

What is Tone?

CREOneSource®

"93% of communication is nonverbal."

- Albert Mehrabian

"Tone is an instrument... learn how to use it, and people will listen."

- Sam Absalom, CRE OneSource

What is Tone?

Energy

- Be excited, sharp as a tack, enthusiastic as hell.
- If you aren't excited, the listener definitely won't be.
- Leaders set the tone!

Clarity

- Remove filler words.
- Know your script inside and out so you aren't stuttering, adding filler words, or pausing to think about what to say.
- Use pauses intentionally, as a tool, to grab their attention.

Speed

- Slow vs. Fast
- Break parts of your script to really emphasize certain words by going slow. Then pick up the pace to maintain energy and engagement.

Pitch

- High vs. Low
- Invoke emotion, capture attention.

Flow

- Speak freely, be fluid, but occasionally break part of a sentence into choppy segments and grab the listener's attention.

Confidence

- Fake it till you make it!
- Convey belief in the value of what you're offering.

Professionalism

- Be respectful but casual. They are your peers, not your superior.
- Pro tip: stand up and hold a cup of coffee while you're talking. This helps you strike the right casual tone.

Tone is



Fast and Slow
Fluid and Choppy
Positive and Somber
Thoughtful and Intentional

Tips for
Improving
Your Tone



Stand Up
Use Your Hands
Walk Around
Hold a Coffee