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A WOMAN'S GUIDE TO LEADERSHIP:
COMMUNICATION, CREDIBILITY, AND INFLUENCE
with Dr. Audrey Nelson
$425 (US) per person

VIRTUAL SESSION (3-HOUR)

A WOMAN'S GUIDE TO LEADERSHIP: COMMUNICATION, CREDIBILITY, AND INFLUENCE

Women are steadily increasing their ranks in management and professional fields, yet they still face a variety of challenges. This program identifies the steps successful women take to navigate advancement to leadership. Practical advice, techniques and strategies for getting a seat at the table, communicating with credibility, and finding her voice will be offered. Real-life case studies, self-assessments, experiential exercises and action steps that help women transcend barriers and enhance their chances of leadership are the focus.

DR. AUDREY NELSON

Dr. Audrey Nelson is an internationally recognized trainer, keynote speaker, author and consultant who helps organizations increase their productivity and profitability through winning communication strategies. She specializes in interpersonal communication, conflict management, and gender communication skills.Dr. Nelsons professional background includes 10 years teaching in the Department of Communication at the University of Colorado, Boulder. For 30 years, she has trained and consulted for a wide variety of government and Fortune 50 companies in 49 states and six countries.Her clients include Xcel Energy, Pricewaterhouse Coopers, American Board of Trial Attorneys , AT&T, Honeywell, Hewlett-Packard, IBM, Upjohn Pharmaceuticals, Pentax, Lockheed Martin, Johnson & Johnson, U.S. Marine Corps, U.S. Forest Service, U.S. Department of Justice, and the U.S. Department of State.She holds a B.A., M.A. and Ph.D. in Communication. She conducted post-doctoral work at Warnborough College in Oxford, England, in gender communication.Thirty years ago, she co-founded and served as president for the Organization for the Research on Women and Communication. The U.S. State Department sent Audrey to represent the US Embassy in South Korea on the status of women in the workplace.Audrey is a published author. You Dont Say: Navigating Nonverbal Communication Between the Sexes (Prentice Hall, 2004) was published in six languages. She co-authored Code Switching: How to Talk so Men will Listen (Penguin-Alpha Books, 2009) and The Gender Communication Handbook: Conquering Conversational Collisions Between Men and Women (Pfeiffer 2012).

TOPICS COVERED

THE ORIGIN OF THE RULES OF ENGAGEMENT

- FROM THE PLAYGROUND TO THE BOARDROOM
- THE SEVEN MOST ASKED QUESTIONS ABOUT GENDER: MEN AND WOMEN AS TWO DISTINCT SUBCULTURES

EXPANDING YOUR PRESENCE

- THE TWELVE A'S TO AXE: WAYS WOMEN ARE SOCIALIZED THAT CREATE STUMBLING BLOCKS
- HOW TO ACHIEVE THE BALANCE OF BEING ASSERTIVE
- LETTING GO OF APPROVAL AND AFFILIATION

BEING HEARD AND TAKEN SERIOUSLY

- 5 WAYS WOMEN AND MEN MANAGE CONVERSATION
- TAKING CHARGE VERSUS TAKING CARE
- PROCESS VERSUS GOAL ORIENTED TALK
- UNLOCKING YOUR CREDIBILITY

IT IS WHAT WE DON'T SAY THAT MEANS A LOT

- NONVERBAL CUES THAT ENHANCE CREDIBILITY
- THE TOP 5 NOVERBALS THAT UNDERMINE CREDIBILITY
- WHAT IT MEANS TO "WALK THE WALK"

HOW LEADERSHIP IS ACHIEVED WITH CODE-SWITCHING

- WHAT IS THE CODE-SWITCHING STYLE?
- HOW CODE SWITCHING IS A BLEND OF TWO STYLES-MASCULINE AND FEMININE: A SYNERGISTIC APPROACH TO COMMUNICATION
- HOW CODE SWITCHING IS STRONG AND SOFT, ASSERTIVE AND STRAIGHTFORWARD
- HOW CODE SWITCHING IS FLEXIBLE AND ADAPTABLE

WRAP-UP: BACK TO WORK AS A VISIBLE, CREDIBLE EMPLOYEE-ENFORCE THE OPPORTUNITY AND SUCCESS YOU DESERVE

- BREAKING THE "HE" AND "SHE" CODE
- HOW TO BECOME SELF-CONSCIOUS, SELF-AWARE AND SELF MONITOR YOUR COMMUNICATION

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -
Phone: Email: Website: **https://ims-online.com/leadership-development//**