



Confident Communication for
**ASIAN
AMERICAN
PROFESSIONALS**



PRESTON NI
COMMUNICATION COACHING

Also by Preston C. Ni

Communication Success with Four Personality Types

How to Communicate Effectively and Handle Difficult People, 2nd Edition

Seven Keys to Life Success

Wealth Building Values, Attitudes, and Habits

Branding Your Career Like Steve Jobs

Ten Tips for Presentation Confidence and Reducing Nervousness

Successful Office Networking, 3rd Edition

Bridging Cultural Communication Differences: East and West

For more information or to purchase, visit www.nipreston.com/publications.

Preston Ni is available as a presenter, workshop instructor, course designer, and private coach. For more information, write to commsuccess@nipreston.com, or visit www.nipreston.com.

Copyright © 2014 Preston C. Ni. All rights reserved worldwide.

No part of this document shall be reproduced in any form whatsoever, stored in a retrieval system, broadcasted, transmitted, or translated into any kind of language, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express prior written permission from the author.

No responsibility for the loss occasioned to any person acting or refraining from action as a result of the material in this publication can be accepted by the author or publisher.

No patent liability is assumed with respect to the use of the information contained herein. The author and publisher assume no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of information contained herein.

*“Know yourself, know others. One
hundred battles, one hundred victories!”*

— Chinese proverb

*“Everybody wants to be a winner, but only a few are
Willing to spend the time and energy to become one,
and that separates a winner from all the rest.”*

— Br. Philip Keavny

Table of Contents

| | |
|--|-----------|
| Voice Improvement for Asian American Professionals | 5 |
| Accent Reduction for Foreign Born Professionals | 8 |
| Seven Keys to Establishing a Confident Impression | 10 |
| How to Be At-Ease in Conversation | 16 |
| Cross-Cultural Communication Success: East and West | 18 |
| Ten Keys to Presentation Confidence and Reducing Nervousness | 30 |
| Asian Americans and Emotional Intelligence: Five Keys to Enhancing EQ | 40 |
| Seven Ways to Say “No” and Keep Good Relations | 48 |
| Branding Your Career Like Steve Jobs | 50 |
| The Problem with Perfectionism–How to Truly Succeed! | 58 |

Voice Improvement for Asian American Professionals

"The human voice is the organ of the soul."

— Henry Wadsworth Longfellow

Do you like the sound of your voice? Does your tone of voice benefit or hurt you in your life? Would you like to access your strongest and most attractive sounding voice?

I once moderated a Fortune 500 company meeting where three senior vice presidents answered employee questions about professional advancement. Prior to the event, I asked a technician if these three executives (a woman and two men), whom I had not yet met, should be hooked-up with microphones. "Oh no," he replied, "you listen to their voices, and you immediately know why they're vice presidents!"

In my twenty years of communication training and coaching, I notice one consistency about voice: a person with a strong, attractive voice has a big advantage over a person with a weak, unattractive voice. A person with a good voice commands attention, gets interrupted less, and is more likely to be perceived as a promotable leader.

When we analyze intonation, we can generally identify four major levels of voice: the nasal, the mouth, the chest, and the diaphragm.

Most of us have heard someone with a **nasal voice**. It has that high pitched, almost whiny quality which can turn people off in a hurry. This is not the type of voice which helps one's professional or social life.

Some Asians and Asian Americans use the mouth voice. This is the case especially for many Asian women. The mouth voice makes sounds but is not very powerful. I will not go into here the cultural, gender, social, and/or psychological factors which may contribute to this type of voice. It suffices to say that people who use the mouth voice can sometimes feel invisible: they're overworked, under-appreciated, neglected of their

There's more to this excerpt!

Get the entire reference manual
at **www.nipreston.com**.

Boost your communication success at **www.nipreston.com** with information on:

- Free resources, articles, and tips
- Private coaching and organizational training
- College courses
- Public workshops
- Information on other books, DVDs, and publications by Preston Ni

Questions and comments? E-mail **commsuccess@nipreston.com**

