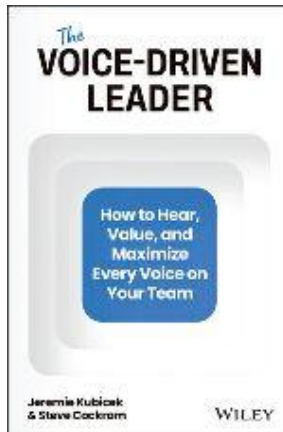

PM WORLD BOOK REVIEW¹



Book Title: ***The Voice Driven Leader: How to Hear, Value, and Maximize Every Voice on Your Team***

Authors: **Jeremie Kubicek and Steve Cockram**

Publisher: Wiley Format: Kindle, 240 pages

List Price: \$20 (Hardcover) \$16(Kindle)

Publication Date: October 2025 ISBN: 978-1394150670

Reviewer: **Rodger L. Martin, PMP, ACP**

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Introduction

The Voice-Driven Leader introduces a practical playbook for developing people by combining two powerful frameworks—the 5 Voices, which help leaders communicate in ways others can actually hear, and the Development Square, which provides a clear, repeatable roadmap for growing individuals from inexperience to mastery. The authors argue that most leaders unintentionally cap their team’s potential because they default to their own style and allow urgent tasks to crowd out development. As the introduction states, “Leadership isn’t about speaking louder; it’s about speaking the right language,” and when leaders learn to adapt their approach and follow a structured development process, they transform performance, retention, and culture.

Overview of Book’s Structure

The Voice-Driven Leader is structured in three deliberate parts, each building on the last to create a complete, practical playbook for developing people.

Part I: The Development Crisis explains why most leaders unintentionally fail at developing their teams. Through stories and data, the authors show how leaders confuse management with development and default to their own communication style, creating what they call a “development disconnect.” This section also introduces the two core frameworks—the 5 Voices and the Development Square—as the antidote to this widespread problem.

Part II: The Development Journey forms the heart of the book. It walks the reader step-by-step through the four stages of the Development Square—Foundation,

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Immersion, Empowerment, and Multiplication—while also addressing the emotional realities that derail growth, such as the Pit of Despair and the Green Room. Each chapter blends practical guidance with Voice-specific insights, showing leaders how to tailor their approach to each person’s communication style and developmental maturity. This section is designed as a field guide, giving leaders a repeatable sequence for developing anyone on their team.

Finally, Part III: Building a Development System zooms out to the organizational level. It explains how to embed the 5 Voices and the Development Square into hiring, onboarding, coaching rhythms, performance reviews, and leadership pipelines. The authors emphasize that development must become a cultural operating system rather than a sporadic initiative. As the introduction puts it, the book aims to give leaders “a practical playbook that actually works,” turning good intentions into a sustainable development ecosystem.

Highlights

The Voice-Driven Leader highlights a fundamental truth: most leaders unintentionally limit their team’s potential because they lack a system for developing people. The book shows how leaders confuse management with development, default to their own communication style, and allow urgent tasks to crowd out growth. As the authors put it, “Developing people doesn’t fail from lack of care; it fails when everything else crowds it out.” The book reframes development as the leader’s most strategic responsibility—not a luxury, but the engine of performance, retention, and culture.

The first major highlight is the 5 Voices framework, which teaches leaders to understand and adapt to each person’s natural communication style—Nurturer, Creative, Guardian, Connector, and Pioneer. Instead of leading through their own preferences, Voice-Driven leaders speak the “leadership language” others can actually hear. This shift alone transforms trust, collaboration, and engagement.

The second highlight is the Development Square, a practical, repeatable roadmap for growing people through four stages: Foundation, Immersion, Empowerment, and Multiplication. The model also addresses the emotional realities of growth, including the Pit of Despair—where confidence collapses—and the Green Room—where comfort prevents advancement. By combining the 5 Voices with the Development Square, leaders gain both the *compass* (how to communicate) and the *map* (how to develop) needed to guide anyone effectively.

Finally, the book emphasizes that development must become a systemic rhythm, not a sporadic event. It shows leaders how to embed these frameworks into hiring, onboarding, coaching, performance reviews, and leadership pipelines. The ultimate highlight is the book’s promise: When leaders become Voice-Driven, they stop managing tasks and start multiplying potential—creating teams that are more capable, more confident, and more committed than ever.

Highlights: What I liked!

The Voice-Driven Leader highlights two transformative ideas: leaders must learn to speak the leadership language of each person, and they must follow a repeatable system for developing people. The book shows that most leaders unintentionally cap their team's potential because they default to their own style and allow urgent tasks to crowd out growth. By introducing the 5 Voices—Nurturer, Creative, Guardian, Connector, and Pioneer—the book equips leaders to communicate in ways their people can actually hear, building trust, clarity, and engagement.

The second major highlight is the Development Square, a practical roadmap that guides people from inexperience to mastery through four stages: Foundation, Immersion, Empowerment, and Multiplication. It also addresses the emotional realities of growth, including the Pit of Despair where confidence collapses. When leaders combine Voice awareness with this structured development process, they create teams that are more capable, more confident, and more committed. Ultimately, the book's greatest highlight is its promise: leaders who adopt this system stop managing tasks and start multiplying potential—at work and at home.

Who might benefit from the Book

Professionals across a wide range of roles can benefit from *The Voice-Driven Leader*, especially anyone responsible for influencing, coaching, or developing others. The book is particularly valuable for managers, team leaders, and executives who want a practical, repeatable system for growing their people rather than relying on intuition or personality. Anyone who struggles with communication gaps, team disengagement, or uneven performance will find the frameworks immediately useful.

It's also a strong fit for HR leaders, organizational development professionals, consultants, and coaches who need tools that scale across teams and cultures. The 5 Voices and the Development Square give them a shared language for diagnosing development needs and building a consistent people-performance system. In short, anyone who leads people—or wants to—can benefit professionally from this book's clarity, structure, and practicality.

Conclusion

The book concludes that leadership development is not an event, a program, or a set of inspirational ideas—it is a daily, intentional practice that requires leaders to know themselves, understand others, and apply a consistent system for growth. The authors emphasize that when leaders learn to speak each person's Voice and guide them through the Development Square, they stop managing tasks and start multiplying potential. As the conclusion frames it, becoming a Voice-Driven leader is ultimately about choosing to “fight for the highest good of those you lead,” a theme echoed throughout the book.

The final message is that transformation begins with the leader. Teams rise or fall based on the leader's willingness to grow, adapt, and commit to development as a lifestyle. When leaders combine self-awareness, relational intelligence, and a structured development process, they create environments where people feel valued, challenged, and capable of more than they imagined. The book closes by inviting readers to reflect on their own journey and ask whether they are becoming the kind of leader others genuinely want to follow.

For more about this book, go to: <https://www.wiley.com/en-us/The+Voice-Driven+Leader%3A+How+to+Hear%2C+Value%2C+and+Maximize+Every+Voice+on+Your+Team-p-9781394150670>

About the Reviewer



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Rodger L. Martin, JD, MBA, BSEE, PMP, PMP-ACP has a broad background in business, law, engineering and Project Management, both predictive/plan driven and Agile/adaptive. He is a retired US Air Force officer and a licensed attorney. He acquired his PMP certification in 2007 and his PMP-ACP in 2015. He is also a certified Mediator. He has served as the Book Review Director for the Alamo Chapter of PMI and previously served as the Book Review Director for the Dallas Chapter of PMI. Roger can be contacted at 10751@impulse.net

Editor's note: This book review was the result of a partnership between the PM World Journal and the [PMI Alamo Chapter](#) in San Antonio, Texas. PMI Alamo Chapter members can claim PDUs for PMP recertification when their book reviews are published in the PMWJ. Book reviews are then archived in the PM World Library where reviewers each receive an author showcase webpage where their bios, contact info and book reviews can be easily found.

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