LAUNCHING LADIES INTO SENIOR LEADERSHIP

SCCE CEI BERLIN
MARCH 13, 2019

How do women become leaders?

“It is time to shift the discussion away from a lingering women’s problem or an issue of equality and instead focus on this as a massive business opportunity. Instead of continuing to discuss the problem, we ought to present solutions.”

-Aviva Wittenberg-Cox

“It’s Time for a New Discussion on Women in Leadership”
Harvard Business Review
March 28, 2014
Part I: Act Like a Leader

ELEVATOR SPEECH

• Elevator Speech Practice
• Coaching and Feedback
• Application
EMBRACE THE REAL YOU

1: Introverts vs Extroverts
2: Know Yourself Well
3: Self-Awareness = Self-Regulate

COMMUNICATION STYLES
5 DON'TS
1. Qualifiers
2. Apologies
3. Rising Terminals
4. Wordiness
5. Misuse of “Just” and “Actually”

“Barbara should lead the team.”
HOW TO SAY NO MORE EFFECTIVELY

1: Use the Band-Aid Approach
2: Look for alternative ways to OZ
3: Teaching Moments
4: Explain Yourself
5: Because...

BODY LANGUAGE
Strap on the Cape – Let’s Go!

1: Power Pose

2: Non-Verbal Cues

3: Handshake

CHARISMA: THE HIDDEN ADVANTAGE

If you’re a leader, or aspire to be one, charisma matters

- Makes you more influential

- Makes you more persuasive *with the same facts*

- People like you, trust you, want to be led by you
THE CHARISMA FORMULA

People pick up on extremely subtle cues:

PRESENCE: Are you fully present? Really listening?

POWER: Can you affect the world around you?

WARMTH: Do you embody goodwill towards others?

PART 1: RECOMMENDED RESOURCES

✓ Quiet: The Power of Introverts in a World That Can't Stop Talking, by Susan Cain
  https://amzn.to/2MmUfZz

✓ The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism, by Olivia Fox Cabane
  https://amzn.to/2N6st8t

✓ Secrets of Six-Figure Women, by Barbara Stanny
  https://amzn.to/2MofU3v

✓ Your body language may shape who you are by Amy Cuddy (YouTube)
  https://www.youtube.com/watch?v=Ks_4_Mh1QhMc
PART 1: RECOMMENDED RESOURCES

☑ Talk Like TED, by Carmine Gallo
  https://amzn.to/2Og955X

☑ Nice Girls Don’t Get the Corner Office, by Lois P. Frankel
  https://amzn.to/2Mo7SYs

☑ The Secret Thoughts of Successful Women, by Valerie Young
  https://amzn.to/2x3PKNC

☑ Stop Doing Low-Value Work, by Priscilla Claman
  https://hbr.org/2016/06/stop-doing-low-value-work