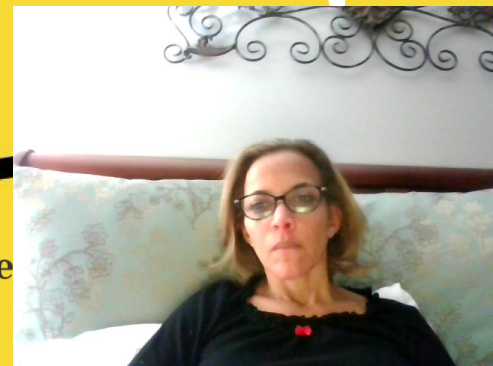


PWR PFIZER WOMEN RESOURCE GROUP

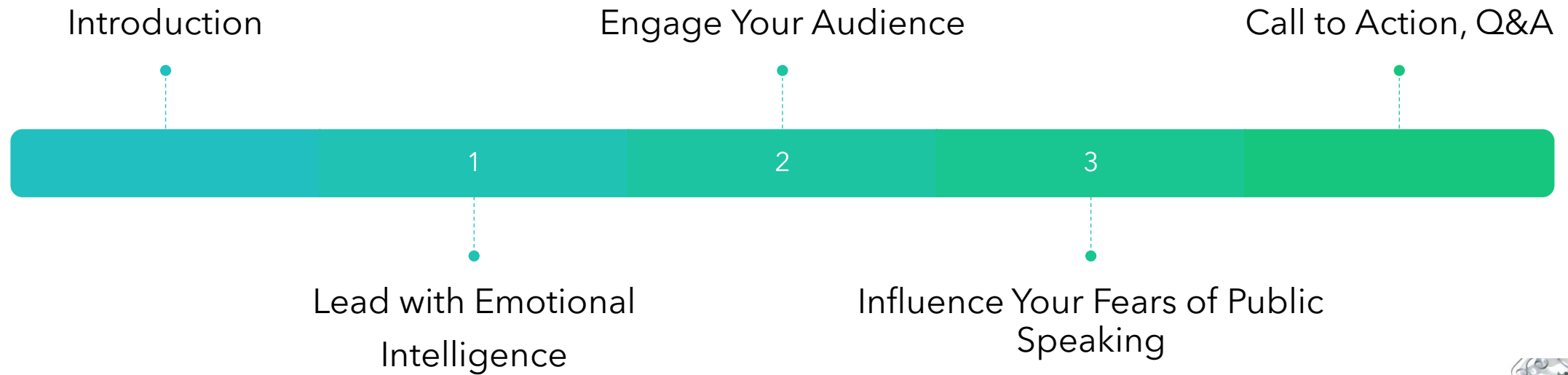
Communicate Powerfully

DR. GINNY A. BARO

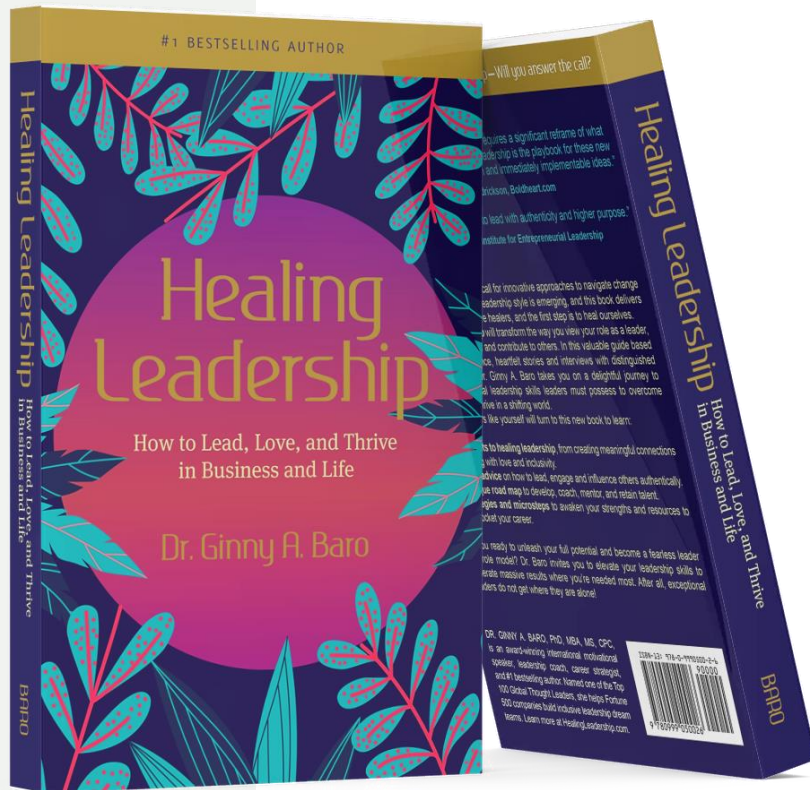
DECEMBER 8, 2021



Communicate Powerfully



Our Gift to You!



- **Your FREE eBook of *Healing Leadership!***
- **Workbook & FREE Resources Page**
- **Stay tuned for the link & book's PROMO CODE at the end!**





Dr. Ginny A. Baro

- CEO, Founder at ExecutiveBound®
- International Transformational Speaker & Leadership Coach, Career Strategist
- Two-time #1 Bestselling Author: *Healing Leadership* and *Fearless Women at Work*
- Creator of the Fearless Leadership Mastermind™ program
- Mom to 14-year-old son, Kyle



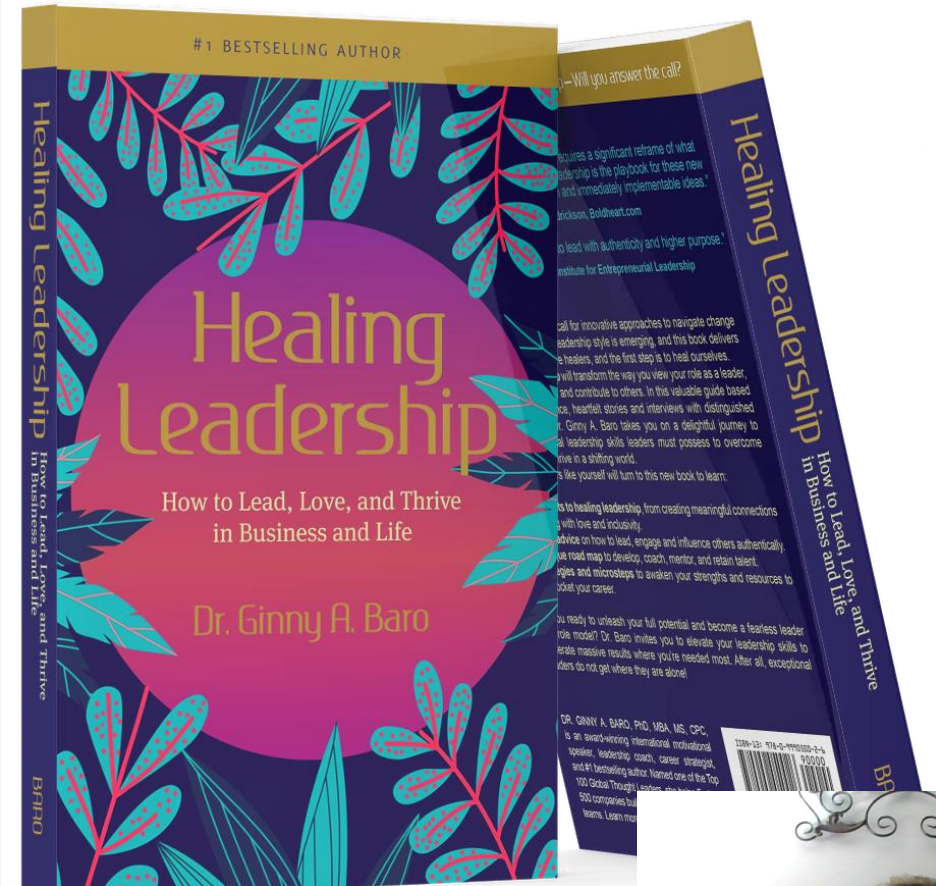


*We can lead, engage,
and influence others
through powerful
communication*



THE RESEARCH SHOWED...

Powerful
Communication is
the #1 Skill for
Leaders

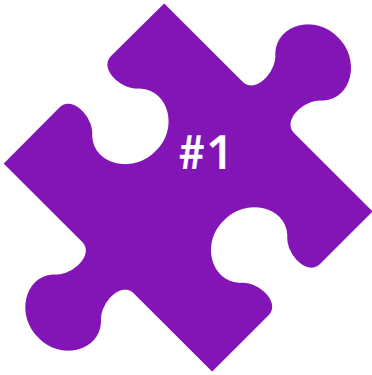


Benefits of Being a Powerful Communicator

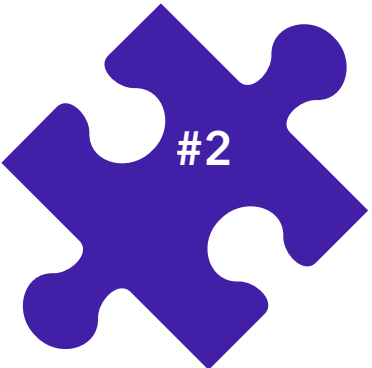
- GAIN MORE CONFIDENCE, PROMOTE YOUR PERSONAL BRAND
- ADVOCATE FOR YOURSELF, THE TEAM, AND OTHERS
- COLLABORATE & CREATE NEW OPPORTUNITIES
- DELIVER RESULTS & GROW IN YOUR LEADERSHIP
- CONTINUE TO GROW YOUR SUPPORT NETWORK
- ENGAGE OTHERS ON YOUR MISSION/VISION
- BUILD COMMUNITIES AND YOUR SENSE OF BELONGING



3 Puzzle pieces to become a powerful communicator



Lead with Emotional Intelligence



Engage Your Audience



Influence your feedback as a public speaker



How do you become a powerful communicator?



Lead with Emotional Intelligence (EQ)



Lead with Emotional Intelligence...



Benefits of leading with emotional intelligence

1

Guide your response once you notice the emotion—self-awareness & self-management.

E.g., check-in, acknowledge, give yourself grace

2

Choose a constructive path forward that aligns with your intentions & goals.

E.g., build your network, focus on gratitude, change your physiology

3

Avoid self-sabotage, the negative thoughts loop.

E.g., remain open, curious, resourceful, seek support when needed



There's hope!

- *You can develop your emotional intelligence (EQ)*
- *If you struggle or want to grow in one or more components of EQ, practice the development strategies we provide in your Workbook*
- *Check-out Emotional Intelligence 2.0 (Bradberry, Greaves)*

Use Workbook exercise: Develop Emotional Intelligence



To improve your communication, which component of EQ are you willing develop?

TYPE IN THE
CHAT!

Use Workbook exercise: Develop Emotional Intelligence



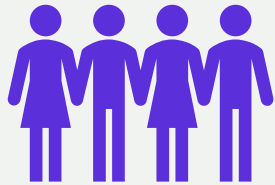
How do you become a powerful communicator?



Engage Your Audience



#2 How to engage your audience?



Know your audience



Tailor your message



Pick your talk's





Who is your audience?


What are they interested in?

What is their WIFM (what's in it for me)?



What is the takeaway





Benefits to knowing your audience

- Meet their needs & become more impactful
- Contribute your strengths & influence positive results
- Boost your personal brand & advance



#2 How to engage your audience

Tailor Your Message



Taylor Your Message



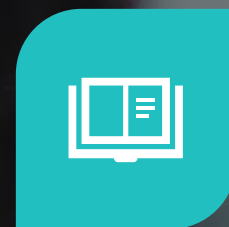
GROUP



AGE



STORIES



WORDS



CONTEXT



Framework to tailor your message



Heart: Craft a brief heart story to connect with your audience (less than 5 minutes)



Head: Share the information that's relevant, e.g., facts, figures, charts, etc. (main part of your message)



Hands: What do you want the audience to do after the presentation? (provide direction, a call to action)



Heart: Craft a brief closing heart story to leave your audience inspired to take action (less than 3 minutes)



How to engage your audience

Pick Your style

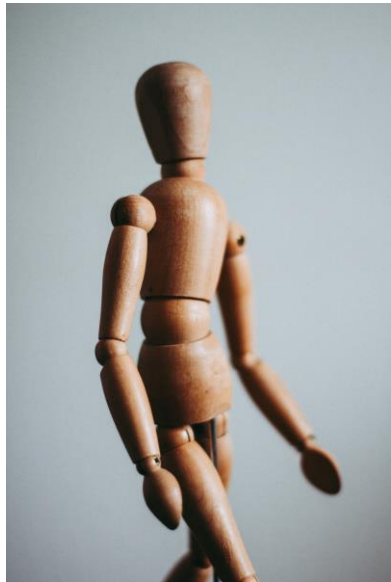




Eye
Contact



Formal
vs.
Casual



Body
Language



Voice



Which person appears more credible?

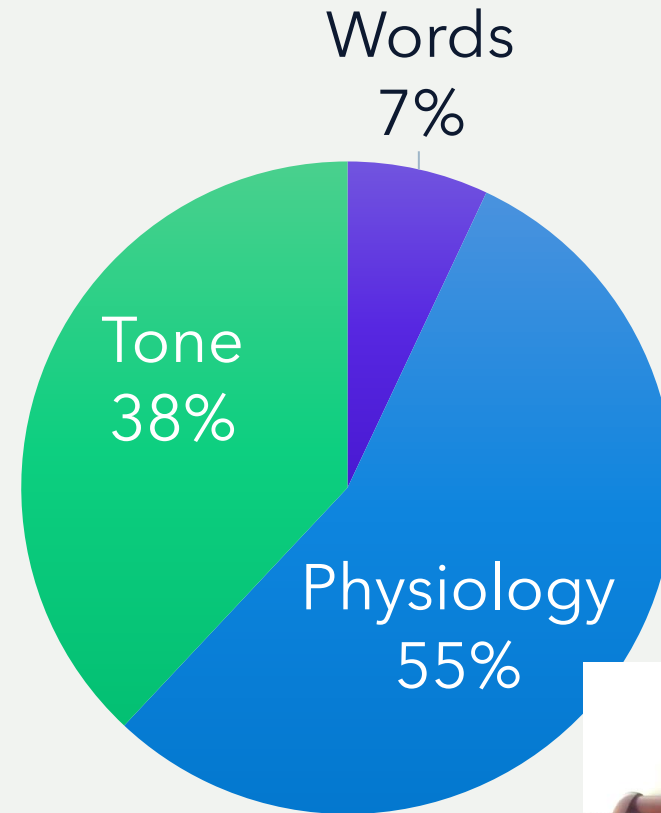
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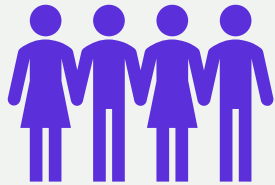
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93% of Credibility is 'how' you say it!



Recap: #2 How to engage your audience?



Know your audience



Tailor your message



Pick your talk's

Use Workbook exercise: Engage by Communicating Powerfully



How would you benefit by engaging your audience?

TYPE IN THE
CHAT!



Know your
audience



Tailor your
message



Pick your
talk's style



How do you become a powerful communicator?



Influence your fears of public speaking



What do you feel
when planning
a public talk?

Type in the chat!



Fear of Public Speaking: Glossophobia

74% OF PEOPLE SUFFER FROM
SPEECH ANXIETY

73%
men



75%
women



What's behind the fear of public speaking?

- Fear of rejection
- Fear of change
- Fear of failure
- Fear of being vulnerable
- Fear of confrontation
- Fear of my own power
- Fear of not fitting in
- Fear of criticism
- Fear of success
- Fear of being exposed
- Fear of humiliation
- Fear that it won't work
- Fear of the unknown
- Fear of getting hurt
- Fear of being overwhelmed
- Fear of making a mistake
- Fear of what others will think
- Fear of disapproval
- Fear of not being good enough
- Fear of being fully authentic
- Fear of not doing th

Use Workbook exercise: Identify the Fears that Hold You Back



Checklist to Overcome the Fears

✓ PREPARE

- Plan it (timeframe)
- Put it together
- Practice it (record it, use a mirror)
- Get feedback, tweak it

✓ BE CONFIDENT

- Be the expert
- Be yourself
- Be physical
- Trust yourself

✓ MANAGE YOUR ENERGY

- Take cleansing breaths
- Visualize success
- Reframe the fears
- Focus on gratitude

Use Workbook exercise: Checklist to Overcome the Fears



Which of these
tactics would
support you most?

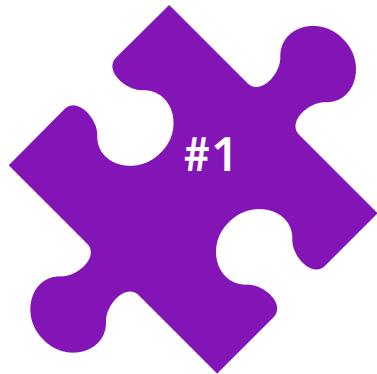
TYPE IN THE
CHAT!

- ✓ **PREPARE**
- ✓ **BE CONFIDENT**
- ✓ **MANAGE YOUR ENERGY**

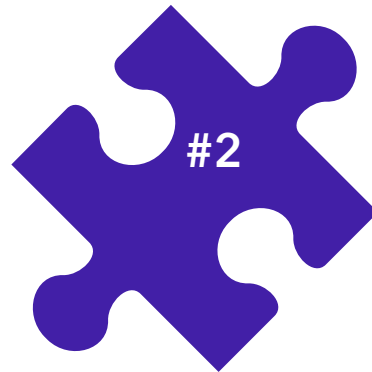


Recap & Call to Action!

3 Puzzle pieces to become a powerful communicator



Lead with Emotional Intelligence



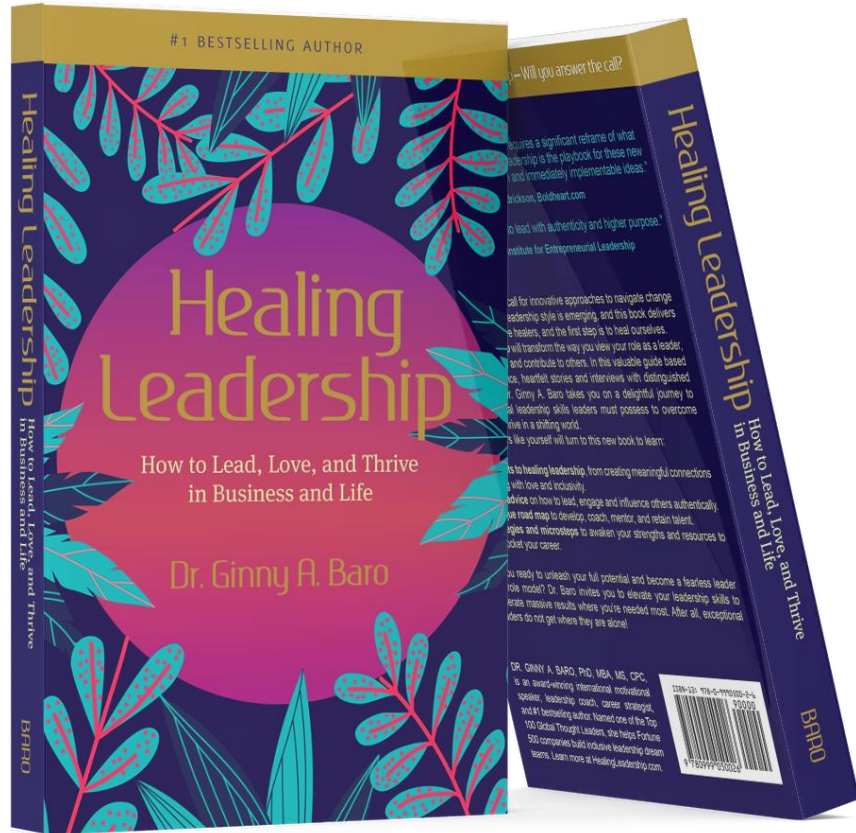
Engage Your Audience



Influence your feedback as a public speaker



Download today the FREE eBook: www.ExecutiveBound.com/pwr



USE PROMO CODE: PWR2021

While they last. Don't wait!

Let's connect!



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info@executivebound.com



Your **FREE** Resources, *Only available until Feb. 8th!*

- ✓ Download your Workbook & Presentation
- ✓ Attend the Group Coaching and Q&A - TBD
- ✓ Lean on PWR peers for support. Email us for help, M-F, 9 - 5 PM ET
- ✓ Watch the "Powerful Communication" videos
- ✓ And more!



www.ExecutiveBound.com/pwr (code: PWR2021)





A DAILY AFFIRMATION

“I am a powerful
communicator.”

With a growth mindset, compassion,
and love for yourself and others,
claim it.

Thank you for allowing
me to be your journey
partner!

Questions...

