

The Voice Of Authority



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Introduction: The Problem Is Not Your Idea

You are in a meeting. You have good information. You know the deadline. But when you speak, you say, "I think maybe we should..." Suddenly, nobody is listening anymore.

The problem is not your idea. The problem is *how you say it* .

Communication expert Vinh Giang has a simple idea: your voice is like a musical instrument. Most people do not play it well. Sounding confident is not about being loud. It is about **control** — control of your pitch (how high or low your voice is), your pauses, and your word choice . When you remove bad speaking habits, confidence appears naturally .

This e-book will show you how.

Chapter 1: Train Your Voice Like an Instrument

Stop "Upspeak"

Many nervous speakers make their voice go **up** at the end of a sentence. This makes a statement sound like a question. This habit is called "upspeak," and it makes you sound less confident .

Practice this: Say out loud, "The project will be completed by Friday."

First, let your voice go **up** on the word "Friday." Notice how it sounds like you are asking for permission.

Now say it again, but let your voice go **down** on "Friday," like putting a period at the end. This falling sound shows confidence .

Silence Is Powerful

Confident speakers feel comfortable with silence. Nervous speakers hate silence, so they fill it with words like "um," "ah," or "just" .

Simple fix: When someone asks you a hard question, look them in the eyes, take a breath, and wait three seconds before answering. The person who can wait in silence controls the conversation .

Chapter 2: Words That Make You Sound Weak

Some words make you sound less sure of yourself. They weaken your message .

- **"I think..."** sounds unsure. Say instead: "I recommend option two, because..."
- **"Just"** makes your request seem small. Instead of "I just wanted to follow up," say "I am following up on the status."
- **"Does that make sense?"** suggests you explained badly. Instead, say: "What questions do you have for me?"
- **Saying "sorry" too much** is a big problem. Only say sorry for real mistakes. Instead of "Sorry to bother you, but do you have the report?" say: "I need the report by 3:00 PM to stay on schedule."

Chapter 3: Five Mistakes People Make When Trying to Sound Confident

When people try to sound more assertive, they often make new mistakes. They confuse being firm with being aggressive .

1. **Thinking loud = strong.** Shouting does not earn respect. A calm, steady voice from your chest is stronger than a loud, tense voice .
2. **Talking fast to seem in control.** Speaking quickly or interrupting people shows anxiety, not confidence. A pause makes you look calm .
3. **Losing all kindness.** When people stop saying "sorry" or "just," they can sound cold. But you can be firm *and* kind. Example: "I understand this delay is frustrating, and I need that report by 3:00 PM to fix it."
4. **Using the falling tone too much.** If every sentence ends with a hard "down" sound, you sound like a robot. Use it only for important points
5. **Standing too stiff.** Crossed arms, a tight jaw, and locked knees do not show strength — they show tension. Real confidence looks relaxed: standing tall, shoulders down, natural movements

Chapter 4: Useful Phrases for Confident Speaking

Assertiveness is in the middle — between being aggressive (attacking others) and being passive (disappearing) .

When you disagree:

- "I see it differently. From my perspective..."
- "I understand your point about X, but my concern is Y."

When you need to say no or set a limit:

- "My schedule is full with [Project]. If this is urgent, which one should I focus on first?"

When a meeting goes off-topic:

- "Let's discuss that later so we can finish today's main topic."

When you need someone to act:

- "I need the final numbers by 3:00 PM to stay on schedule."

The real secret: Speak from your chest, stay relaxed, and keep a steady speed. It is not only *what* you say — it is the calm way you say it .

Chapter 5: Practice Slowly — Do Not Rush

Being assertive is like building a muscle. You cannot lift the heaviest weight on day one. If you try to confront a difficult boss immediately, you will probably go back to old habits .

Step 1 — Practice Alone. Before your meeting, choose one confident phrase, like "I recommend option two because..." Say it out loud five times at your desk .

Step 2 — Practice with a Partner. Ask a friend to ask you difficult questions. Practice waiting three seconds in silence before answering .

Step 3 — Practice in Real Life. Choose one new phrase each week. Try it first with low-risk people, like a barista or customer service worker, before using it with your boss .

Conclusion: Your Voice, Improved

Being assertive does not mean being the loudest person in the room. It means being precise: knowing when to lower your pitch, when to stay silent, and which words make you sound less confident .

Start small. Practice alone first. Then use your new voice with confidence.



About the Author:

My name is Katja and I am an English and German coach from Germany.

I specialise in helping people who need English for work, particularly project managers in the IT sector. I work with a lot of clients who need to get more confident with speaking up in meetings, making small talk or doing presentations. Many of my clients also need to prepare for job interviews.

I am certified in Teaching English as a Foreign Language. I have over 5 years' experience, and have taught more than 3,500 hours.

I am also accredited and certified in a method called Neurolanguage Coaching® which is a unique method that uses neuroscience to help you learn languages faster. I don't work with books because we find your goals, and then I create a program 100% personalized for you. This method, in my experience, saves a lot of time and money.

I grew up in the GDR, so naturally I had no opportunity to visit an English-speaking country. But it was my greatest wish. Even at the age of 6, I knew I could speak English, but I only knew the language from songs. That's why I really wanted to learn English. And after the fall of the Berlin Wall, I was even able to go on language study courses to England. Later, I had the opportunity to study in England, where I was also able to secure a job. And so my dream of living in England came true.

I have been living in England for 27 years and know exactly what it feels like to move to a new country and start afresh.

