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# Narrative Impact Audit for Leaders

## *8 Visual & Vocal Signals That Are Sabotaging Your Authority*

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### INTRODUCTION

## The Cinematic Standard of Leadership

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In cinema, a director orchestrates sound, light, and performance to sub-consciously command an audience's attention. Every frame and frequency is deliberate.

In the executive arena, the rules are identical. Your voice and your visual frame are not merely delivery tools—they are the physical architecture of your authority. When these signals leak energy, your message loses value long before the audience processes your data.

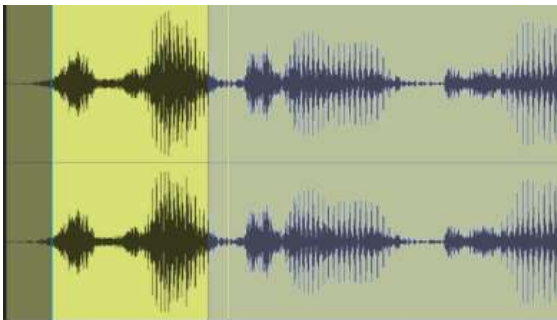
This briefing details the eight critical visual and vocal signals that sabotage executive authority, and how to correct these using professional narrative principles.

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### SECTION I

## The Sonic Footprint

Vocal Authority



*In cinema, sound is 50% of the experience. In leadership, it is the primary signal of confidence and composure.*

## 1 The Tonal "Up-speak" (The Question Mark)



THE SIGNAL

Ending declarative statements or data points with a rising pitch.



THE IMPACT

This subconsciously signals that you are seeking validation or permission. It turns an authoritative command into an uncertain query, leaking executive authority at the end of every sentence.

## 2 The "Glottal Fry" (The Gravel)



THE SIGNAL

A low, creaky, vibrating sound at the end of a breath, typically caused by a lack of diaphragmatic air support.



THE IMPACT

It projects fatigue, indifference, or a lack of physical presence. In high-stakes environments, listeners subconsciously associate glottal fry with low stamina and a lack of professional posture.

## 3 Pushed Plosives (The Sonic Spike)



THE SIGNAL

Over-emphasizing hard consonant sounds (such as "P," "B," and "T"), which creates harsh, distorted air spikes on the microphone.



THE IMPACT

These spikes create a literal physical "jolt" for anyone wearing headphones or listening in a boardroom. It is often interpreted as unpolished aggression, lack of emotional self-regulation, or poor technical execution.

## 4 The Micro-Hesitation (The Processing Lag)



THE SIGNAL

Tiny, sub-second pauses before key technical terms or figures—visible as "dead air" on a forensic waveform analysis.



THE IMPACT

These gaps signal to the listener's brain that you are "searching" for the correct answer or second-guessing your data, undermining the immediate authenticity of your presentation.

## 5 The Breath Leak (The Thin Voice)



Speaking primarily from the throat rather than utilizing deep diaphragmatic breathing.



Your voice lacks physical resonance, warmth, and depth. On a stream, digital recording, or videoconference, a thin voice makes a leader sound physically smaller and less "present" in the overall mix of the conversation.

### SECTION 2

## The Cinematic Frame

### Visual Presence



*Your environment should act as a supporting character that validates your expertise.*

How a professional director looks through the lens to ensure the subject commands the screen.

## 6 The "Witness Protection" Lighting (Shadow & Trust)



Lighting that is uneven, too dim, or positioned entirely behind the speaker (backlighting).



If your eyes are not clearly lit and visible, the human brain is hardwired to experience a subconscious layer of distrust. Poor lighting casts a leader as an unapproachable or defensive figure rather than an open, commanding protagonist.

## 7 The "Dead Space" Frame (The Power Gap)



Leaving too much empty space above your head (excessive headroom) or using a camera lens that is too wide, pushing you deep into the background.



Leaving excessive empty space on the screen makes you look physically diminished and "short." A director's frame ensures you "own" the screen, projecting a physical presence that matches your title and authority.

## 8 Narrative Clutter (Environmental Static)



A background that is visually noisy, distracting, or visually bleeding into the speaker's silhouette.



Your environment should act as a supporting character that validates your expertise, not a distraction. Visual clutter creates a high cognitive load for the viewer, making them work harder to pay attention to your message, which ultimately leads to "audience fatigue."

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# The Conclusion

Performance is a science. Whether you are directing a feature film or delivering a high-stakes keynote, the smallest technical details define the final result.

Most executive communication errors go unnoticed by organizations—until a critical presentation, media appearance, or funding round is lost.

To resolve these performance gaps, we offer two distinct, highly focused tracks designed to align with your immediate goals:

## TRACK A

### Analyze Your Speaking Voice — Asynchronous Vocal Audit

If you want an objective, forensic diagnostic of your vocal delivery, pacing, and sonic footprint, utilize our streamlined, flat-rate VoiceStoryPro™ Audit.

There are no live meetings or scheduling logistics required. Simply submit a link to a recent public appearance, keynote, podcast, or internal presentation. You will receive a comprehensive, data-driven performance PDF report featuring custom technical notes and a concrete vocal action plan.

To get started: Click "Analyze your speaking voice" on our main portal or go directly to:

<https://jasonrosette.com/voicestorypro-cinematic-storytelling-leaders-jason-rosette/>

## TRACK B

### Start a Media Project — Bespoke Production & Narrative Consulting

If your organization needs to design premium corporate media assets, high-impact documentary-style brand videos, or establish an elite narrative architecture for strategic storytelling and internal L&D::

Collaborate directly with our media production desk to architect a premium, cinematic communication blueprint from the ground up.

To initiate a project consultation: Click "Start a Media Project" at:

<https://jasonrosette.com/>

... or email [hello@jasonrosette.com](mailto:hello@jasonrosette.com) with inquiries

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**A FINAL NOTE**

## Your Vision Deserves a Clear Channel

Technical signals are not a measure of your worth as a leader; they are simply the transmission system for your vision. When you align your frame and plug the sonic leaks, you aren't changing who you are—you are simply removing the environmental static so your authentic voice can carry the weight it deserves.

Every great performance is directed, and every powerful narrative is born when technique meets conviction. Claim your space, adjust your focus, and direct your performance with absolute authority!

All the Best,

**Jason Rosette**

Media Director & Narrative Consultant



Get a detailed report like this for your own speaking voice:

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# VoiceStoryPro™ Executive Voice Audit

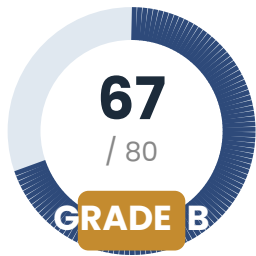
Professional Tier | Forensic Vocal Leadership Assessment | (Actual Demo)

SUBJECT: M.R. Chen

DATE: June 2026

RUNTIME ANALYZED:

38:14



<b>Voice Type</b>	Authoritative / Engaging
<b>Accent</b>	Light — no comprehension impact
<b>Energy</b>	Medium-High
<b>Clarity</b>	Clear
<b>Percentile</b>	72nd overall   68th VPROX
<b>VPROX Index</b>	84 / 100
<b>Impression</b>	Professional

## SCORES BY CATEGORY

1. Pitch & Voice Quality		12/16
2. Volume & Energy		10/12
3. Speaking Speed & Pauses		9/12
4. Expression & Emotion		12/16
5. Clarity & Pronunciation		10/12
6. Vocal Stamina		12/12

## WHAT YOU'RE DOING WELL

Vocal stamina is exceptional — M.R. Chen's voice maintained consistent tone, resonance, and amplitude across the full 38-minute sample with no measurable f0 drift.

Strong authority markers throughout. Command presence is established in the opening 90 seconds and sustained across high-complexity content delivery.

Pitch positioning sits comfortably in the authoritative lower-mid range (128–145 Hz), lending gravitas without sounding artificially forced.

# VoiceStoryPro™ Executive Voice Audit

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## WHAT TO WORK ON

### 1 Strategic Pausing

The speaker tends to fill transition moments with filler breath or forward momentum, missing opportunities for audience impact. Pauses of 1.5–2s before key conclusions would significantly increase perceived authority.

### 2 Pitch Variation in Complex Passages

During data-heavy segments (e.g., 14:22–17:05), pitch variation compresses to a narrow  $\pm 18$  Hz band, creating brief monotone zones. Wider prosodic range in these sections would maintain listener engagement.

### 3 Plosive Management on Close Microphone

Occasional hard plosives (P, B) produce audible air spikes at the mic. These occur primarily in declarative openings and can be resolved with slight mic repositioning or a pop filter.

## DETAILED ANALYSIS

### 1 Pitch & Voice Quality — 12/16

M.R. Chen's fundamental frequency centres around 131 Hz, placing the voice in the lower-mid authoritative register. Pitch variation averages  $\pm 34$  Hz across the full sample, which is adequate but not consistently expressive. Voice clarity is high with strong harmonic-to-noise ratio (HNR  $\approx 18$  dB), indicating clean phonation and good breath-body coordination. Minor instability was noted at sentence endings during high-information density passages, a pattern consistent with cognitive load rather than vocal weakness.

### 2 Volume & Energy — 10/12

Baseline SPL is consistently strong, projecting well across the recorded environment. Volume variation is used purposefully in approximately 60% of key statements, with the remaining 40% delivered at a flat baseline. Vocal energy is notably high in the opening 8 minutes and the final segment, with a minor energy trough between 22:00–28:00 that coincides with denser technical material. This dip is minor and unlikely to be perceived by a live audience, but is measurable forensically.

### 3 Speaking Speed & Pauses — 9/12

Average speaking rate is 162 WPM – within the optimal 140–175 WPM leadership range. However, the speaker accelerates to 190–205 WPM during transitional passages, reducing the listener's processing time at moments of conceptual shift. Strategic pausing (defined as intentional silence >0.8s before a key point) is underutilised: only 4 instances were detected across 38 minutes, versus an optimal rate of 1–2 per 5-minute block. Rhythm is generally smooth and professional.

#### 4 Expression & Emotion — 12/16

Vocal expression is engaging and appropriate for a professional leadership context. Emphasis patterns are well-placed on approximately 70% of priority terms, with clear prosodic weight on key conclusions. Emotional authenticity reads as genuine throughout, with no detectable forced or performed affect. Authority markers are strong and consistent. Areas for improvement include the monotone compression noted in data-heavy sections and a slight tendency to end strong statements with a falling-then-rising terminal pattern that can inadvertently soften declarative authority.

#### 5 Clarity & Pronunciation — 10/12

Overall clarity is high. The speaker exhibits a light regional accent with minimal comprehension impact. Consonant precision is excellent on initial-position phonemes; some reduction is noted on final consonants in rapid speech passages. Vowel quality is consistent and clear. No systematic mispronunciations detected. The most frequent pattern is light /th/ reduction ( /d/ or /t/) which is negligible in a professional context and not recommended as a high-priority coaching target.

#### 6 Vocal Stamina — 12/12

This is M.R. Chen's strongest category. Comparing f0, amplitude envelope, and HNR between the opening 3 minutes and the final 3 minutes reveals no statistically meaningful degradation. No breathiness increase, no f0 drift, no amplitude decay. Breath support is well-managed throughout; phrase lengths are sustained comfortably without audible strain. This level of stamina is indicative of strong diaphragmatic technique and habitual vocal conditioning – a significant professional asset.

#### YOUR ACTION PLAN

##### 1 Pitch & Pausing

###### Pause Power Drill

Record a 3-minute delivery of any prepared content. Mark every major conclusion in your script with a forced 2-second pause. On playback, note whether the silence feels longer to you than to the listener. Practice until 1.5s pauses feel natural.

##### 2 Pitch Variation

###### Pitch Ladder on Dense Content

Take any data-heavy passage (statistics, technical terms) and re-read it aloud while deliberately raising pitch 20% on every third word. This overcorrection trains the neural pathway for prosodic variation under cognitive load.

3

**Plosive Management**

**Plosive Distance Drill**

Hold a single sheet of paper 6 inches from your mouth. Read any passage containing B and P words. The paper should barely move. If it flutters consistently, adjust mic angle to 30–45° off-axis and repeat the test.

4

**Volume & Energy**

**Volume Surge Mapping**

Identify the 5 most important sentences in any presentation. Underline them. Deliver each at 20% higher volume than your baseline while keeping the surrounding sentences at normal volume. This creates natural emphasis architecture.

5

**Expression & Authority**

**End-Note Lockdown**

Record 10 declarative statements ending with a deliberate downward pitch step on the final syllable. Compare to your current recordings. A falling terminal signals certainty; a rising terminal signals a question. Own your conclusions.

*Coach's Notes*

*M.R. – that stamina score is genuinely rare. Whatever you're doing, keep doing it.*

*The pause is your highest-leverage fix. One deliberate silence = ten seconds of authority.*

*Try recording yourself this week – listen back at the 14:00–17:00 mark specifically.*

*Pop filter is an immediate, zero-effort fix. Do this before your next recorded session.*

*Your authority baseline is already strong – we're sharpening the edges, not rebuilding.*

*Pitch drill: re-read your last deck out loud, exaggerating emphasis on every key word.*

*Real talk: you're in the top 30% already. Focused work gets you to top 15% in 8 weeks.*

**Ready to go further?**

Upgrade to the Premium Tier for live coaching, monthly acoustic tracking, and a bespoke 90-day vocal leadership development programme.

<https://jasonrosette.com/voicestorypro-cinematic-storytelling-leaders-jason-rosette/>