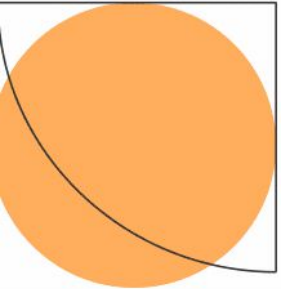


Women, Language and Power

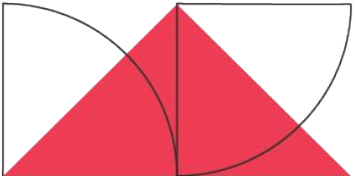




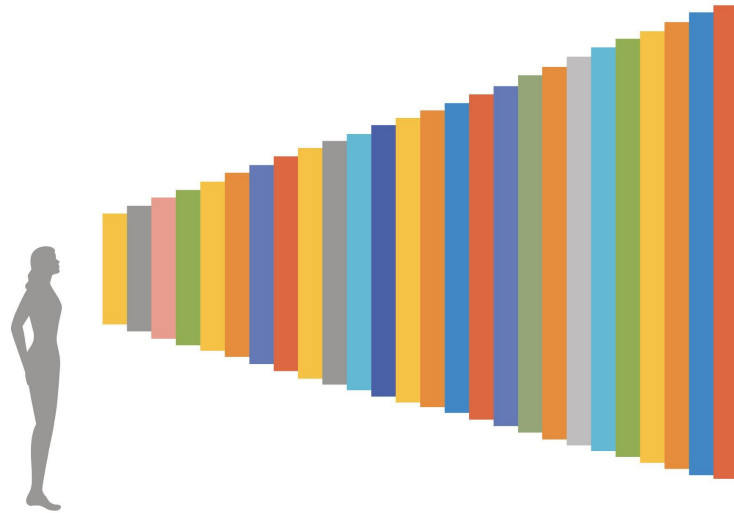
Direct

Unequivocal

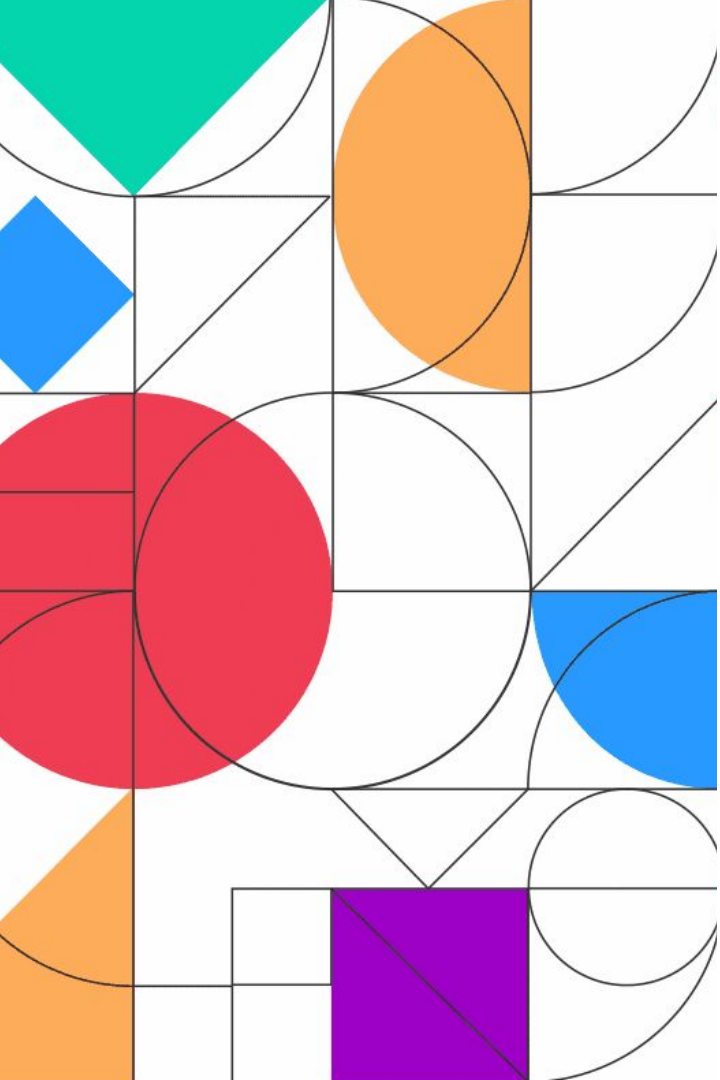
Authoritative



Polite



We must align our language with our power.



QUESTION:

Think about a time when you wanted to say something direct to someone, but you hesitated...what were you afraid of?

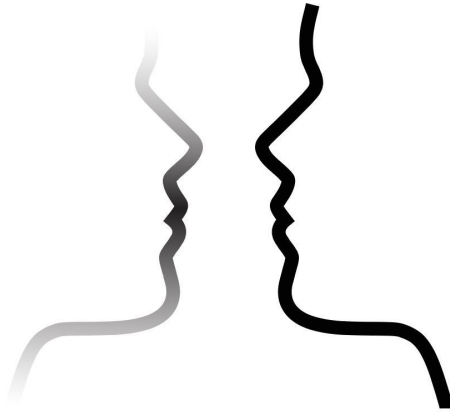


The 3 C's of women's cultural conditioning:

- 1. Considerate**
- 2. Contained**
- 3. Collaborative**

Considerate:

Women are conditioned to consider others before themselves.



Women's characteristics:

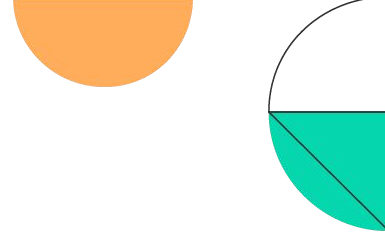
SOOTHING
TENDER
LOVING
YIELDING
SOFT-SPOKEN
WARM
UNCOMPLAINING
COMPASSIONATE
CHILDLIKE

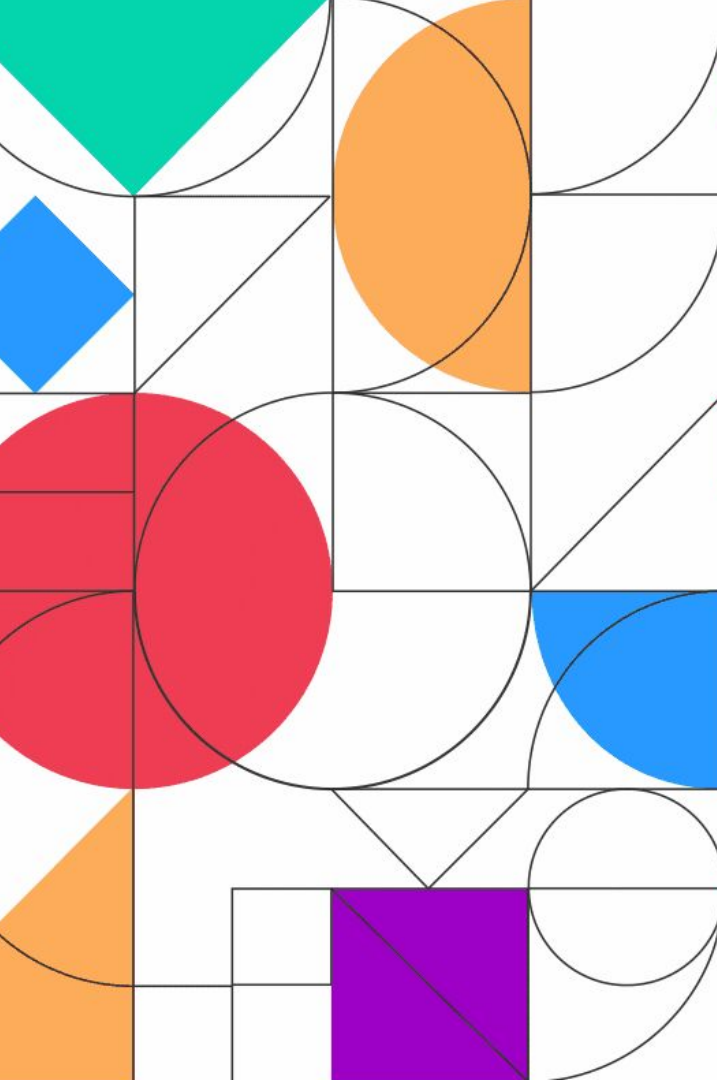
AFFECTIONATE
LOYAL
SHY
UNDERSTANDING
FLATTERABLE
CHEERFUL
SYMPATHETIC
SENSITIVE
GULLIBLE

Men's characteristics:

LEADER
ATHLETIC
AMBITIOUS
ANALYTICAL
INDIVIDUALISTIC
RISK-TAKER
SELF-RELIANT

ASSERTIVE
COMPETITIVE
INDEPENDENT
DOMINANT
FORCEFUL
SELF-SUFFICIENT
AGGRESSIVE





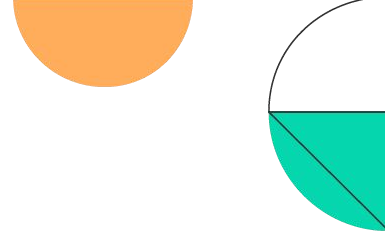
QUESTION:

Which of these “desirable” female characteristics do you think we (as a society) still reinforce as “positive” or that you feel obligated to demonstrate?

Leadership characteristics:

LEADER
ATHLETIC
AMBITIOUS
ANALYTICAL
INDIVIDUALISTIC
RISK-TAKER
SELF-RELIANT

ASSERTIVE
COMPETITIVE
INDEPENDENT
DOMINANT
FORCEFUL
SELF-SUFFICIENT
AGGRESSIVE





Women

Communal

- Yielding
- Sensitive to other's needs
- Collaborative
- Loyal
- Soft spoken

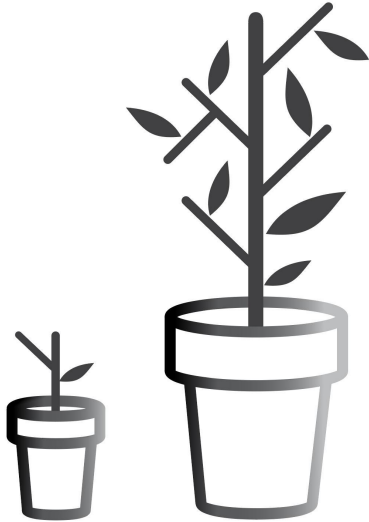
Men

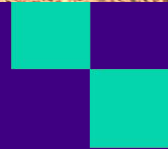
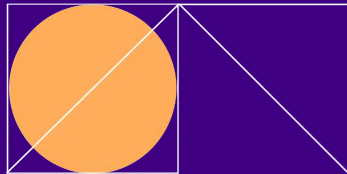
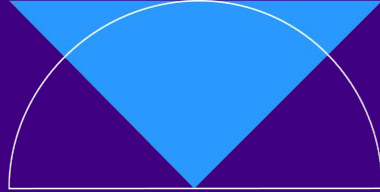
Agentic

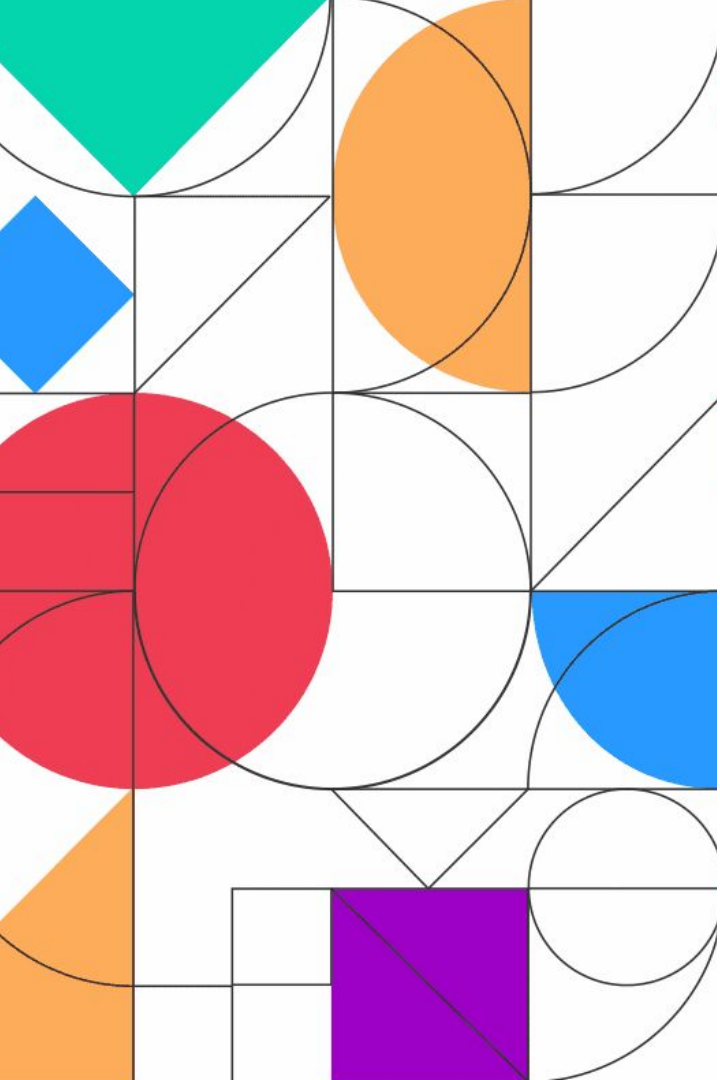
- Dominant
- Individualistic
- Decisive
- Ambitious
- Assertive

Contained:

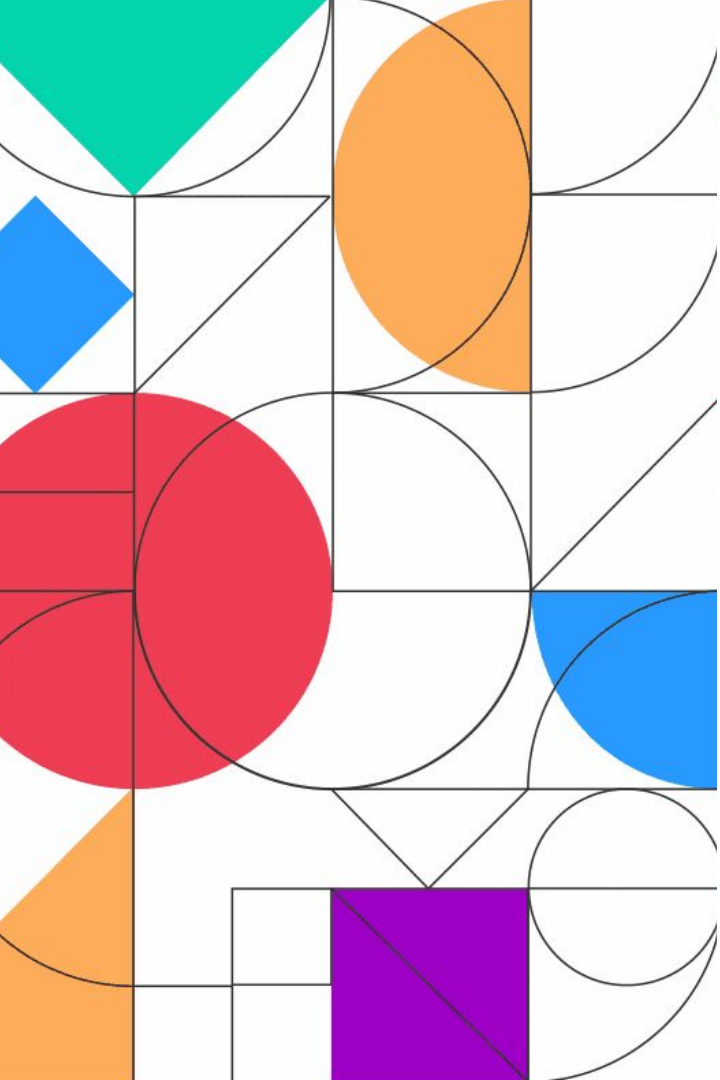
Women are conditioned to contain their body and their voice.







Girls are told 3x more often than boys to be “quiet” and “nice” in classroom settings.



78% of female Harvard graduate students felt uncomfortable speaking up in class.



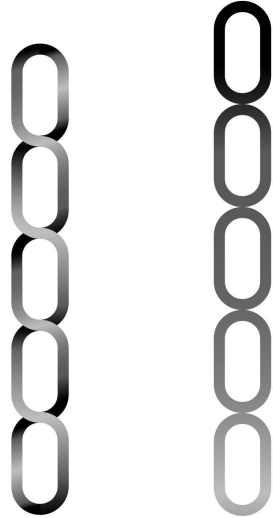
Carla Harris

2016 Massachusetts
Conference for Women



Collaborative:

Women are conditioned to prioritize inclusion over hierarchy.





HEDGING

TAGGING

INTENSIFYING

QUALIFYING

APOLOGIZING



HEDGING

“I am pretty sure we didn’t get enough materials.”

TAGGING

“I am wondering if we might have missed the turn?”

INTENSIFYING

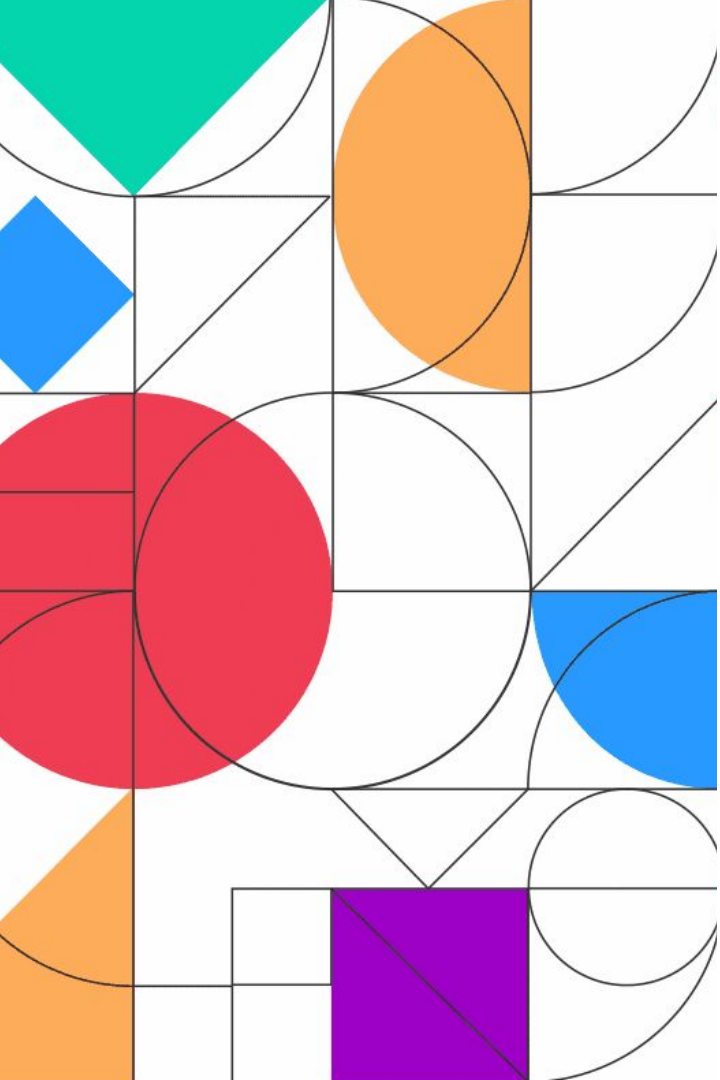
“I really appreciate your help, I could not have done this without you. Really, it was nice of you to do.”

QUALIFYING

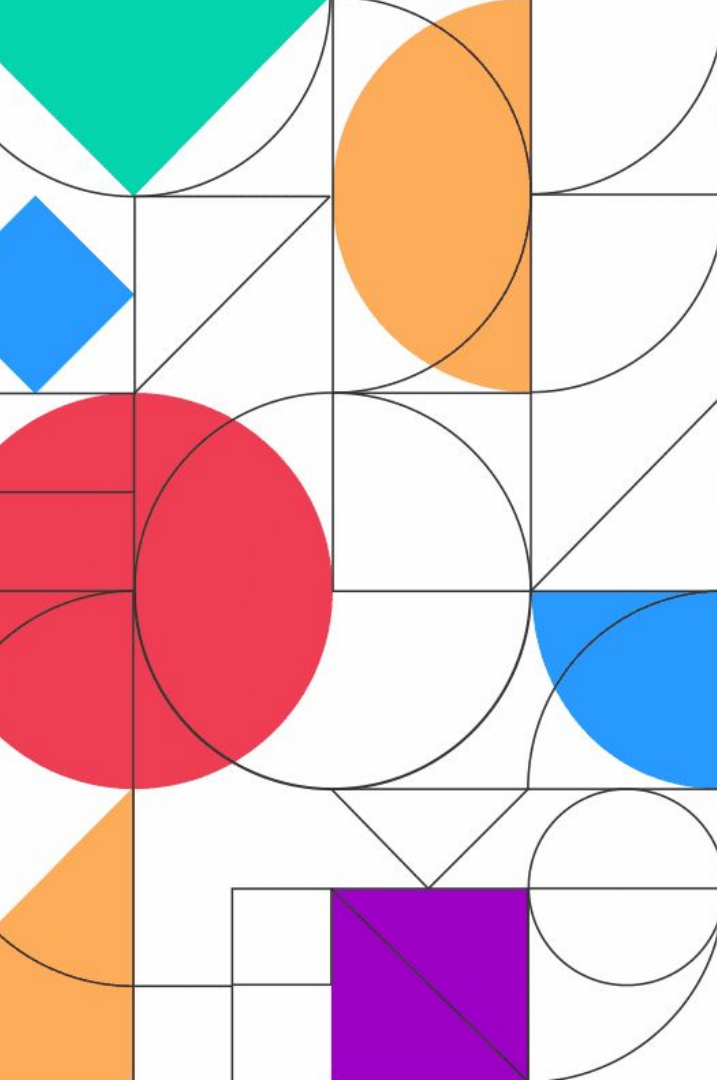
“David may know more than me about this but...”

APOLOGIZING

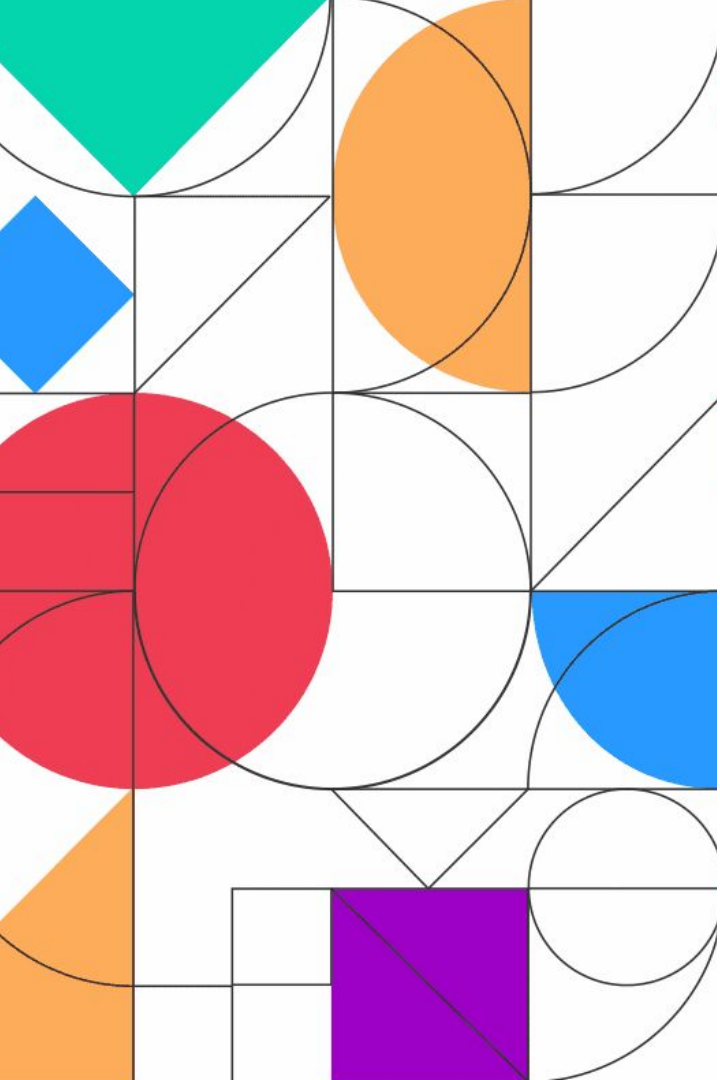
“Oh I am so sorry, I didn’t know you were coming in the door.”



“Sorry if this would be more work, but I’m wondering if it makes sense to start with a newsletter instead of a blog?”



“I’m not sure that went well. I just want to say I got a lot of emails from really upset people.”



“David knows way more than I do about this, but I just want to say, I think that we should extend the deadline.”



Making a statement or answering a question (HES Format)

Headline

Short statement of your position

Explain

Concise rationale of your position

Support

Illustration of the point using data



HES Format

Headline

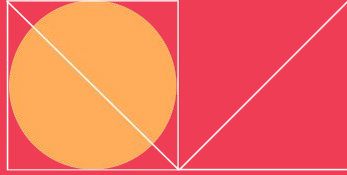
We need to make an exception and give him a salary increase.

Explain

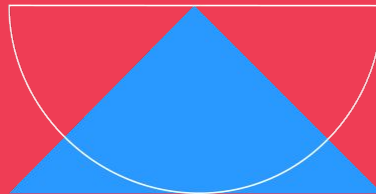
He has been promised a raise for 6 months and did not receive a bonus.

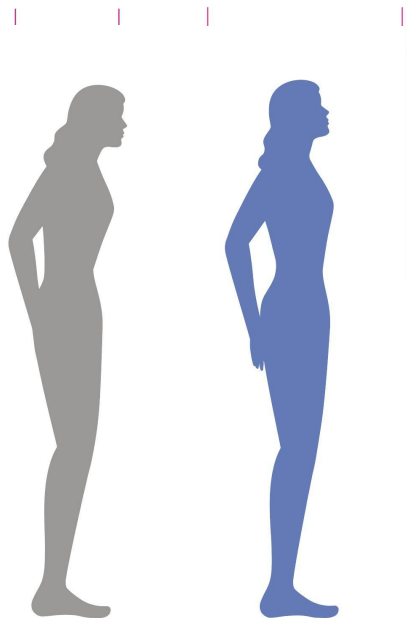
Support

His counterpart was given a raise three months after being hired. We run the risk of losing him if we don't respond at this point.



Confidence and authority
translate to body language.





**Confidence is identified
by height and space.**



Gestures create vocal variation and higher retention.

- Illustrates your words
- Slows speech down
- Inflection and vocal interest
- Pauses



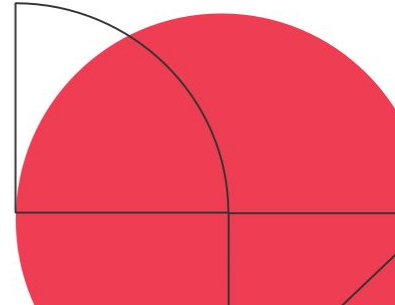
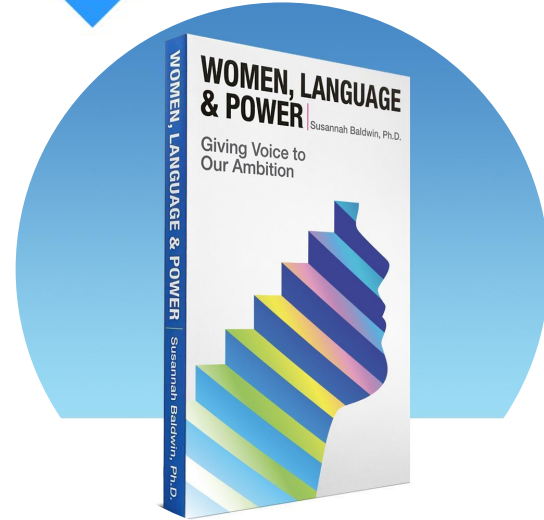
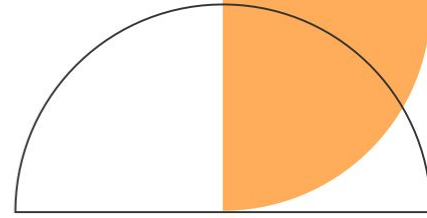
susannah@baldwin.com



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[linkedin.com/in/susannahbaldwin](https://www.linkedin.com/in/susannahbaldwin)





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

