**Tips to Improve your Storytelling**

There are 4 basic elements of vocal variety – the 4 Ps: Pitch, Pace, Power and Pause.

**Pitch** is how high or low your voice is. We all have a natural pitch and many of us keep within a relatively small range of pitch when we speak. However, when you present, you can increase this range to add interest to your voice. Speaking in a higher pitch can show that you are scared of something. By contrast, speaking in a deeper voice can convey a sense of authority.

**Pace** is how quickly or slowly you speak. When you speak in front of an audience, you need to speak a bit slower than when you’re talking one-on-one. This gives the listeners time to catch up with you and to process what you’re saying. You can slow down through key statements so that the audience focuses more on the point that you’re making. You can also speed up to create a sense of excitement or energy.

**Power** is how loudly or quietly you speak. You need to project enough so that everyone in the room can hear you, but you can also vary your power throughout your speech. For example, if you speak very loudly, you will demonstrate anger or joy. If you speak quietly, you can demonstrate fear or sadness.

**Pause**can be used as punctuation in a presentation, with short pauses at the end of each sentence and longer pauses at the end of paragraphs or at transition points. You can also use long or short pauses between words and sentences to create suspense or emphasis.

Combine these four elements to add more variety and colour to your voice

**REMEMBER**

To sound more authoritative, speak slowly and loudly.

To sound more animated by speaking quickly and loudly.

To demonstrate authenticity, speak slowly and quietly.

To create a sense of anticipation speak quickly and quietly

*‘Colour and variety help you engage your audience. Gone are the days of a monotonous, robotic voice, lulling your listeners to sleep. With a little practice, your audience will soon be hanging on your every word, ensuring that your message is received loud and clear.’*