

# WOMEN, LANGUAGE, AND POWER



This workshop is an exciting exploration of how gender and power influence women's communication. Highlighting current research, we identify the three aspects of social conditioning that inhibit women's ability to communicate powerfully and advance professionally. The session offers a variety of exercises and tools for making new language choices designed to connect women to their power, themselves, and their rightful place as leaders. It is offered as a half-day program and can be presented in a virtual format.

## Many women struggle to speak up, show their authority at work, ask for raises or promotions, and act on their career ambitions. There is a reason why they struggle, and it lies in our social conditioning.

Since childhood, girls are told to sit quietly, lower their voices, wait their turn, and stay out of the spotlight. Boys, on the other hand, are free to talk loudly, communicate with their whole bodies, speak their minds, and push to the front of the line.

As we enter the workforce this cultural conditioning puts women at a disadvantage when it comes to leadership and advancement. Men are encouraged to develop their assertiveness to express authority, and to verbally command a room. These behaviors and communication skills are associated with leadership. In contrast, women are conditioned to consider others before themselves, contain their speaking, and always try and create collaborative interactions. All good skills until you need to step up, speak out, and embrace your power.

Language is one of the greatest barriers to our advancement and parity. But it can also be one of our greatest opportunities.

Susannah Baldwin, Ph.D.—a Silicon Valley-based leadership and communication coach—builds on the trail-blazing work of female linguists and feminist scholars and helps us see how cultural expectations of women stifle our sense of self, our ambitions, and how we speak. Susannah details how, when it comes to our careers, we find ourselves without the agency and language to speak assertively, to lead decisively, and to actualize your potential. The result can be stalled careers, missed opportunities, and money left on the table. The solution is to change our language. She

guides women to do just that—make new language choices that lead them to their power and the careers of their dreams.

### Topics covered:

- The 3 C's of our social conditioning: Considerate, Contained, Collaborative
- The language of certainty
- The body language of confidence
- Speaking about performance and accomplishments
- Building a support network



**SusannahBaldwin**

Leadership and Communications Coaching

**Susannah Baldwin, Ph.D.** is a leadership and communications coach based in the San Francisco Bay Area. Susannah and her associates conduct workshops that include *Present with Impact*, *Presenting to Senior Leaders*, *Presentation Skills for Women*, *Storytelling that Sells*, and *Women, Language, and Power*.

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