

# Your Corner Office

Essential Skills to Accelerate Your Career



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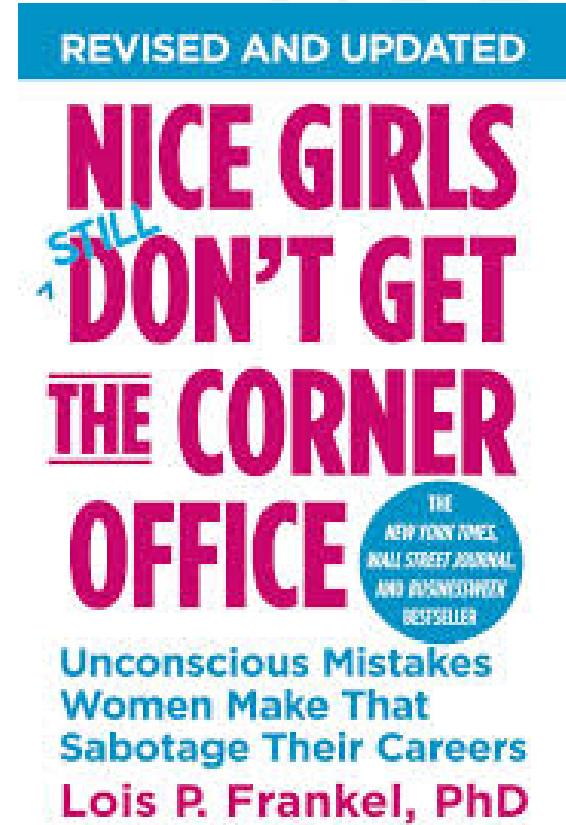
“The opposite of a nice girl  
is a winning woman.”

Lois Frankel, Ph.D.

# *Nice Girls Still Don't Get the Corner Office*

Identifies behaviors women have been socialized with from a young age, that may hold them back from the next levels of their careers and leadership:

- Playing the Game of Business
- How We Act
- How We Think
- How We Look
- How We Sound
- How We Respond
- How We Market and Brand Ourselves



# Exercise: Strategic Risk Taking

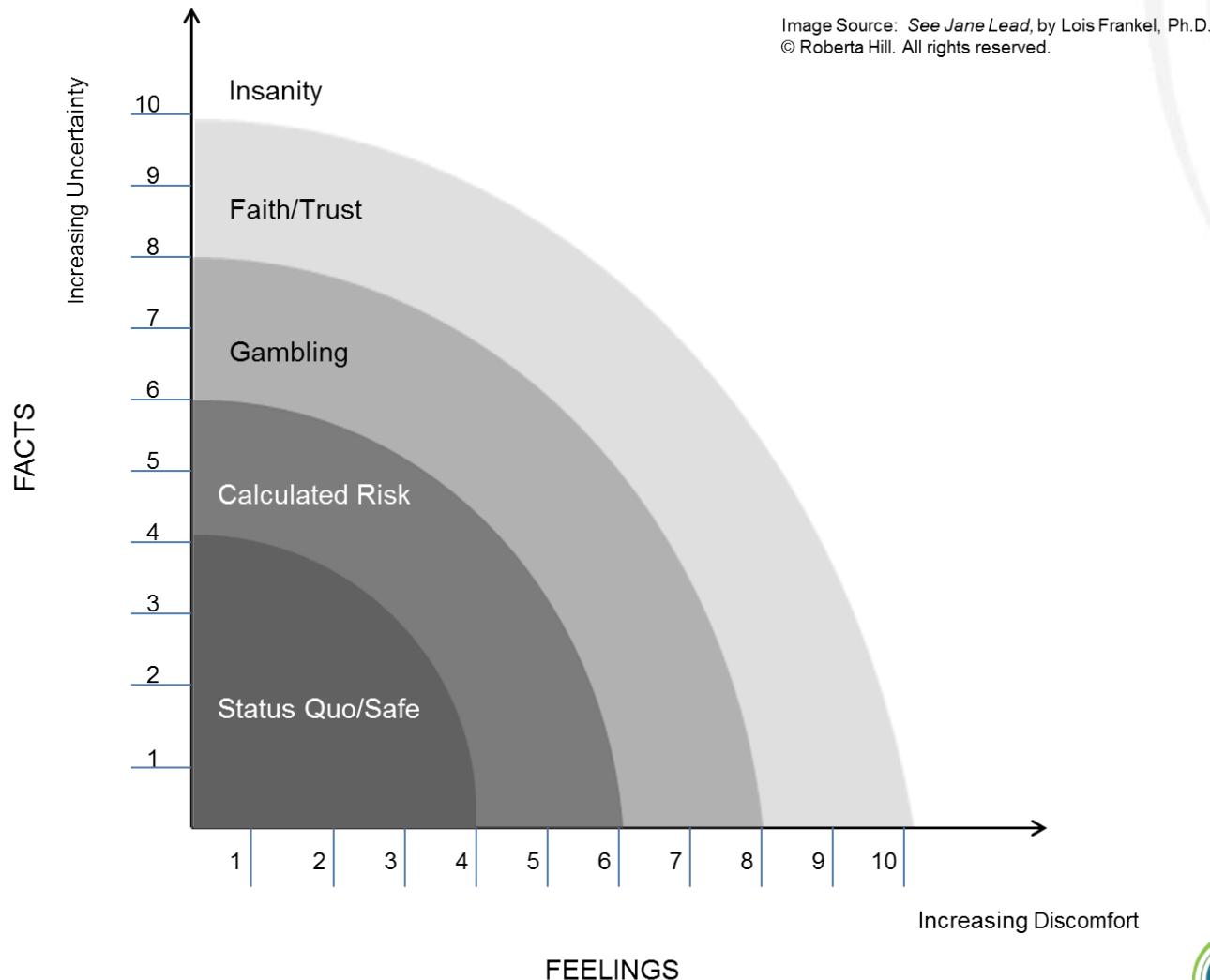
At your table or in pairs:

- Share a risk that you have taken in the past 30 days.
- Share the key emotions experienced by taking this risk.

# Common Mistakes and Risk

- Assessing the outcomes in “absolutes”
- Overestimating potential negative consequences
- Not viewing risk as opportunity
- Minimizing the “playing field”
- Ignoring feedback from trusted advisors
- Forgetting that taking no risk is a risk in and of itself

# Exercise: Risk Decision Tool



# Exercise: Risk Decision Tool

One person volunteers to select a professional risk under consideration. This needs to be a risk you are truly undecided about. Using the Risk Decision Tool, plot where you are today on the risk spectrum.

As a group discuss the following questions about this risk:

- What data, information, and experiences do I have that lead me to believe this is a risk worth taking?
- What is the potential upside to this risk?
- What is the potential downside?
- What additional information or resources do I need?
- Am I willing to accept the consequences?
- Whose support do I need to increase the likelihood of a positive outcome?

Reconsider your risk position. Has it changed at all?

# Best Practices for Smart Risk

- Use a success continuum to reframe risk, accept there will be successes *and* failures
- Align your professional risk choices with organizational mission and goals
- Take small risks first. Systematically assess what worked, what didn't, what do to next, and try again
- Elicit input, but balance with polling
- Set up an environment for success

# Executive Presence



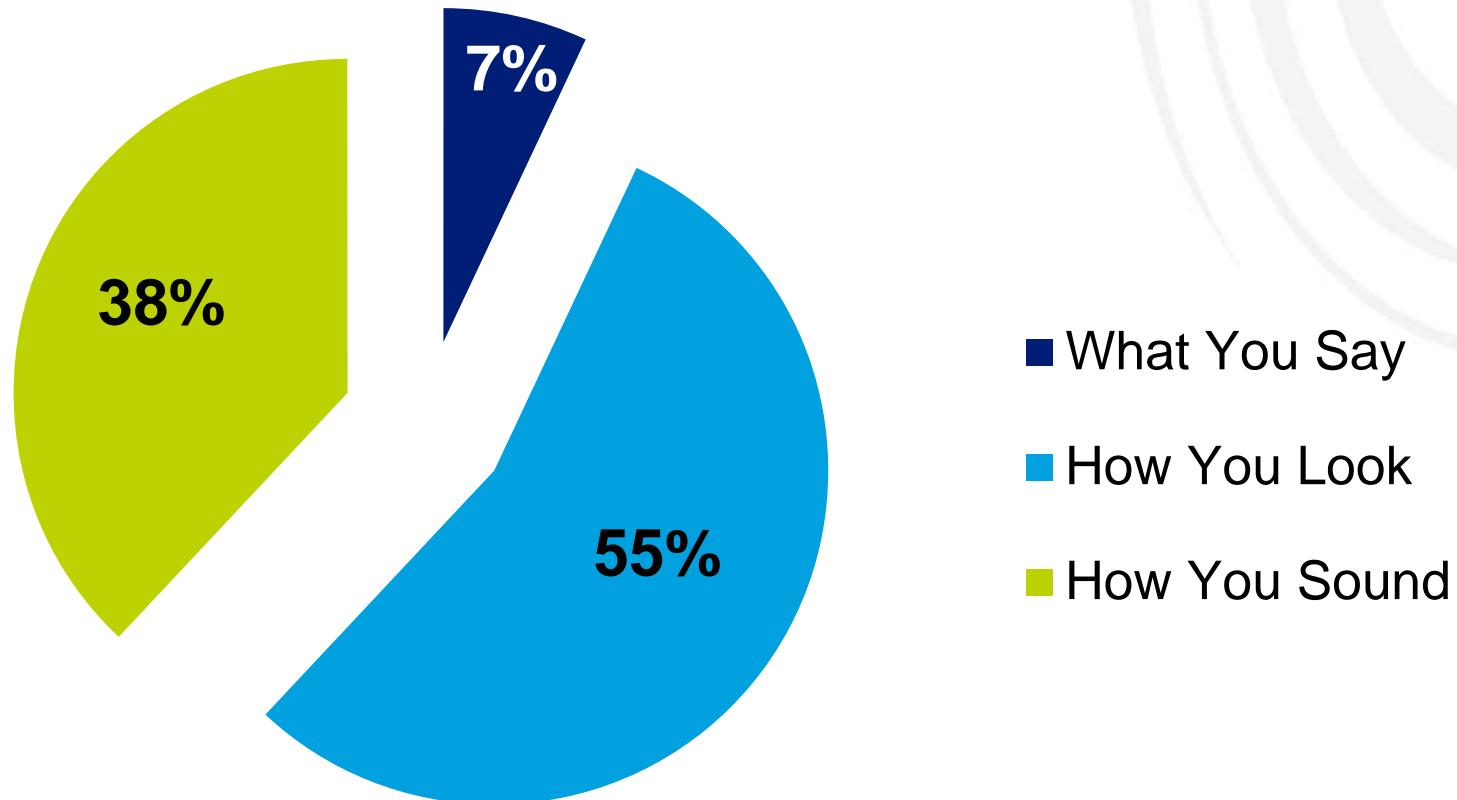
# Components of Credibility

What percentage of your initial credibility is attributed to the substance of your message?

- a) 7%
- b) 18%
- c) 38%
- d) 55%



# 7% - 38% - 55% Rule



# What Does Executive Presence Mean to You?

leader

Trust Vision  
Decisiveness  
Agility  
Eye  
Approachable  
Acumen  
Polish Sharp  
Self Style  
Relationship Purpose  
Collaboration  
Intelligence  
Body factor  
pressure  
Maturity  
intuition  
Communication  
Reputation  
Voice  
Authoritative  
Confidence  
Charisma  
builder  
Poise  
Genuine  
Influence  
Results  
Thought  
Empathy  
Community  
Inspiration  
Aspiration  
Integrity  
Grace  
Executive  
Tone  
Language  
emotional  
Presence  
Contact

# Elements of Executive Presence

- Gravitas
- Communication
- Appearance

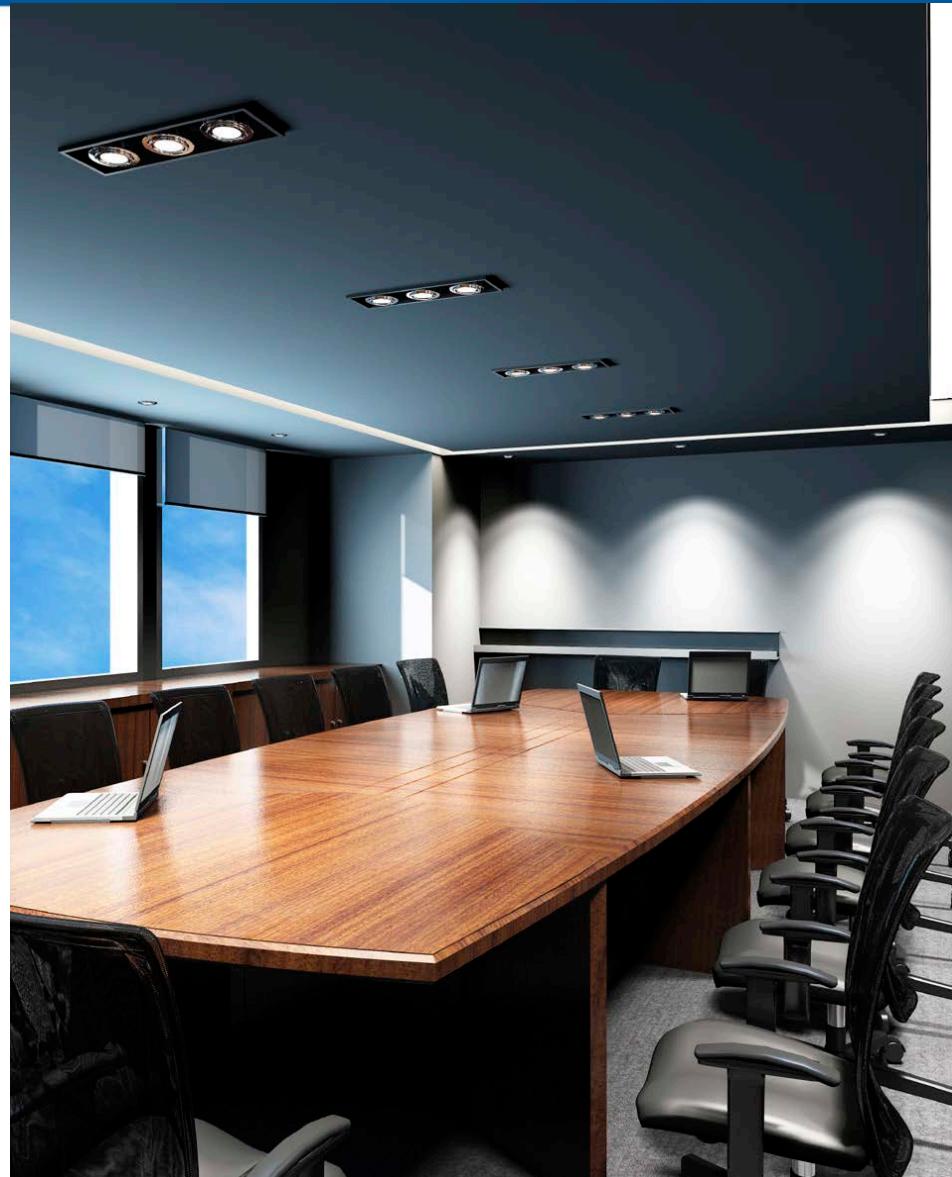
Executive Presence ≠  
Performance

Source: Center for Talent Innovation, Sylvia Ann Hewlett



# Immediate Impact with Communication

- Headline communication
- Improvisational qualities
- Statements, not questions
- Silence
- Voice tone, speed, and pitch
- Eye contact
- Avoid props and barriers
- Relatability



# The Phrases We Choose

Powerless Phrase	Powerful Phrase
"I'm sorry . . . "	Save your apologies for when they are absolutely necessary.
"It was a team effort."	<ul style="list-style-type: none"><li>• "There were many people involved in the project, and in my role as relationship manager I took the lead in designing the proposal."</li></ul>
"I'm no expert, but . . . "	<ul style="list-style-type: none"><li>• "In my research . . . "</li><li>• "I propose . . . "</li><li>• "I recommend . . . "</li></ul>
"It was nothing. "	<ul style="list-style-type: none"><li>• "Thank you for noticing my work. I appreciate it."</li></ul>

What is one thing  
you'll do today as a  
winning woman?

**Amy Franko** drives results for organizations by elevating their most important asset—their people. Her firm, Impact Instruction Group, works with technology companies and professional services firms to design and deliver leadership development and strategic selling programs.

She brings new perspectives to her clients, with a sharp focus on achieving strategic goals.

Known for her dynamic and engaging style, Amy is a sought-after speaker on the topic of leadership development and strategic selling, having delivered her powerful messages across the country.

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