

LAUNCHING LADIES INTO SENIOR LEADERSHIP

SCCE CEI BERLIN
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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

NO!

- 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

NO!

- 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/2N6st8J>
- ✓ **Secrets of Six-Figure Women, by Barbara Stanny**
<https://amzn.to/2MofU3y>
- ✓ **Your body language may shape who you are by Amy Cuddy (YouTube)**
<https://www.youtube.com/watch?v=Ks-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>