



Framework for SELF-i -One on One Communication coaching

The VOICE framework is applied at **three progressive levels**, each deepening the speaker's connection with their voice — starting from **external technique**, to **leadership embodiment**, and finally to **internal alignment**. Coaching sessions will be structured to guide participants through all three stages, enabling them to speak with clarity, authority, and authenticity.

Level 1: Vocal Elements – Building Vocal Presence Through Technique

Focus: External vocal expression — the physiological and technical elements of the voice.

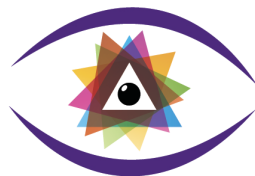
Components:

1. **Volume** – Projection and audibility across settings.
2. **Oscillation** – Rhythm and modulation; avoiding monotony.
3. **Inflection** – Tonal variation to express emotion, emphasis, and engagement.
4. **Clarity** – Articulation, pronunciation, and diction.
5. **Emotion** – Conveying feeling to humanize communication and connect authentically.

Coaching Approach:

- **Voice Diagnostic:** Participants record and analyze their voice to identify strengths and blind spots.
- **Breathwork and Resonance Training:** Breathing techniques to support volume and vocal stamina.
- **Tone and Pace Drills:** Exercises to improve inflection and oscillation.
- **Clarity Warm-ups:** Articulation exercises (e.g., tongue twisters, consonant-vowel drills).
- **Emotional Expression Practice:** Guided storytelling to embody emotional presence.

Goal: To help participants develop **technical vocal control**, reduce vocal habits that diminish presence, and project a confident, expressive voice.



Level 2: Leadership Voice – VOICE as Leadership Communication Style

Focus: Developing a leadership voice that fosters trust, clarity, and influence.

Components:

1. **Vulnerability** – Openness in communication, allowing for authentic connection.
2. **Objectivity** – Clarity and calm in decision-making and message delivery.
3. **Informed** – Speaking from a base of knowledge; conveying credibility.
4. **Compassion** – Considering others' perspectives and emotional contexts.
5. **Engagement** – Inspiring and involving visuals as part of active communication.

Coaching Approach:

- **Leadership Scenarios:** Role-plays where participants practice delivering messages under pressure or with emotional charge.
- **Empathy:** Understanding audience needs and emotional triggers.
- **Authentic Storytelling:** Crafting narratives with data & learning to use personal stories.
- **Feedback Loops:** Client receives feedback on perceived leadership presence.

Goal: To develop a **vocal presence that aligns with leadership values**, enabling participants to influence without overpowering, and to lead with both head and heart.

Level 3: Inner Voice – VOICE as Self-Connection and Authentic Expression

Focus: Deep personal alignment between internal beliefs and external expression.

Components:

1. **Vision** – Knowing one's deeper “why” behind speaking and leading.
2. **Outcome** – Speaking with intention and desired impact in mind.
3. **Information Filter** – Understanding biases, assumptions, and narrative filters that shape one's voice.
4. **Communication Skills** – Active listening, intentional speaking, and emotional intelligence.



5. **Energy** – Managing internal state (mindset, nervous system) to show up vocally balanced and present.

Coaching Approach:

- **Guided Reflection:** Anchoring, and discussion to uncover internal drivers of communication style.
- **Intention Setting:** Client defines a personal communication purpose or mantra.
- **Mind-Voice Alignment:** Practices to align thought, breath, and speech
- **Cognitive Reframing:** Identifying limiting beliefs that affect vocal expression.
- **Energetic Awareness:** Coaching on posture, body language, and emotional regulation to support vocal energy.

Goal: To cultivate a **resonant, authentic voice** that arises from internal clarity, confidence, and self-leadership.

Across All Levels

- **Progressive Learning Structure:** Begin with vocal technique (Level 1), layer in leadership presence (Level 2), and deepen into self-connection (Level 3).
- **Coaching Modalities:** 1-on-1 coaching on Zoom platform over 10 weeks of 60 minutes each.
- **Safe Practice Environment:** Encouraging vulnerability and experimentation in the sessions with assignments completed.

Outcomes

By the end of theSELFi coaching program, if the client practices regularly, s/he will be able to:

- Command attention in meetings and presentations through strong vocal presence.
- Align their voice with leadership values for greater impact and trust.
- Express their authentic self with clarity, confidence, and emotional resonance.
- Adapt their voice to suit audience, context, and message without losing authenticity.



TESTIMONIALS

Strategy Lead, Global Fashion Retailer, London, UK

"I wanted to take a moment to express my deepest gratitude for the incredible coaching journey we've embarked upon together. Your guidance and expertise have played a crucial role in enhancing my self-awareness and refining my executive presence.

Your coaching style is truly remarkable. The way you seamlessly combined theory with practical performance coaching made the learning experience engaging and relevant. I appreciate the targeted approach you took, tailoring each session to address my specific needs and challenges.

Admittedly, some sessions were quite daunting, particularly when we had to record myself and engage in impromptu exercises-- the nature pictures remain a trap. However, I recognize that it was through these challenging moments that I experienced significant growth. Your unwavering support and encouragement during these times were instrumental in building my confidence and pushing me to explore new possibilities.

I'm particularly grateful for the improvements I've seen in my ability to think on the spot and become a better storyteller, focusing on expressing rather than impressing. Your insightful feedback and constructive suggestions have made a noticeable difference in my communication skills, and I now feel more equipped to inspire and engage others effectively.

Once again, thank you for your dedication and commitment to my personal and professional development. Your coaching has been transformative, and I feel more empowered than ever to navigate the challenges that lie ahead. I look forward to continuing this journey with you at some point and building upon the progress we've made so far."

CFO, MNC

"The 10 sessions really flew by so fast. I barely realized that we already finished our 10 sessions. When we started I was really wondering how these sessions would be. But your practical approach and your patience really helped me a lot. Really enjoyed the way you took the sessions, giving an insight into VOICE. Will always remember to practise this and keep this with me."



PROFILE OF RASHMI SHETTY



Rashmi Shetty is the Founder Director of The Third Eye and comes with an eclectic mix of experiences as a Popular speaker, Radio Jockey, Coach, Facilitator, Emcee, and Visiting faculty to colleges in Bangalore, India. A Masters in Public Administration she started off teaching before she moved into different sectors and roles. She is a Professional Certified Coach (PCC) from the International Coaching Federation (ICF). She now serves as the Chair of the Global Board of the ICF Foundation.

Her foray into the broadcasting medium introduced her to the power of VOICE that she now uses as her framework in her 10 week one-on-one exclusive coaching program called **SELFi**. This is designed to build virtual presence and vocal impact while helping leaders overcome self-doubt with CXOs & senior leaders on Vocal Presence. It is this framework that she brings into play at deeper leadership levels that build in the importance of the Gift we are blessed with, our VOICE & self-expression. Her global clients include senior leaders across sectors from India, U.K, U.A.E, Germany, U.S.A, Canada, Singapore & Hong Kong.

This VOICE & Vocal Presence Coach believes that, “Your ATTITUDE decides your ALTITUDE.” She loves working with VOICE & attitude of her clients. A certified DISC Assessor; EFT, NLP, TA101 are what she uses in her assignments. Combining these learnings with an in depth understanding of the Bhagavad Gita has connected the many dots of her life. These lessons have helped her craft her leadership & coaching programs

VANI (Virtual Articulation Narrating Instrument) is her exclusive women coaching program to navigate them to get in touch with the #voiceinme. It is magical once a woman connects to the voice within!

A National & International Award winner for scripting & narrating Radio Documentaries underlined her calling to her. She was honoured with the “Iconic woman making a better world for all” by the Women Economic Forum.

She hosts an award winning Human Library Audio Podcast on Personal Journeys called “U n’ I with Rashmi Shetty” that can be heard on all popular podcast platforms. The podcast was selected by Anchor in the top 5 in India in the Anchor Spotlight list of January 2023.

For more details you can visit: <https://coachrashmishetty.com/>