outsourcing



## Nurturer // Champion of People

Are you always concerned about the relational health and harmony of the group? Are you completely committed to protecting values and principles? Do you innately understand how certain actions, behaviors, or initiatives will affect people? You might be a Nurturer.



## Creative // Champion of Innovation & the Future

Are you an outside the box thinker? Do you always believe things can be better? Do you spend most of your time thinking about the future? Do you often ask the question: "Why do people never seem to fully understand my ideas?" You might be a Creative.



## Guardian // Champion of Systems & Due Diligence

Do you value logic, order, procedure, and process? Do you seek clarity as well as logical and proven decision-making criteria even if you have to ask the tough questions to get there? Do you like to see established track records of success to justify trying something different? You might be a Guardian.



## Connector // Champion of Relationships & Strategic Partnerships

Do you rally people to causes and things you believe in? Are you good at building and maintaining large networks of personal and professional relationships? Do you often respond to challenges with: "Whatever we need, I can get it or I have a source"? You might be a Connector.



## Pioneer // Champion of Results and Strategy

Do you approach life with an "Anything is possible!" attitude? Do you believe visioning a new future is always the highest priority? Are you always looking for the quickest, fastest, and most efficient ways so that you can win? You might be a Pioneer.



# THE NURTURER

VOICE  
VOLUME



POPULATION **43%**



## Champion of People

Nurturers function as the relational oil inside teams and organizations. They intuitively feel how an organization will react to a new idea, and they defend values - people will always come before profit. They are natural team players and they take genuine delight in celebrating the achievements of others.



## Watch Out for

Nurturers have a fear of conflict and often won't speak out, beware of silence.



## How to Empower Them

Let them speak first, affirm their competence and the genuine value of their contribution.





## THE CREATIVE

VOICE  
VOLUME



POPULATION

9%



### Champion of Innovation & the Future

Creatives are conceptual architects and love to think outside the box. They are never satisfied with the status quo - they inherently believe things can always be better. If the vision is compelling, the word "can't" is not in their vocabulary. Because they are future oriented and think outside the box, they often struggle with the fact that "people never seem to fully understand my ideas".



### Watch Out for

Creatives can struggle to communicate effectively and have idealist perfectionist tendencies.



### How to Empower Them

Don't judge them on what they say first, help them communicate their ideas. Let them know it's ok to be wrong sometimes.

# THE GUARDIAN

VOICE  
VOLUME



POPULATION

**30%**



## Champion of Systems & Due Diligence

Guardians respect and value logic, order, systems and repeatable processes. They are present oriented, great with details, and have a relentless commitment to ask the difficult questions. They have the ability to detach decision-making from personal sentiments. They are naturally risk averse asking “is it worth the risk and investment?”



## Watch Out for

Guardians are risk averse, can be negative and bring excessive critique.



## How to Empower Them

Welcome their challenging critique and commitment to due diligence.



# THE CONNECTOR

VOICE  
VOLUME



POPULATION

11%



## Champion of Relationships & Strategic Partnerships

Connectors are persuasive and inspirational communicators who rally people to causes and things they believe in. They have the capacity to maintain a large number of relationships and know how to connect with people and their aspirations. They are incredibly resourceful - "Whatever we need, I can get it or I have a source".



## Watch Out for

Connectors always interpret challenge of their ideas as personal.



## How to Empower Them

Give them time to share their ideas and passions, appreciate before you critique.



# THE PIONEER

VOICE  
VOLUME



POPULATION

7%



## Champion of Results & Strategy

Visioning and shaping a scaleable future is always the highest priority for a Pioneer. Their strategic military thinking makes them incredibly effective at aligning people, systems and resources. Winning is a massive driver, they hate to give up and will drive their team long after others would have given up. The immature Pioneer can often appear very arrogant with a “me focused” agenda.



## Watch Out for

Pioneers lack sensitivity, can be unwilling to listen, and perceived as arrogant.



## How to Empower Them

Don't worry - they empower themselves. Just affirm their competence.



# The 5 Voices

Self-Awareness · Communication · Performance

## GUARDIAN

- They have a relentless commitment to ask the difficult questions
- They will always seek to honor the past as teams look towards the future
- They accept as personal the commitment to deliver projects on time and on budget
- They have the ability to detach decision-making from personal sentiments
- They are naturally risk averse asking, "Is it worth the risk and investment?"
- They respect and value team order, norms and repeatable processes

When people don't use their natural leadership voice, here's what happens:

- Meetings seem to go nowhere
- Wasted time, money, and resources
- Misaligned teams that are ineffective or unhealthy
- Toxic work environment filled with drama and gossip
- People in the wrong role or position
- Disagreements that divide instead of unite

The 5 Voices helps achieve the following objectives:

### **Greater Self-Awareness**

Learn your voice and understand what it's like to be on the other side of your leadership.

### **Better Alignment**

Discover the sweet spots of those on your team, get better aligned, and reach higher levels of performance.

### **Clear Communication**

Communicate what you mean without people taking it the wrong way and getting offended.

### **Effective Delegation**

Delegate more effectively to save time and increase productivity.

### **Higher Performance**

Confidently build high-performing teams, rather than taking shots in the dark and hoping people do their jobs well.

### **Quicker Decision Making**

Learn how to listen better, ask helpful questions, and make quicker decisions.

# 5 Voices Workshops

## Most teams only operate at 60% of their potential

What would it be like if your team was truly high performing? It's easy to prioritize the urgent and important; alignment and execution, but high performing teams start by creating healthy patterns of communication and trusting relationships.

These workshops enable you to take your team on a journey where you focus on healthy communication and self-awareness; the fundamental skills to building trusting relationships. When every team member effectively uses their Foundational Voice they, and the team, will flourish. This foundation will create a far richer alignment. You will create synergy, valuing team performance over individual performance and create capacity, allowing you to execute with discipline and consistency.

### The Transforming Team Communication Series

Deepen relational trust, unlock your team's true potential, and accelerate its performance.



#### **Workshop #1**

Discover Your Leadership Voice



#### **Workshop #2**

The Power of Your Voice



#### **Workshop #3**

The Art of Collaboration



#### **Workshop #4**

Optimizing Team Performance



#### **Workshop #5**

Team Kryptonite

Break the norm and become a team which functions at more than 60% of its potential. Use the power of team development for sustained high performance.



Workshop #1

# DISCOVER YOUR LEADERSHIP VOICE

This is the foundational workshop for the 5 Voices. In it, you will learn the behaviors and value of each of the 5 Voices and identify the natural Voice you use in the team.

## Objectives:

- Recognize the characteristics of each of the 5 Voices
- Identify your Foundational Leadership Voice
- Build confidence in using your Foundational Leadership Voice
- Commit to applying your Leadership Insights



Workshop #2

# THE POWER OF YOUR VOICE

This workshop builds upon the first, and takes a deeper look at both the positive and negative impact your voice can have on the team.

## Objectives:

- Celebrate what your Voice brings to a team
- Learn the negative impact your Foundational Voice can have on others
- Learn how to use your Voice to optimize your contribution to a team





Workshop #3

# THE ART OF COLLABORATION

Self-awareness and communication are the prerequisites of team collaboration. In this workshop, you will utilize everything you've learned about your voice and the voices on your team to collaborate more effectively.

## Objectives:

- Enhance your team's communication
- Leverage the strengths of each team member
- Enable each person to bring their best to the team
- Increase the capacity and relationships in your team



Workshop #4

# OPTIMIZING TEAM PERFORMANCE

Learn how to create team alignment and synergy by harnessing the contribution of all 5 Voices.

## Objectives:

- Define the characteristics of high performing teams
- Create team alignment by harnessing the contribution of all 5 Voices
- Recognize the value each Voice contributes to stakeholder communication



Workshop #5

# TEAM KRYPTONITE

In the same way that we each have our own “kryptonite” that hinders productivity and effectiveness, teams also have it. In this workshop, you’ll take a close look at how to identify and eradicate the kryptonite that holds your team back.

## Objectives:

- Recognize the main reasons a team will not fulfil its potential
- Apply five practical tools to enable your team to fulfil its potential



# The 5 Voices

## What People are Saying

### GUARDIAN

- They have a relentless commitment to ask the difficult questions
- They will always seek to honor the past as teams look towards the future
- They accept as personal the commitment to deliver projects on time and on budget
- They have the ability to detach decision-making from personal sentiments
- They are naturally risk averse asking, "Is it worth the risk and investment?"
- They respect and value logic, order, systems and repeatable processes
- Their desire for truth & right decisions can sometimes override the feelings of others

"5 Voices is in everyday use inside our organization. The powerful vocabulary helps our people to communicate and lead more effectively and to fulfill our passion for enabling our people to be the best that they can be."

– John Cotterell, CEO, Endava

"You cannot lead people who you cannot connect with powerfully. 5 Voices offers you ways to resonate, motivate and elevate those who follow you or work beside you."

— Tim Sanders, author of Love is the Killer App: How To Win Business and Influence Friends

"5 Voices helps leaders find their voice and understand how they're heard. These pages are a tool that will enhance your self-awareness and extend your influence."

— Dan Rockwell, blogger, Leadership Freak

"5 Voices is a thought provoking, insightful, and applicable concept for all organizations....business, government, health care, ministry, education or other non-profits."

— Tim Tassopoulos, Executive Vice President of Operations, Chick-fil-A

"5 Voices was the key that helped us unlock each person's full potential on our team. It really has been transformational for our entire organization. If you desire a more cohesive and productive team with better communication, then take them through the 5 Voices."

— Andrew J. Dahl, President, Dahl Automotive



# The 5 Voices

## A Few of the Organizations Using 5 Voices

### GUARDIAN

- They have a relentless commitment to ask the difficult questions
- They will always seek to honor the past as teams look towards the future
- They accept as personal the commitment to deliver projects on time and on budget
- They have the ability to detach decision-making from personal sentiments
- They are naturally risk averse asking, "Is it worth the risk and investment?"
- They are not afraid to ask, "What's the best way to do this?"

