

ROBIN DE HAAS

*Rue du Valentin 64, 1004 Lausanne
VD, Switzerland
+41.77.413.52.40
robin@robindehaas.com*

EXECUTIVE PROFILE

Robin de Haas is the creator of Vocal Leadership, a physiology-based approach to leadership presence used in executive education and institutional environments.

His work focuses on how a leader's voice reveals, in real time, their capacity to think, decide, and act under pressure.

He works with CEOs, senior executives, and institutions on how they are perceived in moments that carry strategic and institutional weight. The work is used in contexts where leadership is assessed in real time and where perception directly affects decision-making and trust.

SELECTED ENGAGEMENTS

IMD Business School

Vocal Leadership modules within IMD executive programs for senior leaders across industries

United Nations (International Telecommunication Union)

Advisory work with senior executives, including at Secretary General level, on communication under pressure and clarity of message

Corporate and Executive Clients

Direct work with CEOs and senior leaders on leadership presence, influence, and high-stakes communication

Neom, Saudi Arabia

Several three day intensive programs for senior executives

FOCUS AREAS

- Board-level communication
- Government and institutional interactions
- Media and public exposure
- Leadership presence under pressure

APPROACH

Vocal Leadership operates at the level where physiology, voice, and decision-making intersect. It addresses how the nervous system organizes under pressure, and how this is perceived instantly through the voice.

The work focuses on:

- Stability and clarity under pressure
- Vocal authority and resonance
- Alignment between intention and expression
- Immediate application to real leadership situations

This allows for rapid and measurable shifts in how a leader is perceived, often within a single session. This creates a level of presence that remains stable under pressure and immediately perceptible to others.

PUBLICATIONS AND MEDIA

Author of “La Voie de la Voix”, 8th ed., translated to English and Slovenian.
Subject of the documentary Robin des voix (2022), with international distribution.