



Build Relationships

Session 6: Communicating with Impact: Confidence and Credibility

Key Topics:

- Provide a model and approach for presenting your messages and yourself with greater clarity, confidence, and conviction
- Demonstrate credibility and confidence in high stake situations
- Articulate your value and contributions in a positive way.

What is Communicating with Impact?

The ability to be seen as credible, compelling and persuasive when you speak: anywhere, anytime, with anyone. It is about **Credibility, Trust, and how you make others Feel.**



The Key is Balance:

When you **Demonstrate Competence** And **Build Authentic Connections**, you quickly cue "leadership" and bypass unconscious bias in

Your IMPACT is determined by:

Delivery (How you **LOOK** and **SOUND**) & **Content** (What you **SAY**)

Demonstrate **COMPETENCE**

How you Look: Like a Leader

- Take up Space
- Still Body
- Deliberate, Visual Gestures
- Direct Eye Contact *

How you Sound: Credible

- "Voice of Authority" – Lower Pitch and Slower Pace
- Downward Inflections
- Concise: Short Sentences / Bullet Point Speech
- Strong Volume
- PAUSE (vs. filler words)

Build **CONNECTION**

How You Look: Collegial

- Open: relaxed stance
- Approachable: warmth in expression
- Smile (any size)

How You Sound: Interested

- Conversational Style
- Upbeat Energy *
- Audience Focused
- Engaged – Listen and ask questions
- Use Names and Stories

High Impact **CONTENT**

- Audience Focused: Know what your Leaders Value!
- Bottom Line First
- Talk Results not Activities
- Eliminate "Qualifiers," Apologies, and Filler Words
- Make it Personal (stories, analogies vs. jargon)
- Provide Input (EVERY Meeting)
- ASK Directly

**Cultural overlay*

“It’s not what you know, it’s who KNOWS you know!”

Jean M. Otte, founder, WOMEN Unlimited, Inc.



You always need to be ready to talk about your contributions.
Talk in “headlines” and bullet points.
Communicate things of actual value.

- Tie to strategic initiative and impact: **WHY** something matters
- Talk **RESULTS** not “tasks” or activities
- Share knowledge about what you **LEARNED**

What is the IMPACT of the work you do?

Tasks

Results

Tasks	Results

Being Good isn't Enough

Confidence + Competence + Connection = Positive Influence, Visibility and Support

Final Advice – Confidence is a Choice

- Regardless of gender or ethnicity, the brain recognizes leadership
- Remember: this is about being the best YOU, not changing your personality
- Seek out and find role models and supporters who help encourage you
- Know what it takes to be seen and heard in your organization / area
- Expand your Comfort Zone: practice skills everywhere – with everyone

