

Today's speakers



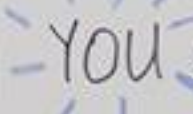
Shari Wenker
Managing Director
Marketing & Communications, Technology
Accenture



Sony Rusteberg
Managing Director
Applications Management, Chief Information Organization
Accenture

Your personal brand =

You + Science + Art

Show up as only  YOU can ...

- Be curious
- Stretch beyond...
- Play to your strengths
- Be generous
- Collaborate with everyone
- Know when to let it go...
- Inspire ... be inspired
- Love everything you do...



Communications sense-abilities



Be present



Speak up...



Make Eye to I contact



...and know when to shut up



Listen softer... with your eyes and your heart



Practice and prepare



Your body speaks

Taking up the pen

1. Simplicity
2. Brevity
3. Credibility
4. Consistency
5. Sound and texture
6. Aspirational
7. Visualize
8. Ask a question
9. Context and relevance

Speak with ...

Substance

What is your message in one sentence?
Compelling facts, proposition, appeal

Sizzle

How will you make your message memorable and compelling?
Tone, pause, volume, resonance, interaction, stories, visuals

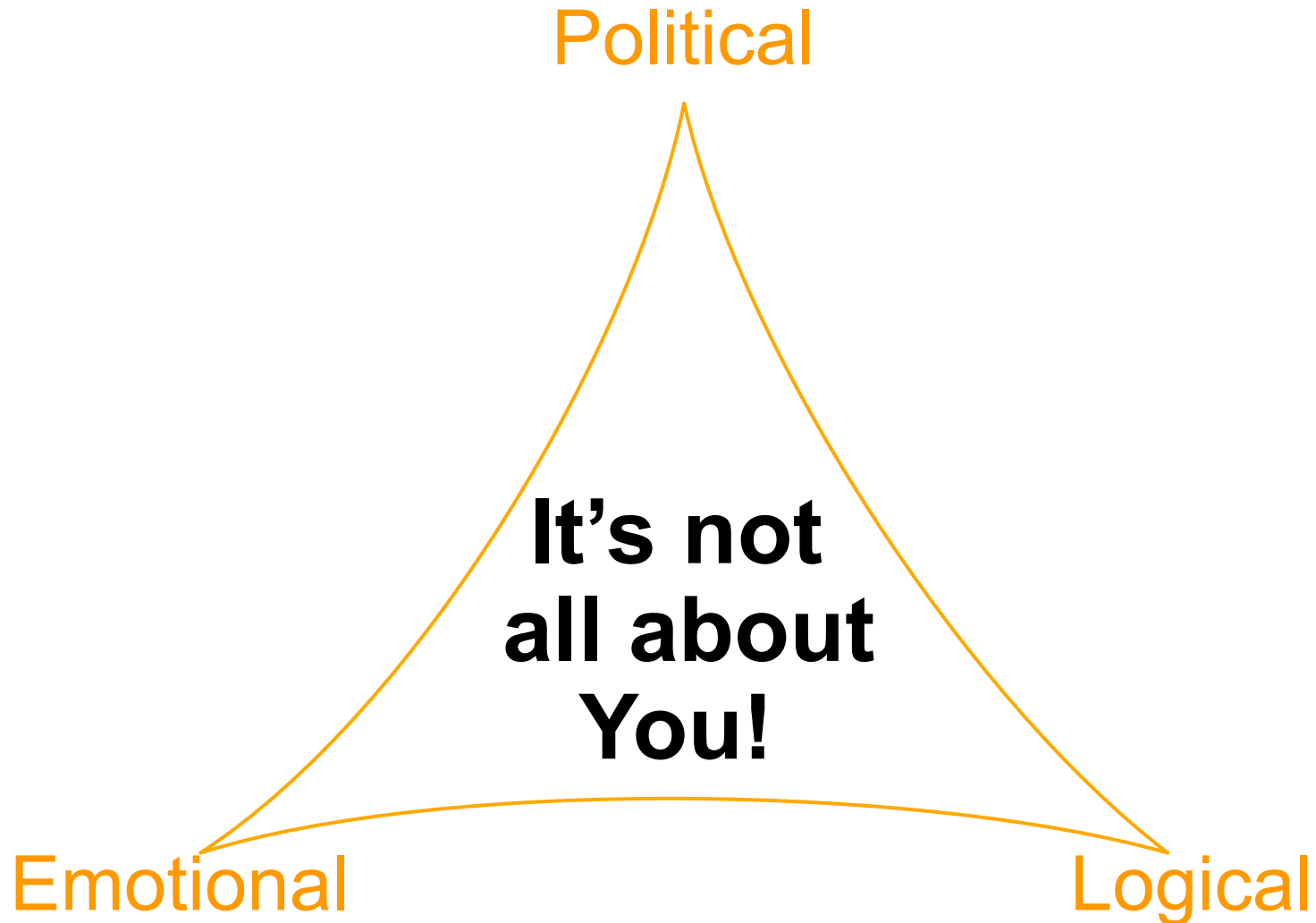
Soul

Why is this so important to you?
Convince you are connected, believe, live it

The art of influence

Being influenced is as
important as being influential

Start with context



Step into their shoes

Does it change
your perspective?



Lead with questions



...mindshift from problems
to possibilities

Lead with truth

Candor and courage
duel for the “C” in
communications



The power of the pause



Switch!

Defensive



Switch!



Offensive

Switch!

Taking orders



Switch!



Framing the opportunity

Power talk to help you seize your new opportunities

Small talk

“I’m unqualified”

“Yikes! I have no idea what I’m doing!”

“I’m afraid, so I must not be ready.”

“If I take this new bigger role, people may not like me.”

Power talk

“I’m fully capable of growing into the role.”

“Wow, I’m really going to learn a lot, and I’ll find smart people to help me.”

“Feel the fear and do it anyway. The fear only goes away after you do it.”

“I can break ground for other women to follow in my footsteps. I’ll be a role model. I’ll help others to succeed.”



Questions?