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## Vocal Leadership: 7 Minutes a Day to Communication Mastery, with a foreword by Roger Goodell

*Arthur Samuel Joseph*  
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FOREWORD BY ROGER GOODELL  
COMMISSIONER OF THE NATIONAL FOOTBALL LEAGUE

# VOCAL LEADERSHIP

7 Minutes a Day to  
Communication  
Mastery

Featuring  
the Vocal  
Awareness  
Method

ARTHUR SAMUEL JOSEPH  
AUTHOR OF VOCAL POWER

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**Arthur Samuel Joseph : Vocal Leadership: 7 Minutes a Day to Communication Mastery, with a foreword by Roger Goodell** before purchasing it in order to gage whether or not it would be worth my time, and all praised Vocal Leadership: 7 Minutes a Day to Communication Mastery, with a foreword by Roger Goodell:

0 of 0 people found the following review helpful. A powerful program created by a vocal masterBy Caitlin MillerI first worked with Arthur fifteen years ago, and the work we did together resulted in radical transformation far beyond

the limited context of 'voice'. People's sense of 'you' and your voice cannot be separated. Arthur shows you how to use one to impact the other. If you're ready to unleash your power and live up to your potential, this is the teacher for you. Arthur is a master at what he does. This program will help you to become more masterful at what 'you' do. This is your way to learn the secrets he has spent more than half a century teaching Hollywood stars and captains of industry. Enjoy! 4 of 4 people found the following review helpful. Three Stars By Ronald Ward Good. Too wordy and self congratulatory. Skip read for pointers. 1 of 1 people found the following review helpful. All-time favorite professional development book! By Kathy McAfee, author of Stop Global Boring This is one of my all-time favorite professional development books. It is rich and integral, with instruction on how we can step up our leadership game every day. One of my favorite take-away messages from Arthur's book is: "The same person shows up everywhere."

Communicate like a LEADER Research proves that the greatest impact speakers have in any conversation comes not only from the words they say but from the sound of their voices. In other words, it is not just the message but the messenger that matters. No one has a better grasp of this fact--and how to leverage it to your benefit--than Arthur Samuel Joseph, one of the world's leading communication strategists and the creator of the Vocal Awareness Method. Joseph's client list is a who's who of world-famous celebrities--including Sean Connery, Angelina Jolie, Pierce Brosnan, Earvin "Magic" Johnson, Emmitt Smith, and Arnold Schwarzenegger. He has trained broadcasters and executives at the NFL Network, NBA, MLB, ESPN, Fox, and NBC, as well as business leaders at Deloitte, Ernst Young, Disney, Toyota, Ritz-Carlton, and the Federal Reserve Bank, among others. In Vocal Leadership, Joseph shares all his secrets to Communication Mastery with you. Vocal Leadership provides proven techniques and daily exercises to help you develop a commanding voice and presence, and improve vocal quality, mental acuity, body language, and self-esteem to dramatically increase your influence. Joseph takes you step-by-step through the process of becoming an effective and powerful speaker by providing insight into: Breathing techniques Vocal warm-ups Vocal projection Appropriate tempo Body language Verbal and nonverbal expression Effective storytelling You'll learn how to be in mastery in every conversation, public address, and personal encounter--and how to be tactical and strategic when necessary, earnest and caring when appropriate, and, above all, authentic in every communication. Whether you're delivering a sales presentation to a group of five or giving a shareholders speech to an audience of hundreds, the way you communicate is the difference between success and failure as a leader. "When we own our Voice, we own our power," Joseph writes. Vocal Leadership gives you the tools to discover your unique voice and use it strategically to empower yourself and others to success. PRAISE FOR VOCAL LEADERSHIP: "The Vocal Awareness Method is a powerful tool that will ensure your voice as a leader, innovator, or captain of industry is resounding." -- HERVE HUMLER, President and COO, Ritz-Carlton Hotel Company "There are numerous books on what to say and how to speak, but only gifted teacher Arthur Joseph can teach us how to connect with others through the extra dimension of our voice." -- DANIEL YUN, CEO, Belstar Group "Arthur Joseph enables individuals to unleash their unique, inner strength and achieve empowerment through voice!" -- CHERITA MCINTYE, PhD, Director of Executive Learning, ESPN "Arthur Joseph is without peer in developing communication and presentation skills. His use of technique, coupled with passion and belief, combine for a spiritual approach to mastering communication skills." -- JOHN BRANCA, entertainment attorney and coexecutor of the Michael Jackson Estate "What I love most about Arthur is that his guidance is about so much more than just work, it is about life. It is about being the greatest YOU possible and bringing out the natural YOU in a meaningful, authentic way." -- JULIE FOUUDY, World Cup champion, Olympic gold medalist, former captain of the U.S. Women's Soccer Team, and ESPN/ABC analyst and reporter

"The Vocal Awareness Method is a powerful tool that will ensure your voice as a leader, innovator, or captain of industry is resounding." - Herve Humler, President and COO, Ritz Carlton Hotel Company. "There are numerous book on what to say and how to speak, but only gifted teacher Arthur Joseph can teach us how to connect with others through the extra dimension of our voice." - Daniel Yun, CEO Belstar Group "Arthur Joseph enables individuals to unleash their unique, inner strenght and achieve empowerment through voice!" - Cherita McIntye, PhD, Director of Executive Learning, ESPN About the Author ARTHUR SAMUEL JOSEPH is the founder and chairman of the Vocal Awareness Institute and creator of the Vocal Awareness Method trade; for achieving personal empowerment and Communication Mastery through voice. With nearly 50 years of experience, he has been voted Best of the Best by the Young Presidents' Organization (YPO), a global network of young chief executives. Joseph is a keynote speaker and seminar leader to institutions of higher learning, trade organizations, and corporations throughout the world.