

Sample for illustration. The client and every detail in this report are fictional.

Personal Voice Blueprint

Prepared for Daniela Ruiz · The Executive Voice Blueprint, 15 sessions · February to May 2026 · Jay Alexander Poulton

Daniela, this report records where you started and where you are now, and it sets out the practice that will keep the changes in place. Your first and last recordings are attached, and they are worth listening to one after the other before you read on.

1. Where you started

You described the problem in one sentence: the board understood your numbers but did not seem to hear your recommendations.

Session one *“So the margin is going up this quarter, and I think we should, maybe, look at the second facility?”*

2. Where you are now

Session fifteen *“Our margin rose fourteen percent this quarter. My recommendation is that we open the second facility in September.”*

	Session one	Session fifteen
Endings	Statements rose like questions	Statements land down and sound decided
Numbers	Final consonants dropped	Every figure heard the first time
Rate under pressure	Around 190 words a minute	Around 150 words a minute
Breath	Taken in the middle of a phrase	Taken before the sentence begins

The clearest change is in your endings. Your statements now come down at the end, so the room hears each one as a recommendation, and nobody asked you to repeat a figure in either of our last two recordings.

3. Your Executive Communication Index

My professional assessment on a scale of 1 to 10, based on your recordings and our sessions.

Dimension	Session one	Session fifteen	Change
Pronunciation clarity	5	8	+3
Fluency and pacing	4	8	+4
Vocabulary range and precision	7	8	+1
Executive presence and confidence	5	8	+3
Audience adaptation	6	8	+2

4. Your voice across the five levers

Lever	Now reliable	Watch under pressure
Breath	Your volume holds to the final word.	After an interruption, pause and breathe before restarting.
Articulation	Numbers are clear in prepared material.	Quick answers can still blur numbers ending in “teen” and “ty”.
Resonance	Your voice sits lower and carries without strain.	It rises when you disagree with someone senior.
Cadence	Statements end down and sound decided.	The rising pattern can return when you list options.
Pause	The room waits for your recommendation.	Hold a moment of silence before answering a hard question.

5. Your maintenance plan

Practice for ten minutes a day for the first two months, then record one full update a week for the third. These are the two drills that matter most for you.

- 1. The endings drill.** Say each statement from your next board update twice, bringing the pitch down on the final word both times.
- 2. Breath before the sentence.** Before any sentence that carries a recommendation, breathe first and then speak, so the volume lasts to the end.

If something slips, it will most likely be your endings under pressure, and a week of the endings drill brings them back. It has been a pleasure working with you, Daniela.

Jay Alexander Poulton