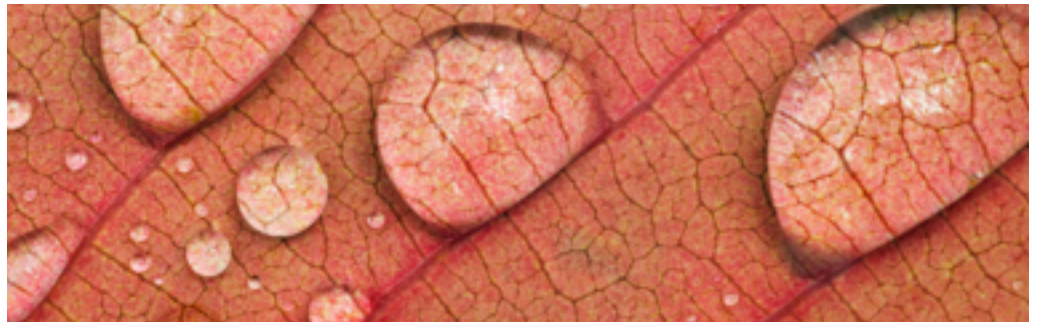




Speak Powerfully Across Gender

Linda Garverick, PhD and Linda Koenig, MA



Learning Objectives

- ② *Create greater influence through speech, body language, and other non-verbal skills*
- ② *Increase stylistic range to be effective in both hierarchical and relational power structures*
- ② *Use e-mail strategically and professionally*
- ② *Optimize leadership influence and power through effective language*

Who is perceived as powerful and influential at work and the reasons for this perception might surprise you. How we talk and listen are deeply influenced by norms learned in childhood. Although we may think our way of speaking is natural, women are often misperceived when judged by men. As noted by famed linguist Deborah Tannen, "In every community the patterns that constitute linguistic style are relatively different for men and women." Learn how gender differences in conversational style affect perceptions of competence, influence, trustworthiness and power.

In this workshop, we will explore just how differently women and men communicate and wield power through language & speech. We will assess our conversational style, build awareness of the tacit norms operating in our professional environment, design experiments to increase our stylistic range, and increase our perceived competence and power.

This workshop is for women only. Whether you have been in a leadership role for more than a decade or less than a year, this workshop raises awareness and teaches practical skills to become more influential and powerful.



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University of Phoenix Bldg
3401 Enterprise Pkwy
Beachwood 44122

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