

# Strategies

• • • Vision to Venture: Building with Purpose

26 January 2026 MONDAY VOL 17 ISSUE 4 "SEE IT BEFORE YOU BUILD IT."



## Your Voice Is Power: Use It to Build Unbreakable Trust

Every word you speak builds - or breaks - trust. In every moment, your voice shapes your legacy. Speak to win hearts, earn loyalty, and leave a mark that lasts.

When you speak, talk to a co-worker, people in general, at church, at events, at Home, how do you speak? Are you intense? Negative? Frightened? Caring? Interested? Friendly? Loving? Just how DO you interact with those that cross your path?

Regardless if the interaction is one-time, or daily, your speech sets the locution of how people will communicate with you. Do you find people antagonistic towards you and your ideas? Hmm, I wonder why? Do people enjoy you being around? Do you consider why?

What **is** your social facade or front that reflects the role in life you are playing? Oh, yeah! You ARE playing some kind of role in life, intentionally or organically, your existence has a story.

Have you thought about the story you are portraying? Is it a storyline you like? Does it need some tweaking, or maybe a major overhaul? Waking up each day and then waiting just a minute or two to think about how you are feeling, will give you a completely different perspective for your day!

### Life is life, right?

I'm sure glad it's not! We're not seaweed tossed around the ocean however the waves happen to go; we are intelligent, thinking, autonomous, self-determining beings that choose what we are going to do and how we are going to do it! We *decide*!

How can I change the narrative of my life if it isn't going as I would like? Great question!

I can tell you emphatically, it is not by making New Year's Resolutions! This act of attempting to find an answer or solution to a conflict or problem does not produce the proper or intended effect that you were seeking. Just letting you know ... the middle of January is known as "Quitter's Day" because 80% of people abandon any action, or even serious thought to their resolutions within the first 30 days!

Thirty (30) DAYS!

I will let you know that studies found that specific, actionable goals are more likely to be kept than vague ones. This is good news!

### "So, my voice is ... power?"

Let me explain by way of definition: your voice is a wish, choice, or opinion openly or formally expressed. Such as, the *voice* of the people. Your Voice is the right of expression of your opinion. Some voices have more power than others, because they are influential when they speak.

You want your personal voice, your company's voice, your church's voice to gain this last definition of voice, you want to be influential, not just 'noise'.

When people hear about, talk about your church, your company, you, how does the conversation progress? Are you welcoming, friendly, harsh, annoying, untrustworthy, honest, keep your word, try to get out of responsibility ... Think! ... you have heard in some way how people perceive your voice.

### Choice

It boils down to this – YOU create the Voice that people hear! It is up to you to articulate what



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you and your brand stand for, and what this architecture looks like so that your employees can emulate it to your customers.

**Stop waiting!** Your story is being written now. Every word, every action, every choice carves your legacy into the minds of those around you. The world responds to clarity, confidence, and conviction. Don't let hesitation or vague intentions steal your influence. Decide what you stand for, make it obvious, and act with purpose. Your voice is your power - use it to ignite trust, drive value, and inspire action.

**The time for change is now.** Step up, stand out, and let your light shape the future.

USE YOUR DESIGN TO REINFORCE YOUR BRAND



Apple's Symbol  
Represents knowledge



Burger King's Combination Mark  
Resembles a hamburger



**Our February Series will consider Revenue & Value**



## Take Charge

Remember: You are the architect of what you stand for.

## Take Note

The principles you originate must be doable and obvious.

## Evaluate

How can you forge the framework of your identity.?

## Seek

You must author the structure of your principles.

## Something to think about ...

"Like it or not, you are being observed by those around you daily. How you react (not thinking) or respond (thinking and aware) determines your voice, your Brand, and how people perceive who you are really. Be mindful of your words and actions."

Dr. Joseph W. Boothe

Doctoral degree requirements completed (DBA)

Administrative issuance pending.

## Wise Words

**1 John 3:18 (GW)** "My children, our love should not be just words and talk; it must be true love, which shows itself in action."

This verse calls us to move beyond intention and words, urging us to act with purpose and authenticity. Our voice and choices shape our legacy, and true impact comes from decisive, meaningful action.

