Virtual Reality
Tactics for Improving Your Presence and Communication with Vocal Inflection
Why is inflection important?

- We can distinguish only 150 hues of color.
- The average human ear can distinguish 1,378 differences in tone.
- Hearing is almost 10x more sensitive than our eyesight.
- How you say something is five times more important than what you say.
- Reality is in the EAR of the beholder!

Based on a study by the University of Chicago.
The 4 Ps

How to get your message across as intended.

Pitch - How high or low your voice is.
- Inflection is when pitch is altered to convey meaning.
- Timbre is the texture of your unique voice.
- Vocal variety shows emotion.

Pace - How quickly or slowly you speak.
- Inflection is when pitch is altered to convey meaning.
- Timbre is the texture of your unique voice.
- Vocal variety helps express emotion.

Power - How loudly you speak.
- Project your voice.
- Use volume to convey emotion.

Pause - The space between phrases.
- Pauses increase comprehension.
- Pauses create suspense or emphasis.
- Avoid vocalized pauses such as um, ah, so...
Master the 4 Ps for vocal variety.

- Fast & Soft
- Slow & Loud
- Authoritative
- Authentic
- Anticipation
- Animation
EXERCISE:
Let’s try it out.

Say the following sentence:
SMPS is a diverse community of marketing and business development professionals working together to move the A/E/C industries forward.
VOICE IS STATIC.

INFLECTION IS DYNAMIC!
DEFINITION:
A change in pitch going from a lower to a higher note within the vowel.

CONVEYS:
Questioning, insincerity, surprise, and suspense.

HOW TO USE IT:
Raise the pitch at the end of these words.

No!
Wow!
Really
Downward Inflection

DEFINITION:
A change in pitch going from a higher to a lower note within the vowel.

CONVEYS:
Confidence, finality, power, and certainty.

HOW TO USE IT:
Lower the pitch at the end of these words.

Done
No
Go
**Double Inflection**

**DEFINITION:**
A rising and falling or falling and rising of pitch within the vowel.

**CONVEYS:**
Confidence, finality, power, and certainty.

**HOW TO USE IT:**
Raise and lower the pitch at the end of these words.

Done
No
Amazing
Level Inflection

DEFINITION:
No change in pitch within the vowel.

CONVEYS:
Disinterest or indecision.

HOW TO USE IT:
Don’t vary your pitch.

Ok
Maybe
Fine
EXERCISE:
Let’s try it out.

Each time you say the sentence, put the inflection on the underlined word.

“I did not say he lost the keys.”
If not you, who said it?

“I did not say he lost the keys.”
I guess someone else lost the keys.

“I did not say he lost the keys.”
Gee! I hope he didn’t lose the car!

“I did not say he lost the keys.”
Maybe you lost them?

“I did not say he lost the keys.”
Perhaps he gave them away?

To master inflection you must practice!

Notice how the sentence changes based on where the inflection is placed.