

Tone of voice words

Kate	Kelly	Jeff	Ryan	Taylor	Tina
Caring	Formal	Authoritative	Authoritative	Approachable	Respectful
Straightforward	Authoritative	Caring	Empathetic	Informative	Caring
Formal	Direct	Formal	Supportive	Direct	Formal
Respectful	Corporate	Informative	Energetic	Empathetic	Innovative
Credible	Technical	Matter of fact	Respectful	Passionate	Trustworthy
Compassionate	Approachable	Professional	Caring	Innovative	Passionate
Informative	Empathetic	Inspirational	Discerning	Credible	Professional
Transformative	Innovative	Approachable	Attentive	Caring	Educational
Farsighted	Sincere	Respectful	Observant	Professional	Philanthropic
Professional	Confident	Practical	Reliable	Respectful	Confident

Themes that emerge

1. **Caring** and **respectful** emerged as the top tone of voice words across the group, both words appearing on five out of six (83%) of our individual lists.
2. **Formal** and **professional** also ranked as top tone of voice words for the group, both appearing on four out of six (67%) of our lists.
3. No antonyms appeared across our lists of ten tone of voice words, but a few words were used just once, including transformative, corporate, attentive, energetic and philanthropic.

Thematic families

1. **Formal** manifests as content that's direct, professional and straightforward.
2. **Caring** manifests as content that's respectful, empathetic and approachable.
3. **Authoritative** manifests as content that's credible, informative and confident.
4. **Innovative** manifests as content that's passionate, energetic and inspirational.

What our tone of voice isn't

1. In relation to Lightspeed's formal theme, the company's tone of voice is not **casual**.
2. In relation to Lightspeed's caring theme, the company's tone of voice is not **indifferent**.
3. Although Lightspeed's tone of voice is authoritative, it is not **overbearing** or **arrogant**.
4. In relation to Lightspeed's theme of innovation, it is not **stagnant**.

Voice sample sentences

On brand

1. **Formal:**
 - Find out more how Lightspeed instructional audio solutions help overcome listening challenges and ensure clarity of speech and even sound distribution for in-class and remote learners. ([Source](#))
2. **Caring:**
 - Lightspeed's technology allows the voices of all students to be heard.
 - Our classroom audio systems are easy-to-use, so teachers can focus on educating instead of troubleshooting.
 - Loss of visual cues for comprehension: Non-transparent masks will make it impossible for students to read teachers' lips and properly interpret facial expressions, making them entirely reliant on the teacher's voice. ([Source](#))
3. **Authoritative:**
 - Our solutions help overcome barriers to listening so students can clearly hear their teacher to receive the best instruction and support at the right time. ([Source](#))
4. **Innovative:**
 - We define ourselves as a learning company because we will continue to find new ways to create access to learning by studying the dynamics of the classroom. ([Source](#))
 - Lightspeed's classroom audio systems have re-invented communication between teacher and student.

Not on brand

1. Lightspeed's classroom audio systems lets the kids in the back be heard.
2. Easy-to-follow YouTube videos make installing our speakers a snap.
3. Lightspeed's Redcat Access system means students will spend less time chatting and more time learning.

Tone of voice dimensions

1. Funny vs. **serious**
2. **Formal** vs. casual
3. **Respectful** vs. irreverent
4. Enthusiastic vs. **matter-of-fact**