

Vocal Leadership

Academy



Develop your
Vocal
Leadership

Welcome!

We need more conscious voices in leadership. **That means you.**

We know it is through authentic voices, presence, and courageous expression that we bring more awareness into leadership, challenge outdated ways of communicating, and create environments where people can think and contribute more freely.

If you feel called to make a greater contribution through your work, your leadership, or your ideas, then developing a voice that carries clarity, presence, and intention can make the difference.

Your voice, your message, and your way of communicating are essential parts of your leadership.

We help leaders, entrepreneurs, and professionals like you develop vocal presence, strengthen communication, and lead with greater authenticity and conscious authority.

The Promise

Through the online courses, workshops, training, and one-to-one coaching, you will learn to develop your voice and presence so you can communicate with clarity and lead with conscious authority.

I look forward to meeting you.

Shelani van Niekerk, Founder
Vocal Leadership Academy

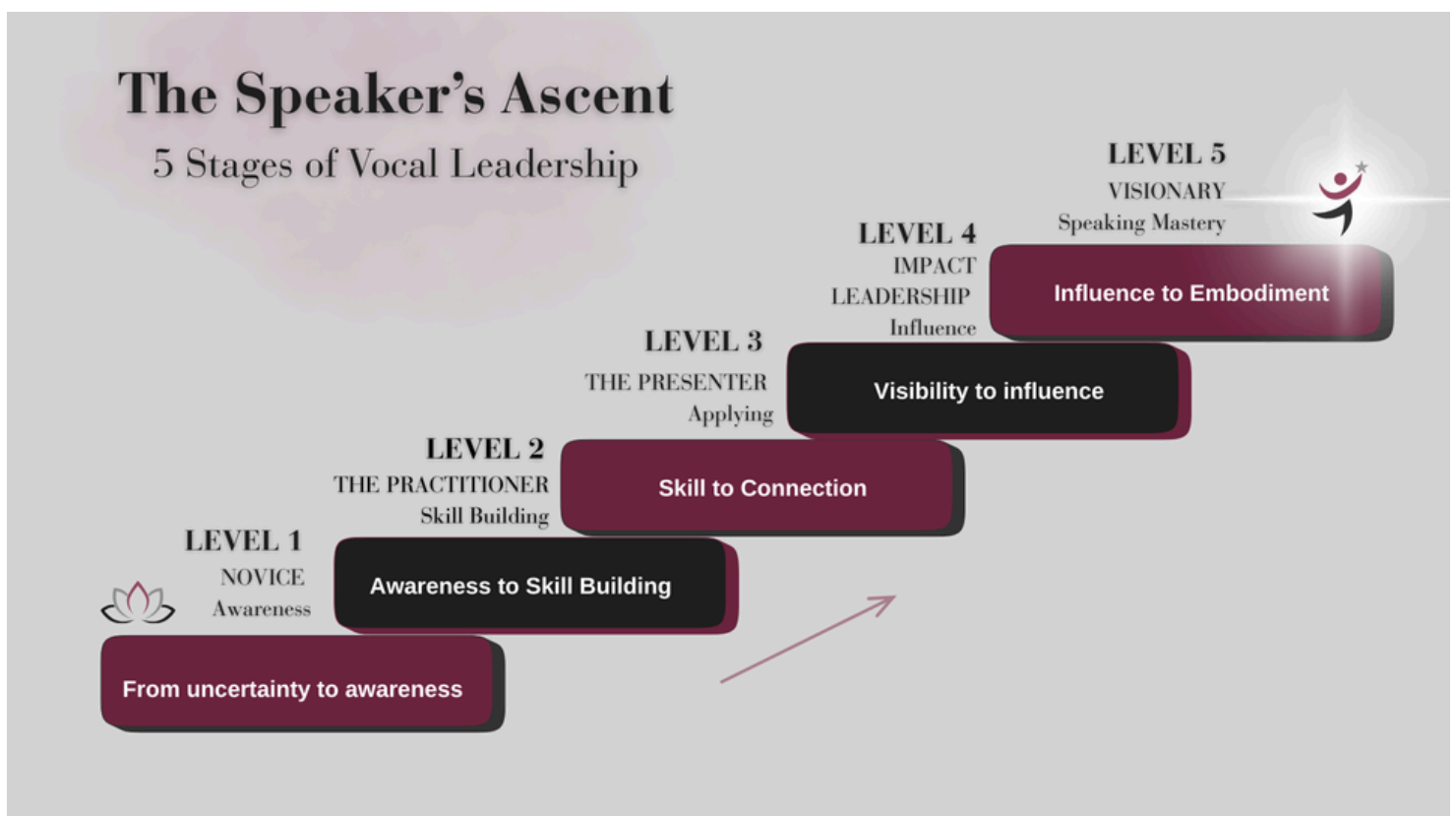


It's time to Embody

You're developing your voice and how you communicate.

You are learning skills that help you speak with more confidence and clarity.

Now it's time to move from developing your voice to embodying vocal leadership if you want stronger presence, deeper trust, and meaningful impact.



4 Pillars of Vocal Leadership

Vocal leadership is developed with 4 pillars

The first two pillars build the strength, support, and responsiveness of your voice.

From there, your voice is expressed through your communication and your connection to others.

This is where vocal leadership begins.

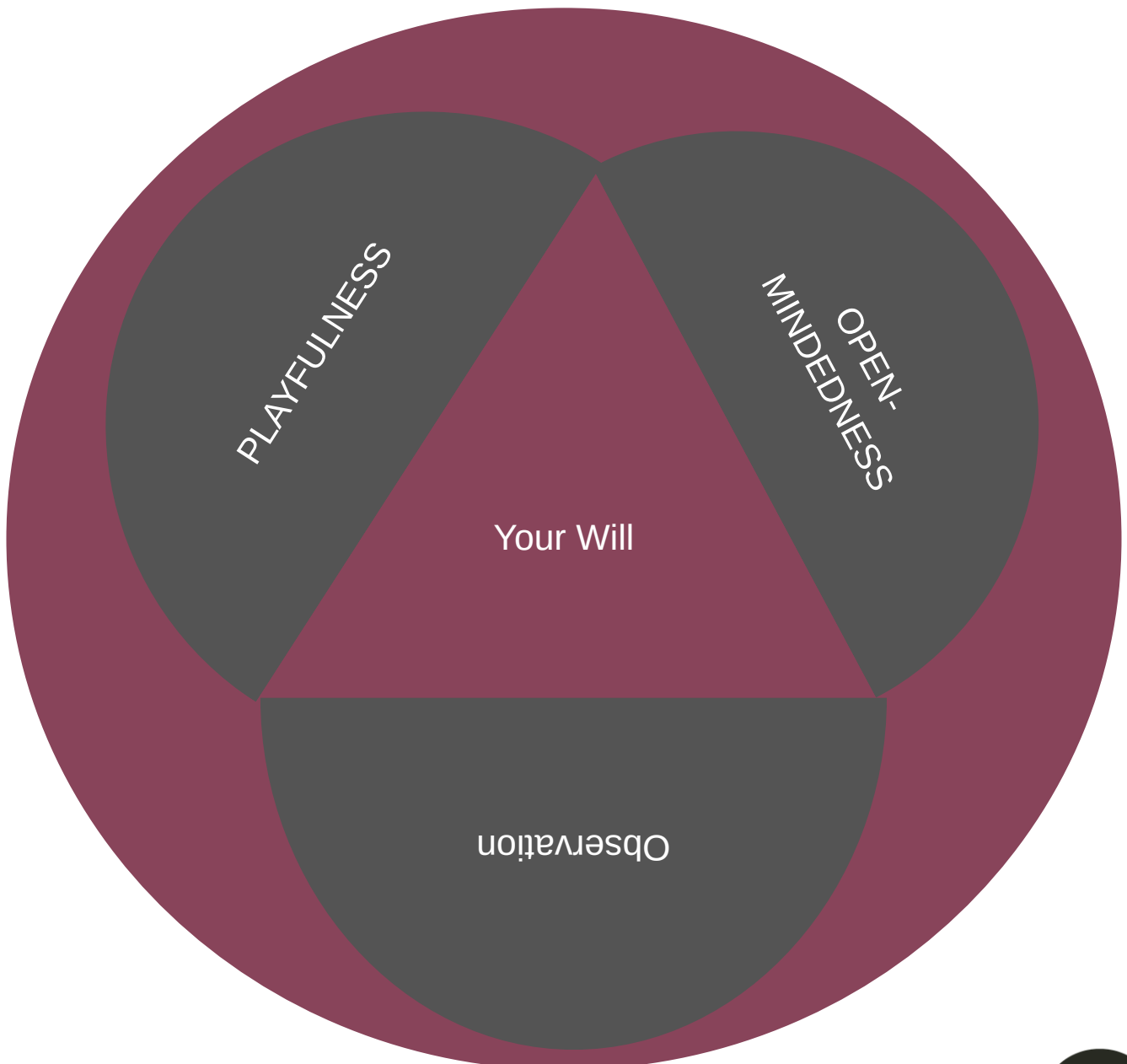


Body and Nervous system I release tension, warm up my body, and stay present.	Root of the Voice and Resonance I speak from a grounded presence where clarity, emotional depth, and structured thinking emerge naturally as I share my expertise and ideas.	Expression I give form to what I know by shaping it into clear speech, allowing myself to rehearse, explore, and improvise as I find the courage to be heard.	Audience Connection I stay aware of who I am speaking to, letting my message adjust and land with intention, so real understanding can happen between myself and another.
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The necessary ingredients

Skill Development

You build the instrument of your voice through the foundation of a willingness to learn, practicing an open-mindedness to start from deeper beginnings, a playfulness that allows faster integration and less self-judgement and observation to notice which new inner faculties are being developed.



The necessary ingredients

Expression and Connection

You develop vocal leadership through how your voice is used in connection with others through the following layers: You start with expertise as your grounding point. Then layering on top of that your own big idea. You bring in your personal story and lived experience with an inner courage to be seen, heard, and received.





The role of a speaker is not to say what everyone says, but to say what most people don't say. Make the invisible visible.

-VLA

6 STEPS TO GROW VOCAL LEADERSHIP

01. **Develop your listening**

To be a vocal leader, you have to develop active listening and know that when you speak, you are speaking into a listening. Step into conversations with the intention to listen. When you speak, train yourself to prepare your listener for listening and become aware of where your audience is inwardly.

02. **Build your voice as an instrument**

Work with your body, your breath, and your resonance through consistent practice for a voice that is grounded, supported, and responsive. If you are just starting out or if you have done a lot of this work, you can still benefit from the foundation course 'The Art of Speaking' where you develop more strength and flexibility for your voice.

03. **Find your way of speaking**

Do not try to sound like someone else, but develop the way you think, feel, and express so that your voice becomes a true reflection of you. Your authority comes from the way you bring your clarity and your thinking into speech.

04. **Create and practise your talk**

Speak about what is alive for you by developing your own talk, shaping your ideas into something you can share, and practising it consistently. In Vocal Leadership the *Insight to Impact framework* helps you to structure your message so that you can create value for others.

05. **Create opportunities to speak | Planned and Unplanned**

Take your talk into real spaces by sharing on platforms, rather than waiting to be invited. When you actively create opportunities to speak, you build experience and visibility, and over time this leads to both free and paid speaking opportunities - both of which are valuable for different reasons.

06. **Create spaces where others can speak**

Vocal leaders create environments where others feel able to express themselves and contribute. When you host conversations, facilitate spaces, or invite others to share, you develop the ability to guide listening and connection, which strengthens your leadership and the impact of your voice.



The deeper we go into
our own experience, the
more we'll hit the
universal experience.

-SUE MONK KIDD

The V.O.I.C.E in Vocal Leadership

V

VISION that is unique

O

OBJECTIVE that is clear and bold

I

True INTEREST in what you speak about and other conversations

C

**Containment for your message /
A project**

E

Emotional vulnerability/ real

Your V.O.I.C.E

I want to be known for

What is your unique vision, way of thinking, or expressing that can help your audience?

Vocal leaders do not hide or hold back. They speak with clarity, courage, and intention. What is something that needs to be said or expressed, and you are willing to give voice to?

Your V.O.I.C.E

My core intentions/values

What has shaped the way you use your voice today? What experiences have influenced what matters to you and how you show up when you speak?

Vocal leaders are present, real, and connected in how they communicate. What is something about you, your voice, or your way of being that reveals something people don't often see and allows others to connect more honestly with themselves?

Your V.O.I.C.E

My vocal leadership project is

Vocal leaders create spaces where voices can be expressed and developed. This could be a workshop, a conversation space, a speaking platform, a podcast, or a creative initiative.

Brainstorm ways you can practise and share your voice, including topics, spaces, people, and actions that allow both you and others to speak and be heard.

I will launch my project on

Outline your talk

Your Moment

- Compelling opening
- Your story
- Your QUEST /ions and Obstacles
- Who you are

The Concept

- You to us
- Third party credibility
- External and internal changes
- 1-3 Key points

The Meaning

- Core of message
- Emotional relationship / longing
- Bring it back to opening

The universal truth

- Connect to the whole truth (in a different way)
- Next steps
- Call to action for audience /vision for the future

EVENT PREP CHECKLIST



WHAT TO ASK THE EVENT ORGANIZER

- Confirm date, time, and location/room (or link if virtual)
- Format & length of time (presentation, training, workshop, keynote)
Audience make-up and size
- Venue set-up (room, seating, stage - get photos if possible or look online)
- Technology (laptop - PC or Mac; projector; A/V if you'll be playing audio or video; mic - ask for lavalier or headset)
- Color of the background you'll be standing in front of (make sure your clothes are of a contrasting color - bring a jacket or change of top just in case)
- Can you make an offer to the audience?

WHAT TO BRING WITH YOU

- USB stick (formatted for both PC & Mac) with your slides, including PDF version
- Your laptop, power cord, connectors (HDMI, Ethernet); your phone & tripod
- Print out of your bio/introduction & your outline/notes
- Worksheets / handouts / feedback forms

AT THE EVENT: 30 MINUTES BEFOREHAND

- Do a vocal and physical warm-up to prepare your body, and voice (See the *Free Training to Explore Page*)

10 MINUTES BEFOREHAND

- Chat with some audience members (ask them what they do, what interests them about your topic)

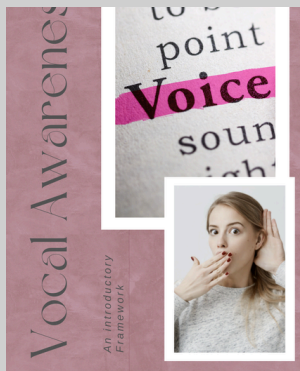
You can then refer to them by name during your presentation (“I was talking to Susan before we got started and she mentioned that...”)

- Take a moment to centre yourself and connect to your breath - YOU ARE GOING TO DO GREAT!

Free Learning to Explore

Vocal Awareness Introductory Framework

Learn how to integrate body, breath, emotion, and clarity to develop a grounded, present, and confident voice.



Vocal Embodiment : The S.T.A.R Warm UP

Learn a 4 step warm-up that activates the voice and body before any speaking event.



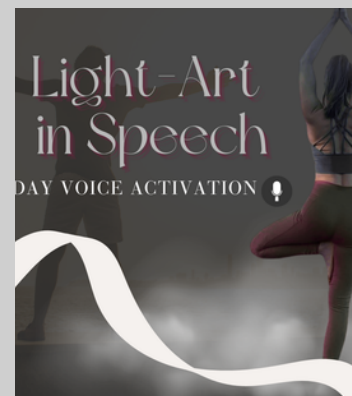
Harmonize the Inner Voice

Learn about the inner hero archetype present in all of us, and how to activate it in how you show up.



Light Art in Speech : A 7 Day Voice Activation

Learn about the 7 energy centres of the body and they help to activate the voice and speech.





The Art
(((OF)))
SPEAKING
MODULE 3 WORKBOOK
YOUR VOICE AS AN INSTRUMENT

NI VAN NIEKERK

The Art of
Speaking

5 WEEK ONLINE FOUNDATIONS COURSE

An immersive online program designed to help you reconnect with your voice and build confidence in any speaking situation.

Through guided exercises, story telling practice, and embodied voice work, you'll develop clarity, presence, and authentic authority in your communication.

5 WEEKS OF



5 MODULE
WORKBOOK



36 ONLINE LESSONS
TO WORK THROUGH
AT YOUR OWN PACE



EMAIL SUPPORT



1 x 1:1 COACHING
SESSION (For a
limited time)

My voice changed forever

Before working with Shelani, I struggled with a weak voice and low confidence at work. I often held back in conversations and didn't feel connected to my voice or what I was trying to express.

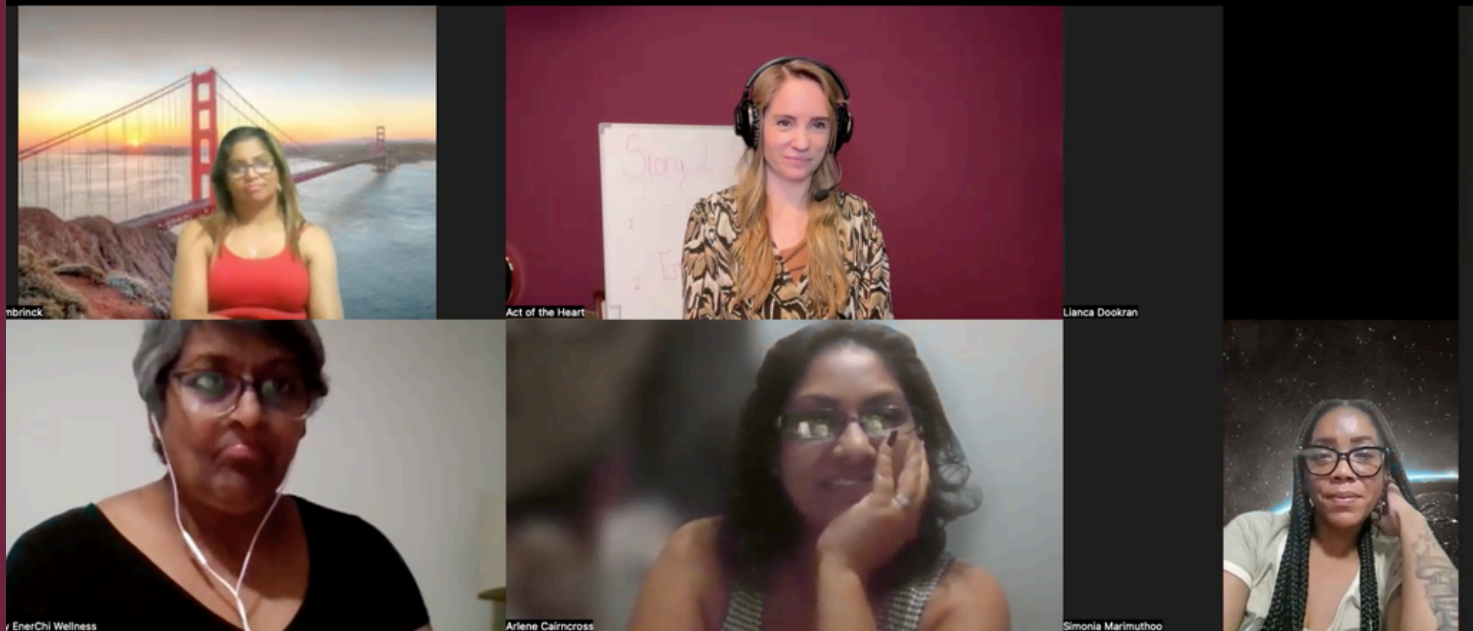
After just a few sessions, that completely changed. **I started to feel a real connection to my voice**, and with that came a **sense of courage I didn't even know I had**. My voice became clearer, stronger, and something I could rely on.

I had tried other methods before, including singing lessons and voice apps, but nothing gave me these results. Shelani's approach, **combining breathwork, body awareness, and practical vocal tools**, truly works.

-Miriam



Learn more at



Speaking Accelerator

LIVE ONLINE SMALL GROUP PROGRAM
WITH HANDS-ON COACHING

We support and work with you or your team on your voice leadership idea and story, your talk and framework, and confidence in your message and delivery in weekly live Zoom calls. You will also get a Virtual VIP Day to work with your coach one-on-one to create your signature talk using our framework.

8 WEEKS OF



GROUP CALLS



LIVE ON ZOOM:
ATTEND FROM ANYWHERE



COACHING AND COMMUNITY



1 :1 VIRTUAL VIP DAY
WITH YOUR COACH

TANGIBLE RESULTS, PERSONAL GROWTH



I've really grown in how I use my voice and show up when I speak. Even in a short time, I received practical guidance that helped me feel more confident, connected, and clear. I'm continuing to build on what I've learned and am excited to keep strengthening my speaking abilities. -Janet



I experienced a powerful shift in how I speak and show up. One of my biggest challenges was slowing down, but through focused exercises on rhythm, silence, and the flow of thought, I learned how to follow my thinking instead of rushing it. That helped me speak with more intention, shifting my attention to the energy behind what I'm saying and using silence to make my message clearer and my delivery more grounded and impactful. The warm-up practices were essential and made a big difference, helping me feel grounded and connected to my truth and power before speaking. -Nicole



Working with Vocal Leadership Academy has made a real difference in how I perform and how I show up day to day. In our sessions, we didn't just talk about performance, we worked through specific exercises that helped me loosen my body, connect to my breath, and use my voice with more range and intention. I've noticed that I'm more confident on stage, more present, and able to respond in the moment instead of getting stuck in my head. -Yaron



I worked with Vocal Leadership Academy for over two years, and it's completely transformed how I use my voice. I've built consistent habits and now use the exercises before speaking to stay grounded, clear, and confident. She brings great energy, works with a clear plan, and pushes you to grow, but you have to show up and do the work to see the results. -Christophe



You are an inspiration
and I love everything that
you're doing with Vocal
Leadership Academy.

-Maria

ABOUT VOCAL LEADERSHIP ACADEMY

We practise what we teach through our own voice, communication, and leadership.

Our **Mission**: To develop voices that lead with **presence, clarity, and authentic expression.**

We work with leaders, entrepreneurs, and professionals to strengthen their voice so they can communicate with confidence, connect with others, and lead with intention in meetings, presentations, workshops, and public spaces.

In our work, we bring together people from different backgrounds, industries, and ways of thinking, because we know that **diverse voices create richer, more meaningful conversations.**

We believe that every person **has a unique voice** that carries their thinking, experience, and way of seeing the world, and that developing this voice allows for more **honest, conscious, and impactful communication.**

We are committed to **creating spaces** where people can **practise, explore, and express** themselves, and where communication becomes a **profound way for connection, growth, and leadership.**



VOCAL



NOTES



A series of horizontal lines for writing notes, each line starting and ending with a small arrowhead pointing outwards.