



Breakfast Chats

WOMEN

IN BUSINESS



EASA SALEH AL GURG GROUP

London
Business
School



WHAT GOT YOU HERE **WON'T GET YOU THERE**

Take charge of your future by building the skills, mindset and network to achieve your goals

Gain a deeper understanding of who you are

Craft an authentic future-facing identity



REINVENTING

YOUR PERSONAL

BRAND



REINVENTING **ONESELF**

1

Be fully aware of what your specialty expertise is and know what strategic acumen and soft skills are needed to have a greater impact at the workplace

2

Step up for greater impact

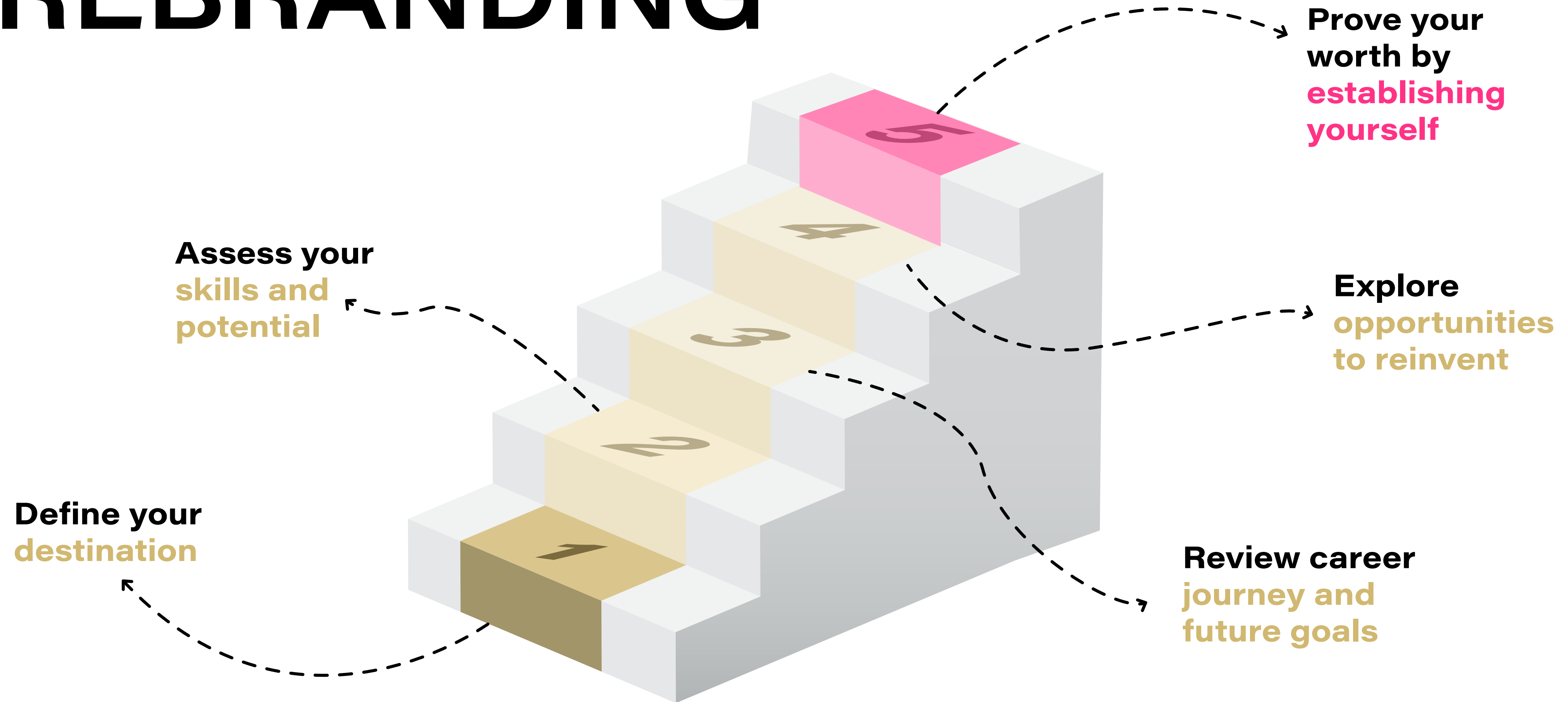
3

Avoid falling into a 'Competency Trap'

*CHANGING YOUR
IMAGE CREATES
EXCITING NEW
OPPORTUNITIES*



PERSONAL **REBRANDING**



BUILDING A **NETWORK**



MANY PEOPLE FEEL THAT NETWORKING IS SLEAZY.

IT IS LIKE 'USING PEOPLE' AND IS 'UNAUTHENTIC



How would you rate the quality of your network as it is today?



How important is having a good network of relationships to your success?

CREATE A BIGGER *CIRCLE OF* **NETWORKS**

↗ **Increase visibility at the workplace**

↗ **Make use of in-house projects and tasks**

↗ **Invest in extra-curricular activities that could get you connected with like minded people**

↗ **Create your own community of interests**

↗ **Don't just attend events speak, chair, organise**

↗ **Introduce, connect and refer in all directions**

↗ **Focus on the value you bring to someone's network**



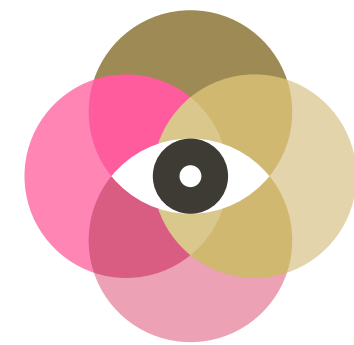
GROW MODEL OF SELF EVALUATION

G



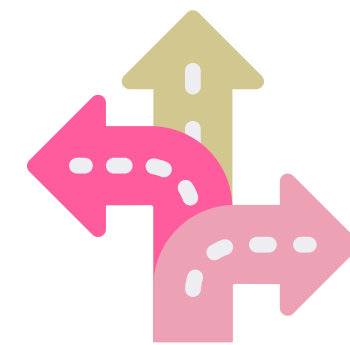
Goal
What do
you want to
achieve?

R



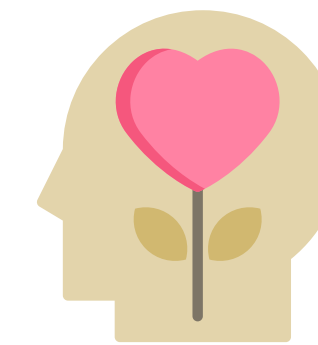
Reality
Where are
you now?

O



Options
What options
do you have?

W



Will
What
choices will
you make?

SEEK A MENTOR **OR SPONSOR**





A Mentor has the knowledge and will share it with you, by spending time with you



A Sponsor has the power/ the seat at the table and will use it for you. A sponsor will spend his/her capital on you

MANAGING NERVES **AND ANXIETY**



WHAT ARE YOU **AFRAID OF?**

↗ I don't want to lose
the client

↗ I'm afraid I'll ruin
the relationship

↗ I'm afraid of what
they may say or do

↗ I feel guilty for
hurting them

↗ I don't want to
be unpopular



HOW DO WE REACT
WHEN WE ARE A
BUNDLE OF NERVES?

AVOID

- Put off the conversation
- Cut the conversation short
- Behave abruptly
- Ramble on

ACCOMMODATE

- Agree when we actually disagree
- Lose track of our plans and intentions

ATTACK

- Confront
- Blame, accuse rather than listen to understand

MANAGING DIFFICULT **CONVERSATIONS**

BEFORE

- **Consider the problem**
- **Understand the needs and interest yours and theirs**
- **Clarify the 'good outcome'**

DURING

- **Manage your anxiety to convey calm and confidence and set ground rules**
- **Adopt a 'problem solving' mindset. Be willing to be wrong**
- **Get consensus or clarity on the problem and causes**
- **Agree on the next steps**

AFTER

- **Schedule a meeting**
- **Provide coaching and support**
- **Set specific measures to note progress**

POWER



WHY WE ARE MORE POWERFUL **THAN WE BELIEVE**



➤ **Power places responsibility and maturity on an individual**



➤ **It is more subtle than authority**



➤ **Power exists in every relationship**

DO YOU KNOW
HOW TO PLAY

PLAY HIGH

→ Question or speak over, use dominance or signaling to show that you can fight for something

PLAY LOW

→ Show that you are not going to fight. Appear less threatening

REMEMBER

- **Verbal dominance does not go well for women**
- **Non-verbal/body language works**
- **Master using body language for assertiveness**
- **Using your hands – pointing is dominant**
- **Putting a finger up – automatically shuts the other person**
- **Use silence effectively – Do not rush in to fill silence**
- **Make eye contact**
- **Focus on using your power well**



THANK YOU THANK YOU
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TIME FOR AN
INTERACTIVE
CHAT