

Personal Power & Impactful Leadership

Presented by

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Kathryn
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PRODUCTIONS





have *your*
VOICE
heard





While technical skills and knowledge are essential for career success, CEOs rate soft skills as the **most valued professional characteristics.**



Fortune 500 Companies/Fortune Magazine



High value personalities include:

- good communicators
 - empaths
- self-aware individuals who know their strengths and weaknesses



Fortune 500 Companies/Fortune Magazine



Personal Power & Impactful Leadership

- **Communicating with Greater Impact**
- **Tapping into Your Personal Power**
- **Performing as the Powerful Leader**

Women will only apply for a role **if they feel they are 100%** qualified for it



Men apply to roles **if they meet 60%** of the job requirements

Hewlett Packard



Mentor women: go after leadership positions
even if you don't think you're qualified YET.



“Kathryn: You can't have it all”





“Kathryn: You can't have it all”





Break Down Generational Limitations



Don't let others' fears control you.







#1: I have a beautiful daughter

#2: It made me a stronger/empathetic/compassionate
leader



You have an incredible POWER.
Use your masculine & feminine energy.

Don't be afraid of it.



Your emotional intelligence is a **SUPER POWER**



We need YOU



The Economist

2018 Study from The Economist

Poor communication in the workplace can lead to low morale, missed performance goals, and even slumping sales.



The Economist



...inadequate communication costs
large companies (roughly 100,000
employees) an average of \$64.2
million/year...



The Economist



... and small companies an average
of \$420,000/year.



Communicating with Impact

Builds trust

Promotes recruitment & retention

Navigates change

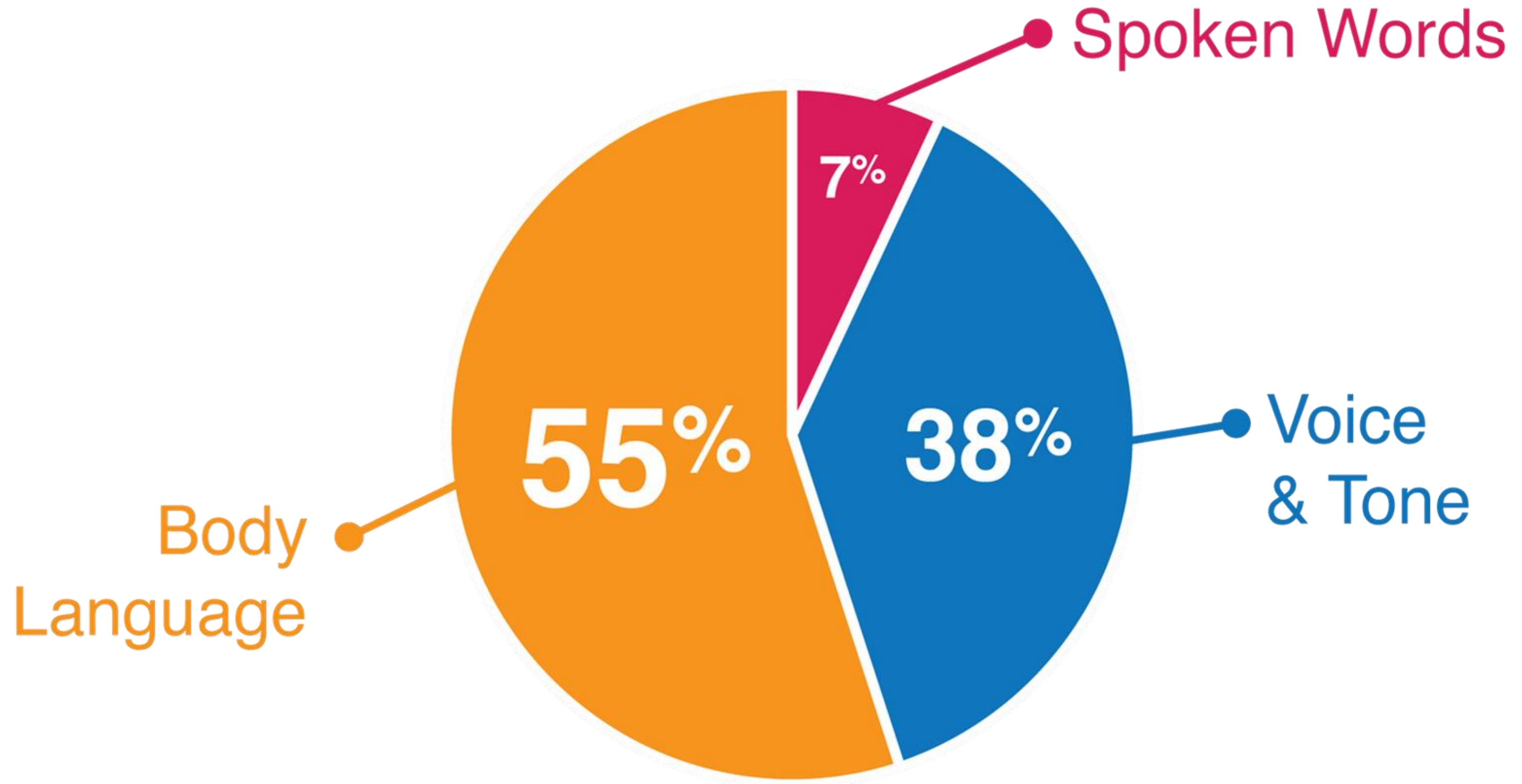
Creates advancement &

Makes you more money

THE POWER OF COMMUNICATIONS
FOR MORE IMPACTFUL LEADERSHIP

At least 80% of your communication comes
from non-verbals





Dr. Albert Mehrabian, UCLA Department of Psychology
Landmark study on relationship between verbal, vocal, and visual communications



Messages with impact

Vocal tone to drive your messaging home

Poise for Power



MVP = ROI

#1



MESSAGES WITH IMPACT

It doesn't matter what **your** style is...
but rather how **they** want to or can absorb
the information

Messages with Impact

- Know your audience
- What are their goals?
 - Listen actively

(Don't think about your answer while they're speaking.)

- Be present

Messages with Impact

- Use storytelling.
- Be solution-oriented.
Don't just give bad news.

Messages with Impact

- Be vulnerable and relatable.
- Find common ground.
- Show empathy.

Messages with Impact

Filler words:

uhm, well, you know



Messages with Impact

You're the expert, you're in the driver's seat.

You have the power to influence any conversation.

3 KEY MESSAGES



What are *yours*?

#1

#2

#3

Messages with Impact

Use bridging to get back on message after a difficult question.



Getting answers in
difficult conversations

& letting someone
be heard



When to Bridge

Ongoing investigation

Personal issues

Questions about your competition

Hypotheticals

Personal or political opinions



Reporter:
QUESTION

You:
RESPONSE

You:
BRIDGE



Bridging Examples

"That's an interesting point. The big issue is..."

"Yes, and what's really important is..."

"We need to confirm all the facts before we can talk about that in detail. What we know is.."



Bridging Examples

"It's so great that you mention that because..."

"That's not my experience. When I talk to folks..."



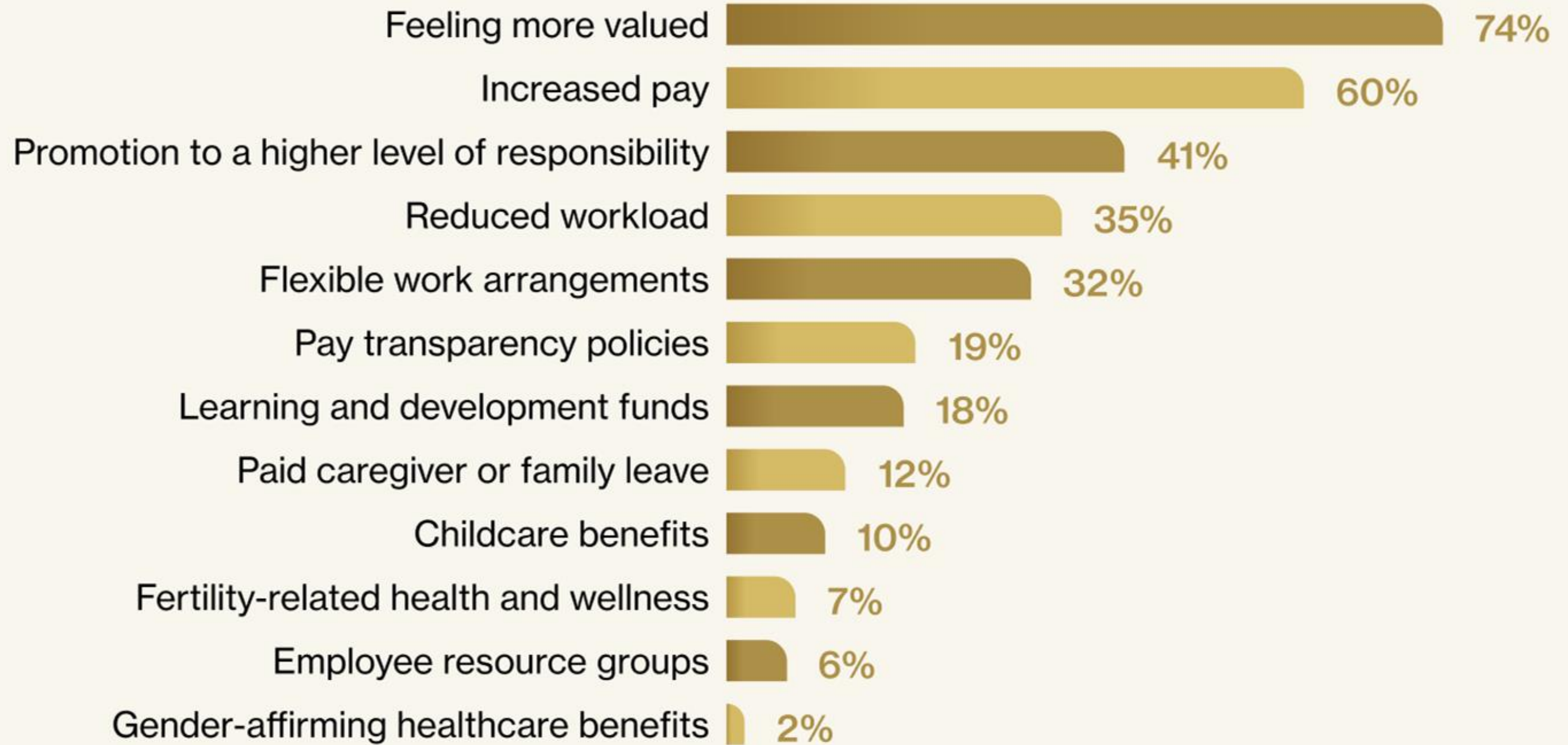
Bridging Examples

"I can't speculate on that. What I can confirm is..."

"That's something I will look into. What we're
concerned with now is..."



If you considered leaving the workforce in 2022, which of the following would make you more likely to stay?



#2



VOCAL TONE
TO DRIVE YOUR POINT HOME



say my name, say my name

How you look, your energy, your voice

- all impact the room -

& have greater impact than what you say.

Your **VOICE** matters



How you **SOUND** matters.



Vocal Tone to Create Trust

We make judgments on what we hear.

Your voice tells people whether they should
trust/believe you.

The more we like what we hear,
the more likely we come back.



Vocal Tone to Create Trust

- Adapt your voice, volume, and breathing
- Don't make your voice (or yourself) small
- Share your excitement!
- Avoid monotone



Vocal Tone to Create Trust

Important in your first meeting and your 100th.

This is their perception of you.

Don't sound like you're not confident/don't believe in
yourself!

Have Your Voice Heard

Speak up and ask for promotions. *generational barrier*

Don't wait for your work to be noticed.



BREATHE

to sound like the
expert you are



How to Breathe

Breathe in through your nose.

Take in enough air to get to the next punctuation.

Don't limit your lungs.



Diaphragmatic Breathing

AKA: Belly Breathing

Helps you relax

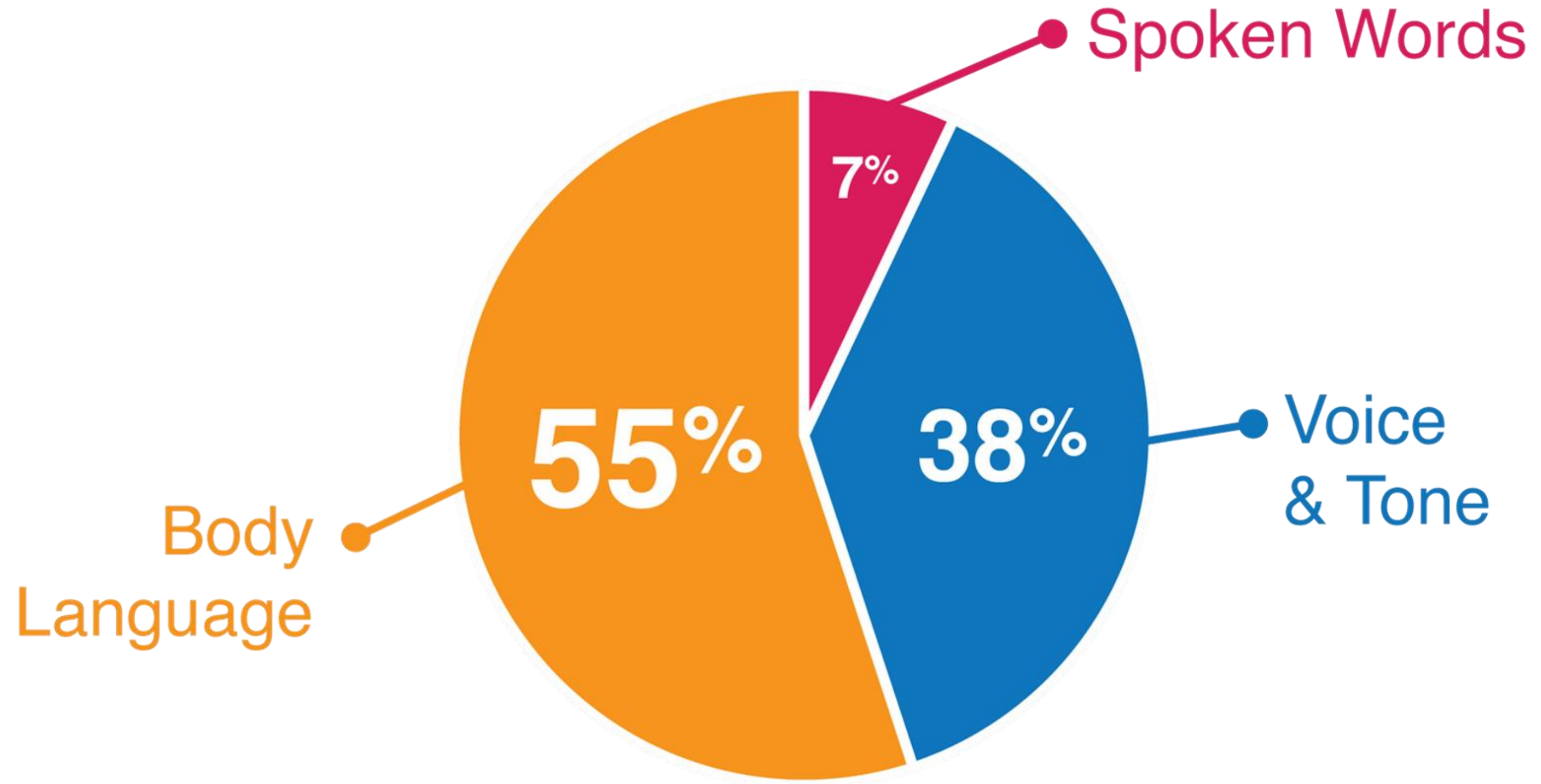
Lowers cortisol levels

Lowers heart rate and blood pressure

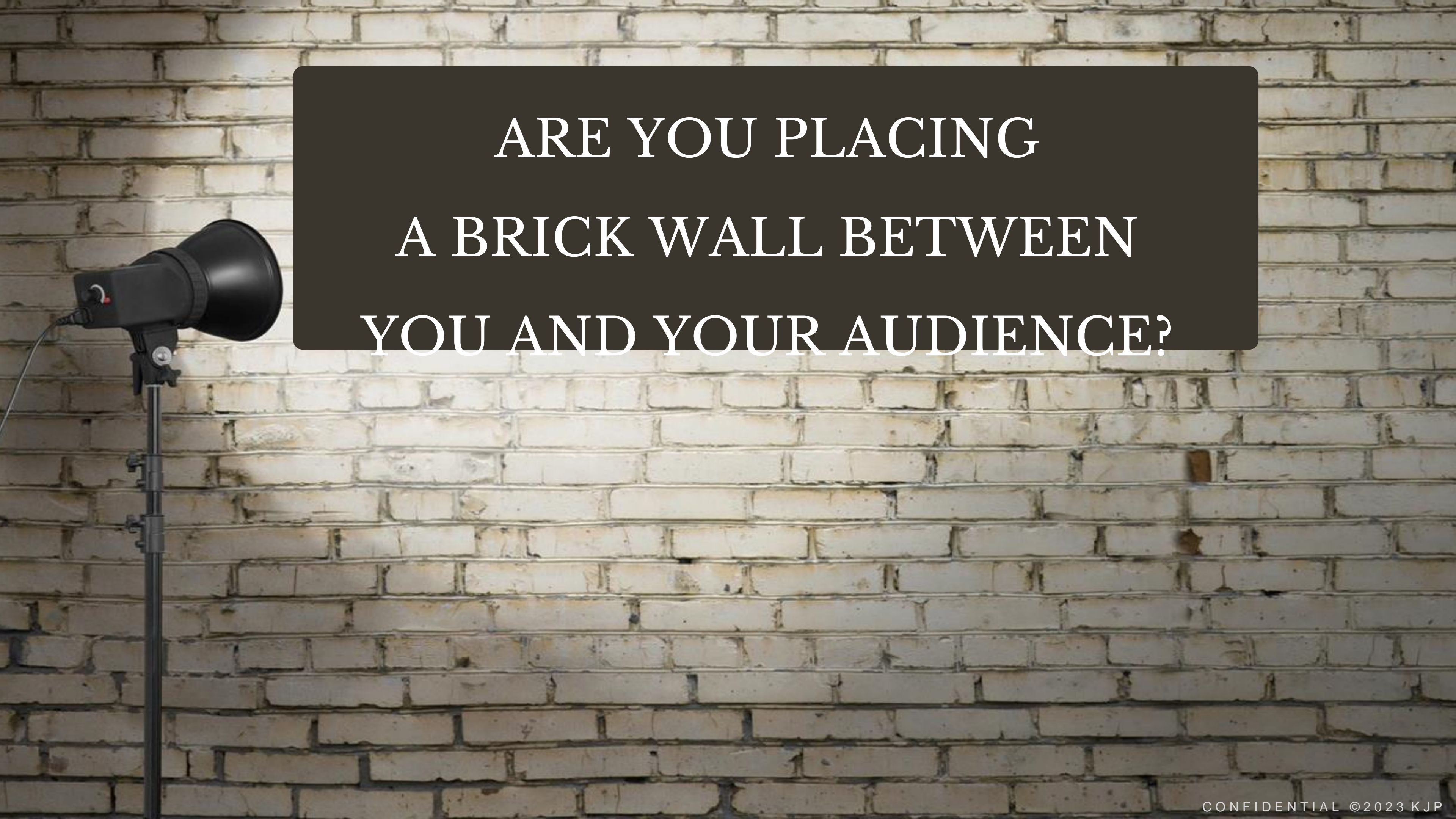
#3



POISE
FOR POWER



Dr. Albert Mehrabian, UCLA Department of Psychology
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ARE YOU PLACING
A BRICK WALL BETWEEN
YOU AND YOUR AUDIENCE?

How are **YOU** seen?







Don't
make yourself
SMALL





Take up
SPACE



AVOID

- Touching your face
- Clenched fists
- Furrowed brows and other negative facial expressions



Expansive Posture



Contractive Posture



83% say appearance blunders detract from a
woman's presence
and **76%** from a man's

Talent Innovation

Poise for Power

Is your clothing distracting from your message?

What does your image say about you?



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Poise for Power



MVP = ROI



Preparing as an Athlete

Performing as the Leader



Preparing as an Athlete Performing as the Leader

Shifting your mindset can
improve your health,
decrease stress,
and help you overcome life's challenges.

Stanford

The Power & Impact of Self-Confidence

Drives action.

Ignites leadership potential.

Promotes calculated risk-taking.

Fosters growth mindset.

Preparing as an Athlete Performing as the Leader

Mindsets are completely changeable.

Ex: Setbacks can be a LEARNING EXPERIENCE.

Preparing as an Athlete Performing as the Leader

Hydrate and sleep.

What are you eating/drinking?

Can you **feel** better and perform better?

Preparing as an Athlete Performing as the Leader

Meditation eases anxiety/stress.

Exercise eases anxiety/stress.

Avoid sugar, too much alcohol/caffeine.

Preparing as an Athlete Performing as the Leader

It's a mental game...

- 1: Set & achieve small goals
- 2: Don't stop learning
- 3: Cultivate self-compassion & compassion for others
- 4: Positive self-talk
- 5: Visualize success!

You can have it all.

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- Balance masculine & feminine - Emotional Intelligence



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—————* * *—————
Support the women around you.



have *your*
VOICE
heard



See you in *Aruba!*





Kathryn
JANICEK

Scan to receive
your resources book
& my contact information