



Framework for SELFi -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

Director, Tax

“I underwent a 2.5-month personal communication training programme with Ms. Rashmi Shetty with the objective of improving my voice delivery and modulation. I had observed that I tended to speak a little fast, which sometimes made it difficult for listeners to fully comprehend my message.

Ms. Shetty was extremely supportive throughout this journey. She was quick to identify the real underlying issue and approached it with great clarity and sensitivity. What stood out most was her candid and empathetic way of listening— not just to the professional challenge but also to the personal aspects influencing it— which made the programme much more effective and customised. She prescribed specific and targeted exercises to address my concerns. To work on voice modulation, she encouraged regular practice through homework and asked me to share recordings, which she reviewed carefully and provided detailed feedback on in subsequent sessions. She introduced multiple proven and effective techniques to improve pace, clarity, and vocal impact.

In addition, Ms. Shetty guided me on structuring presentations in a way that makes the speech flow better and enhances overall voice throw and audience engagement. These practical inputs have made a noticeable difference in my communication style.

Overall, the programme was highly effective and has genuinely helped me improve. Ms. Shetty was fabulous in her orientation, extremely approachable, and thoroughly professional. I would strongly recommend her to anyone looking to enhance their communication skills in a structured yet personal manner.”

Associate Director – Indirect Taxes

“Thank you, Rashmi, for such wonderful sessions. Your series of sessions helped me in improving my public speaking and speech delivery skills, including enhancing my executive presence. Your sessions helped me realise my true potential and gave me a deeper understanding of my achievements.

What I found most impactful was how you guided me to revisit and reflect on key moments, both highs and lows, from my school days to the present, and how those experiences shaped the person I am today and how I can easily use that to create an impactful storytelling. Your sessions have significantly boosted my confidence.

Today, I feel more assured and ready to take on future challenges. This experience has been truly invaluable in helping me unlock my potential and overcome my limitations. Thank you so much, Rashmi, for your support and guidance. The insights you shared have truly helped me realise my full potential.”



PROFILE



Rashmi Shetty is the Founder Director of *The Third Eye*. A storyteller at heart and a coach by choice, Rashmi empowers leaders to find and own their authentic voice—both literally and metaphorically. She brings an eclectic mix of experience as a **Popular Speaker, Award-Winning Broadcaster, Coach, Former Radio Jockey, Facilitator, Emcee, Podcaster, and Visiting Faculty** at reputed colleges across India.

With a Master's in Public Administration, Rashmi began her career teaching postgraduates before transitioning into diverse sectors including Big 4 consulting, IT, FMCG, ITES, and automobile manufacturing. Her professional journey is as diverse as it is impactful, combining media, corporate leadership, and personal transformation.

She is a **Professional Certified Coach (PCC)** with the **International Coaching Federation (ICF)** and served **on the Global Board of the ICF Foundation from 2021- 2025**. She was elected Chair of the board from Jan- December 2025. A certified **VOICE & Vocal Presence Global Coach**, Rashmi blends her deep understanding of communication with leadership development. Her coaching clients include senior leaders from India, Singapore, Hong Kong, Germany, Dubai, Canada, and the USA.

Her decade-long experience as an RJ introduced her to the transformative power of voice—a realization that now forms the cornerstone of her coaching philosophy. With over two decades in the voice industry—ranging from emceeing, voice-overs, to scripting and narrating award-winning radio documentaries—Rashmi brings a nuanced grasp of vocal presence and virtual communication.

She channels these insights into her signature coaching programs:

- **VANI (Virtual Articulation Narrating Instrument)** – an exclusive one-on-one program for women focused on voice, confidence, and self-expression.
- **SELFi** – a one-on-one corporate coaching program designed to build virtual presence and vocal impact while helping leaders overcome self-doubt.

Rashmi also hosts the **award-winning podcast “U n’ I with Rashmi Shetty”**, a human library of conversations with inspiring individuals who have pushed beyond their comfort zones to make a difference.

Learn more at: www.coachrashmishetty.com