

S P E A K E A S Y



ESTABLISHING CREDIBILITY IN A MALE-DOMINATED WORKPLACE

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Your workplace environment often plays a role in how comfortable you feel in voicing ideas, opinions, and concerns. Being promoted and fulfilling high-profile leadership positions comes with greater responsibility and an increased need to communicate to a wide range of audiences.

Over the past 20 years, women have made substantial gains in securing leadership positions within Fortune 500 companies. Nonetheless being able to exude confidence and authority in a largely male-dominated workplace is one of the keys to success for leading businesswomen.

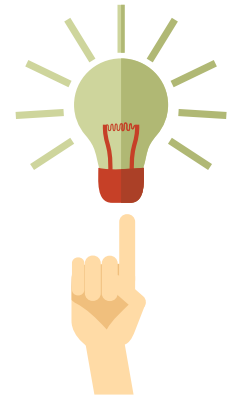
With the number of women in C-Suite roles growing, the gender demographic in Fortune 100 and Fortune 500 companies is quickly changing.¹ Despite being the minority in fields such as the construction industry, women in leadership positions continue to bring invaluable insights to organizations across America. In a recent Pew Research study, those surveyed acknowledged that one's ability to lead a department or organization was not based on their gender.² Instead, the success of most businessmen and businesswomen hinged on their ability to connect with those around them and effectively communicate with key stakeholders.

Whether you are an up-and-coming female business executive or a seasoned board member, exuding credibility, authenticity, and confidence in your interpersonal communication is crucial.

The business communication consultants at Speakeasy have outlined four effective strategies to use when approaching and connecting with male-dominated audiences.

1 BRING VALUE TO ALL INTERACTIONS

Sharing great ideas and being a proactive team player are universal principles. While many women are eager to contribute in this manner, they often struggle to frame their thoughts in a clear, concise way. In the workplace, this can be interpreted as rambling, disorganized, hesitant, or unconfident thoughts. Focus on being as efficient as possible when vocalizing your ideas, particularly when speaking up. That way your contribution will be heard and viewed as credible and confident, instead of getting lost in the shuffle.



2 FIND WAYS TO CONNECT



Approaching every interaction with the goal to connect with the other person can help to reduce some of the isolation you may feel as a female in the workplace. Regardless of the other person's gender, you want to be confident and find ways to build productive relationships with others. If you are one of a few women in your office or organization, you may feel that you are up against unfounded stereotypes, but instead of focusing on what others may think of you, channel that energy into presenting yourself as an asset and someone worth hearing. Being proactive and volunteering to lead teams, asking for high-profile speaking engagements, or attending optional department meetings are great opportunities to share your thoughts and connect with others.



3 APPROACH CONFLICT OR DIFFICULT SITUATIONS WITH AN OPEN-MIND

How you handle yourself during a challenging time can be a telling sign for those around you. Even if you feel outnumbered in a male-driven workplace, seeking first to understand and handling conflict with an open-mind are the best ways to manage your emotions. As human beings, we are hardwired to protect ourselves and this extends to receiving criticism from others. Being an effective communicator is just as much about speaking as it is about listening. See feedback from others as an opportunity to broaden your skillset and strengthen areas where you may be weak. If you feel that your interpersonal skills may be holding you back, or that you could benefit from expert communication guidance, then seek out professional development trainings such as those we offer here at Speakeasy.



4 EXPLORE TAILORED INTERPERSONAL COMMUNICATION WORKSHOPS

As you climb through the ranks, your communication capabilities will become increasingly important. Taking a proactive approach and attending communication skills programs can be an effective way to gain better insight into how you are perceived as a communicator and what you can do to enhance your communication abilities. Finding workshops tailored to your unique communication needs and designed to help women excel in a male-dominated environment are ideal trainings to attend.

CONCLUSION



By leveraging just a few of these Speakeasy communication strategies, you can enhance your business communication and feel more confident in your interactions. Being an effective and powerful communicator takes time, no matter the gender makeup of your organization. To establish better communication with those around you, always be willing to share your ideas, find ways to connect, and approach every conversation with an open-mind. The business communication consultants at Speakeasy are here to help you throughout your communication journey, from giving impromptu presentations to leading a conference talk. Our expert faculty specialize in empowering all business professionals with the communication skills they need to strengthen business relationships and enhance interpersonal communication. With dynamic business communication skills training programs that address *What You Say* and *How You Say It*, participants receive real-world opportunities to put proven communication strategies into practice to ensure their future communications are successful. Contact Speakeasy today to register for one of our communication programs, before spaces fill up. We are excited to partner with you on your communication journey and make sure your ideas have a voice.

To learn more about our dynamic communication classes visit our website at <http://www.speakeasyinc.com/>, or call one of our communication advisors at **1-888-375-1801**.

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¹ <https://www.americanprogress.org/issues/women/report/2014/03/07/85457/fact-sheet-the-womens-leadership-gap/>

² <http://www.pewsocialtrends.org/2015/01/14/women-and-leadership/>