



INFLUENCE

EFFECTIVE, AUTHENTIC COMMUNICATION

SPEECH

Consider what you would like to say before speaking, then say it succinctly.

Speak with a calm, measured tone.

Avoid peppering your sentences with 'I'm just' or 'I'm only.'

Don't start your sentence with 'So' - it weakens your point from the outset.

Mind your inflection - don't end your sentence with a high pitch, as if asking a question.

BODY LANGUAGE

When standing, keep feet firmly planted, hip width apart.

Power pose! Keep your body language open and expansive.

When seated, avoid slouching.

Steepling: a common male posture is to steeple hands above the table to display power, while many women place their hands underneath or just on top. Even a slight steeple makes an impact - try it!

“ CONVERSATIONS ARE ABOUT EXCHANGING INFORMATION, ESTABLISHING STATUS AND ACHIEVING CONNECTION. ”



HANDLING INTERRUPTIONS

To help you achieve these goals, below follow a few approaches that you can adopt to increase your influence and be heard in your professional and personal life.

Turn the tables



Listen to the interrupter and question them without offering your take. When they're done, say "I'd now like to finish what I was saying earlier."

Be polite, but firm



Writer Soraya Chemaly suggests saying "Stop interrupting me. I just said that. No explanation needed." If that feels too aggressive for you, simply state politely that you hadn't finished what you were saying.

Stop emulating male approaches



To succeed in the workplace, women and girls do not need to speak as men do. Conversations are about exchanging information, establishing status and achieving connection. Men and women take different approaches towards meeting these goals; it doesn't mean that either way is right or wrong.

Offer teaching opportunities



Let the person who interrupted you know (ideally in private to avoid humiliating them) what they did; how it made you feel; and what you would like them to do differently next time.

When faced with generalisations on gender difference, you can accept that some women behave in X manner, but that some men do too. This approach often opens a useful dialogue and brings insights.

TOP TIP: USE FACTS AND FEELINGS



Use either evidence-based facts to back up your points or your own feelings. It's difficult for anyone to argue with either.

“ THERE IS A DIFFERENCE IN THE AMOUNT OF USE OF INTERRUPTIONS BY MEN AND WOMEN, WITH MEN BEING MORE LIKELY TO INTERRUPT AND LESS LIKELY TO BE INTERRUPTED. ”

An Investigation into Differences between Women's and Men's Speech
James Broadbridge, The University of Birmingham