

How to Train Your Voice to Be More Charismatic

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The Wall Street Journal:

Scientists are tuning in on the power of the spoken word, seeking the secrets of charisma.

By analyzing the harmonics of pitch, frequency and timbre, researchers at University of California, Los Angeles are discovering how charismatic public speakers use their voices to dominate, rouse and influence a large audience. They are finding that successful politicians in various countries, including Italy, France and Brazil, all share key vocal qualities that strongly affect how people respond to them, independent of the meaning of the words they say or the ideas they express.

In a separate analysis of some prominent business leaders, the researchers also found charismatic patterns in the public speeches of Apple Inc. Chief Executive Tim Cook and the late Steve Jobs .

Read the whole story: [*The Wall Street Journal*](#)