

LOUDER THAN WORDS

Harness the Power of Your Authentic Voice

TODD HENRY

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MAIN IDEA

There's never been a better time than right now to build an audience for your ideas or for your products. The platforms and tools that are available (especially social media) are impressive and low cost or free. However, that also means it's harder than ever to stand out from the crowd.



The key to standing out is to use your authentic voice to create a body of work you're proud of. The more authentic your work is, the greater the impact you will have with the right audience. You'll also derive greater personal satisfaction from generating work you're proud of and which speaks for you rather than trying to merely clone what everyone else is already doing.

To stand out, stand for what you really believe and make it known. Project your genuine views, values, hopes and ambitions. That's the only way you will ultimately end up producing something you're proud of in the years ahead.

"While your work speaks about you, does it really speak for you? Does it represent you well? The key to making your work resonate is to uncover, develop, and then bravely use your authentic voice. Whether you are a writer, a consultant, an entrepreneur, an engineer, a manager, or an artist, developing your authentic voice should be a top priority if you are serious about crafting a body of work that will stand the test of time. Work, then, becomes about more than checking off tasks and pushing through projects. Instead, it is a means to carve a place in the world and create value that lasts. It becomes a means of genuine expression and a standing testament to your efforts."

– Todd Henry



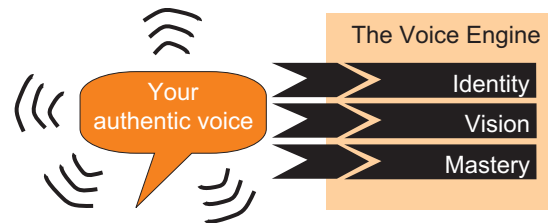
1. Develop your voice Pages 2 - 3

To cultivate your authentic voice, you've got to do things which resonate with your personal values. To achieve that, you have to clearly understand what you care about and then find practical ways to infuse your work with material which showcases the best of who you are. When you do that, your voice comes through and will resonate in a unique way with your audience. When that happens, you can unleash brilliance.

2. Project your voice Pages 4 - 6

To project your voice, you have to build a robust "Voice Engine". This has three elements which answer the three essential questions in projecting your voice:

- *Identity* – Who are you?
- *Vision* – Where are you going?
- *Mastery* – How will you get there?



3. Embed your voice in teams and projects Pages 7 - 8

Every day as you do your work, you have three primary responsibilities:

- *To your stakeholders* – your company, your clients, your family, etc.
- *To yourself* – to listen to your intuition and to make art.
- *To the work itself* – as you let ideas grow and become something better.

Figure out which of these responsibilities you struggle with the most and commit to making one small daily act which will up your game in that area. If you work in a team, get everyone in on the same routine as well. Make a focused effort to amplify your team's collective voice by grounding the team in a sense of identity, by crafting a sharp and defining vision and by establishing expectations for growth and skill development.

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