CAREER SUCCESS TRAINING -
Speaking More Powerfully, with Greater Confidence and Self-Esteem

Presented by Kathy Caprino, M.A.
Founder, Ellia Communications & The Amazing Career Project
So happy you’re here –
Today, we’ll be exploring:

• What is Effective and Ineffective Communication?
• The Top 6 Communication Challenges Women Face Today
• How to Tell If/When Your Communication Needs Improvement
• 6 Keys Powering Up Your Communications
• Building a Breakthrough Action Plan to enhance your communication success
What Is Effective Communication?

• Motivates, engages and enlivens
• Moves action forward in positive ways
• Builds on others’ contributions
• Engenders collaboration and support
• Empowers others
• Fosters self-reliance, trust, and growth
• Shares an inspired vision
What Makes Communication Ineffective

• Overly emotional
  • One-sided
• Blind to the impact
• Hurtful not helpful
• Weak, apologetic or vague
• Faulty or inaccurate
• Unfocused; unclear
• Contradictory
Top 6 Communication Challenges Women Face Today

1. Taking credit where credit is due
2. Taking things personally
3. Negotiating effectively for what you deserve
4. Challenging power
5. Obtaining sponsors who can influence our growth
6. Projecting self-confidence and a powerful presence

(Check out Kathy’s Forbes post: The Top 6 Communication Challenges Women Face)
How to Tell If Your Communication Isn’t Working?

- People don’t respond well to your words and actions
  - Your point doesn’t get made
  - You’re not taken seriously
  - There’s backlash from your words
    - Nothing’s remembered
    - You don’t move forward
  - You feel afraid, anxious, confused

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# Root Causes of Ineffective Communication

<table>
<thead>
<tr>
<th>What happens</th>
<th>Root Cause</th>
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<tbody>
<tr>
<td>People don’t respond well</td>
<td>Emotions or hidden agendas are in the way</td>
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<tr>
<td>You’re point doesn’t get made</td>
<td>Lacking in clarity or focus</td>
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<td>You’re not taken seriously</td>
<td>Your behavior or reputation undermine your words</td>
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<tr>
<td>There’s backlash</td>
<td>Fear or anger are elicited by your words and actions</td>
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<td>Nothing’s remembered</td>
<td>You haven’t created enough “clout”</td>
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<tr>
<td>You’re not moving forward</td>
<td>Not seen as authoritative, confident, powerful - a leader</td>
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8 Requirements of Powerful Communication

1. Emotionally Balanced
2. Honors The Value of Your Ideas and Others’
3. Demonstrates Self-Mastery, Internal Power and Confidence
4. Reveals Truth and Possibility
5. Expresses Empathy
6. Elicits Engagement
7. Engenders Respect and Trust
8. Exudes Leadership (other-orientation)
6 Keys to Powering Up Your Communications

1. Take credit where credit is due
2. Take nothing personally
3. Negotiate and ask for what you want and deserve
4. Challenge status quo and power where appropriate
5. Obtain mentors and sponsors who can influence your growth
6. Increase your self-confidence and build a powerful presence
#1: Take Credit Where Credit Is Due

- Develop your personal brand
- Identify and own your contributions – know your value
- Share what you’ve accomplished in an open, excited way
- Don’t blame or backstab – be accountable
  - You can’t “win” if you step on others
- Be impeccable with your word

*The Four Agreements*
#2: Take Nothing Personally

- Balance/manage your emotions
  - See others’ views
- Understand your triggers
- Speak the truth *as you see it*, but with love and care
- Build a boundary around you and what you believe
- Avoid divisive language
- Don’t engage in attack
#3: Ask for What You Deserve

- Know what you want specifically
  - Know what you deserve
- Assess the terrain – predict the outcome
- Ask for it clearly without reservation
  - Visualize success
  - Don’t second guess
- Practice!
#4. Challenge Power

- Understand the existing power culture and hierarchy and where you are in it
- Know your audience and their needs and wants
- Be prepared – master your domain
- Never claim to know when you don’t
- Never seek to make others look bad
- State your views powerfully, without reservation
#5. Obtain mentors and sponsors

*Clout = “The power to direct, shape and influence”*

- Connect to your internal power
- Understand and close your “power gaps”
- Realize that relationships are everything
- You can’t do what you want in a vacuum
- Access sponsors and mentors who can support your growth
#6. Build a Powerful Presence

• Engender Support
• Empower others
• Inspire a shared vision
• Make your impact/make a difference
  • Be who you are
  • Don’t hide your light
• “Do what you said you would do, with clarity, grace and ease”
Your BREAKTHROUGH

What can you do starting today?

Greater awareness = greater choice:

Watch yourself, and avoid:

• Saying “sorry” when you’re not
  • Adding qualifiers
  • Waffling
• Asking permission when not necessary
  • Caving because it’s uncomfortable
  • Habitually being the last to speak
What can you do starting today?

DO:

• Take your seat at the table
• Raise your hand for more growth
• Get more comfortable with challenge and conflict
• Observe when you shy away, and lean in instead
• Ask and negotiate for what you deserve
Takeaways:

Choose one of the top 6 challenges that resonates with you most

1. Top “aha” for you
2. What you wish to grow stronger in
3. What you commit to letting go of
4. Your compelling vision right now for communication strength
5. What is calling to you to address right now?
6. Who can be your helper?
Want more support?
(Take 20% off – use code CST20)

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Kathy’s free weekly video blog series

www.elliacommunications.com/blog

Kathy’s Forbes Blog:

www.forbes.com/sites/kathycaprino
What’s Your Burning Career Question?
Submit your question to Kathy for possible upcoming Video Blog segment:

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See you next month!

Dealing Successfully With Challenging People -
Wednesday, November 20th
Noon to 1:15 pm EST