

# WOMEN IN LEADERSHIP PODCAST



**Episode 2**  
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**Host: Annemarie Cross**

You're listening to women in leadership podcast Episode two.

**Annemarie:** Hi I'm your host Annemarie Cross and welcome to another episode of Women in leadership podcast. The podcast that empowers you to reach your full potential whether you are a woman already in a leadership role, or maybe you're an aspiring leader. Now just the thought of getting up and having to speak in front of a crowd of people will send you into a panic, or perhaps you are in a meeting and you have something you want to share to the conversation yet you just don't know how to bring your point across in a way that people will really listen and appreciate what you have to say, or maybe you have shared some of your ideas, yet they've gone unnoticed only later for someone else to mention the same thing and they are told hey! That's a fantastic idea; we're going to look into that.

Well joining me today is Tricia Karp, and she's the author of two books "Own it: Powerful speaking for powerful women" which was a No.1 bestseller on Amazon and Media talk, and her career began nearly 25 years ago when she landed her first job as a commercial radio news journalist. She's worked as a Prime time T.V News presenter, a voice artist, a news director and corporate communications advisor, and presentation skills trainer. Now as an executive coach and facilitator she combines her powerful speaking prowess with the tools to help you unlock the message that's yours to share as well as transform the internal road blocks that have held you back, so that you can become a compelling speaker who makes a difference with her words. On

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today's show she going to share why it's so important for you to stand up and speak, what it takes to well and truly own the room whether you're speaking on a stage, presenting in the boardroom, or maybe just talking in a meeting, as well as how to get a sense of your genuine power, so that you can be engaging and inspiring and it's most likely not what you think, so welcome to the show.

**Tricia:** Hi Annemarie

**Annemarie:** Communication is such an important tool, speaking, getting up in front of people or even just having a one to one, yet unfortunately so many women hide their voice, they are afraid to get up and speak in front of the crowd and unfortunately their message goes unheard. What are a couple of things that you want to share with them today?

**Tricia:** There are just so many things. I think the most important thing that I notice in working with women and I see this all the time, is that we have so much inside us, we have so many stories about who we can and can't be and who we should and shouldn't be and what's ok and what's not and are we not enough or are we too much, and all of that stands up with us when we stand up to speak. And that for me, is the most; it's the hardest thing for me to say with people, but it's also the most exciting thing, because when you can shift through that and you can find that place in yourself of owning it and this is all about our internal work.

**Annemarie:** mhmm

**Tricia:** You know all the ideas that you have to be polished, you have to stand this way, you have to say this, you have to do it that way - all those techniques are a big load of rubbish. It's really about coming in and finding that place where you can say I'm enough I have something to say,

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people want to hear what I want to say. I have a message and I can make a difference and when you can really stand up and own that, then you become powerful.

**Annemarie:** I think for women hearing and realizing that we're not alone when it comes to our nerves, so many of us put so much pressure on ourselves, "It has to be polished, I have to be fantastic. She just stands up and speaks, and her words just flow out of her mouth...", but it really starts with the internal piece first.

**Tricia:** it's all about the internal piece, the more and more women I work with and the more I do this work, the more my focus for them becomes on the internal work.

**Annemarie:** hmmm

**Tricia:** and there is actually very little to do outwardly it might be refining a few things here and there but it all comes from inside, from small things to how you use your voice, you know some women in a conversation speak quite strongly but then when they stand up they go a little bit quiet and their voice sort of just fades away a little bit. All of that is not about do this with your voice or do that it's about coming in. I'm always saying to people come in, or come into your body be really grounded, trust yourself, and sometimes they just need to hear from me, whatever I can see in them what they can't see in themselves.

**Annemarie:** hmmm

**Tricia:** And something like that can shift you dramatically.

**Annemarie:** It certainly can. Even now when I get to speak, I can still get a little bit nervous when the microphone comes around - that's just natural. However what's really cool is that you can

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learn different things to do, but it really does start from the internal will. What are you telling yourself, because if you don't shift that inner voice, from one that's "oh don't stand up, you're going to make a mistake", or "who are you to think that you can possibly contribute" all of that internal chat. If we don't change that first, then all the other practical tools that we checked right, they're not going to impact as well, and they're certainly not going to allow us to stand up and be a powerful speaker.

So what would you say to someone who is listening today and they can really see that this is an area that has been stopping her from getting out there and getting her message out. Why do you believe that it's so important for her to stand up and speak?

**Tricia:** Oh gee I can give you so many reasons about that, I think as women all of us have; bring in some expertise in our own ways, whatever we bring to our careers, but it's not just that it's who we are and what we bring and I think that so much gets lost when our voices aren't heard, and women carry a particular kind of power and a particular kind of wisdom that the world very much need. Now our stories matter, we can make a difference with what we have to say. When we can share our experiences, and it doesn't have to be; people say to me I'm not very interesting, I don't really; I haven't had some tragic thing happen or some amazing breakthrough in my life. It doesn't matter you know, we all live ordinary lives and we are all enthralled and interested in other people and if you can have a message that means something to you and makes sense from there and share your experiences in ways that might help others . For me, I find that absolutely captivating and enthralling and I know that when people stand; when women stand up in a room and speak from their place I have witnessed the impact time and time again for the audience, you know it's an exquisite thing when people in an audience say "wow! I've never been to a talk

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where I have felt so touched and so moved and so inspired to go and do something different in my life" , and I think in particular women carry that.

**Annemarie:** Yeah it's so true.

**Tricia:** It's not about women and men, it's not about that, it's just that when we can just find that place of connection in ourselves and be really real and just stand there and say "this is who I am , I want to offer something to you and I hope that it's useful". It's incredibly powerful.

**Annemarie:** It is and I think with that comes an internal confidence that just really shines and as you were sharing that I recall a situation where I was at a networking group and we had a new member who had three minutes to introduce herself and she was so nervous, yet some of the committee members had said to her you know what just share a little bit about your story and the entire room was really captivated as she did share how she came into what she was doing now and a bit of background and there was this story around it and it was authentic, and it was really captivating to the point where when the three minutes were kind of coming to an end we all went "oh we want to hear more" so of course the conversation really continued on, but what I want to share in that, was when she was speaking and it doesn't matter what she was speaking about because she really had connected with that authenticity and she was sharing her story and it came out really confidently, we really connected with it and she said she was initially so nervous, but as she was speaking that inner confidence she really felt that it shined through, so that's why it's really important. Start; what are you telling yourself, connect authentically. So many women have said look I've been in a board meeting or a committee meeting and there are men and women I've suggested something and it kind of gets passed by then one of the gentlemen happens to mention the same thing and for it to go " oh wow, let's do some

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brainstorming around that " so what would people need to do to well and truly own that room, so when they do speak people do take notice and listen and appreciate what's being said?

**Tricia:** In most situations the message that we have and the way that you share it is really crucial so often women use a lot more words than men to get to their point and I would suggest if you are going into a meeting or a situation like that where you have something particular that you know you want to bring up, it is about sitting down before hand and clearly putting your message together so that you get straight to the point. Say what you have to say, and you need to say it in a way that is impactful, you need to say it in a way that you have a certain presence. I have something to say, this is important and this is what I'm going to share with you. And for some people that's where things can get tricky because it's all there, but they might talk around and not get to the point or they might in a way they actually say it, they just might not be strong enough or they might not be saying it clearly and strongly enough for it to be heard that way. A lot of women I've worked with don't feel comfortable to be that direct, so if you sit down beforehand and you get very clear on this is my message, this is the point I want to make and here are two or three other points perhaps that will back up what I want to say. Then you could go in with a bang, bang, bang, and sort of situation which is really clear and here it is.

**Annemarie:** Yeah I love that and I'm smiling to myself as you're sharing that, because it is really about different communication styles and I have got two daughters, one of them is a straight to the point kind of girl, she has something that she wants to say bang, bang, bang done, yet my younger one; that's my oldest daughter, my youngest daughter, she like to tell a background story. So often I'll hear in conversation with my husband who is really direct you know get to the point and that's when he said Nikki I don't need the whole story around it, "just how was your day, good , bad, what was" you know ; and really , I think he is what is really important to stress

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that it's not that what you are saying is not of importance , it really is the way in which your message is going to be heard and understood, because the people who do prefer direct, straight to the point, as soon as she started to share a lot of that background story, they switch off don't they? So it's about adapting a little bit of adjusting the way you communicate so that people are with you and think this is great and then of course you've got the opportunity to then share a little bit more and is that what you've found happens when you've got this is the message, here are the clear points that then opens up the topic for further conversation.

**Tricia:** It does and you need to be aware, you touched on this really well, you need to be aware of who you're dealing with, you know what their communication style is, what's the normal way that things are done in these meetings, whose running it and how do they want it done, and you need to adapt to that a bit, because that's how we connect, we tune in, and women do this exceptionally well with our emotional intelligence, we're so intuitive usually that we can do that.

**Annemarie:** Yes

**Tricia:** We are not what we're dealing with so think about that other person, how do I best connect with that person, and how would they receive it the best way and then weight that because that's how communication happens and it's not about changing who you are, it's just about connecting.

**Annemarie:** Yeah

**Tricia:** And at the end of the day that's why we do what we do, we have to connect or the message gets lost and you don't have the influence and you can't inspire in the way that you need to.

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**Annemarie:** Would there be any other advice that you would share with someone about owning the room whether they are on stage or just in a meeting?

**Tricia:** You need to be very clear about the kind of presence that you want to exude and these sorts of things help you before you really get to that place of internally owning it in a way that you don't have to think about it so much anymore. But as a starting point who do you want to be in that room? I always say to people who do you want to be? What kind of presence do you want to exude? What are the qualities that are important to you? What do you value? And then; you know people always say, women always say I want to be confident, and I say well if I had a camera on you, if I had a T.V camera on you and I was filming your behavior how would I know that you are confident? And that's the key step, what are the behaviors you need to actually do, so that we know you're confident, and I think for some people that gets a little difficult because they say I want to be confident the I think well , what do I have to do, I suppose if I was confident I'd walk a certain way, or stand a certain way when I'm speaking, I wouldn't kind of lean side to side, or rock back and forth or do things in my body language that show I'm not comfortable. And when you're very clear about that presence you want to exude and what it takes to be that, it can help you move into owning it more and more, and it takes a while, it takes a little while to find that place inside and it doesn't go away its constant work. I mean it doesn't go away for me. I can still do a presentation s and there'll be something about that, room that I'm triggered by, or I'll be stretching myself to go and do it and I'm feeling more nervous than usual, there is still talk for me and there are processes that I have to go through, they don't go away, I have to constantly do that and I think we forget that too. This is a work in progress and we are undoing very old habits around; not only for public speaking, I mean what is it they say it's in the top five human fears, so we bring all of that with us, but we also bring the other stories and layers that get in the way.

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**Annemarie:** Yes

**Tricia:** I heard a client yesterday and it was just a classic example, she said I want to stand up, I want to be confident, I want to be taken seriously, I don't want to worry about what everyone else is thinking of me, and that's what we do, so we do that work as well, to keep in that zone.

**Annemarie:** Yeah, very important and I think it's comforting for listeners to hear that you who are an expert in this field, there are times when you kind of get a little bit nervous too, yet you use the tools, you've got that inner voice that really is empowering you, how do I want to be? You know engaging communicating in a very powerful way, confidence, and so it really is all about reminding ourselves, you know when there is a little bit of nervousness there just to take it in hand and not let it go and let your mind just go absolutely berserk because then you start to blabber and you're saying things and then oh my goodness, then it's just you kind of think can I just replay that whole scene, so that's a great reminder.

What about in situations where there are people that are speaking that are so loud and so direct, and they obviously love the sound of their own voice and they don't take a break. Are there any tips that you'd share to engage with those kinds of people in a meeting and get your voice heard?

**Tricia:** Do you mean it like almost you have to interrupt?

**Annemarie:** Yes exactly. [Laughs]

**Tricia:** [laughs] Yeah which is difficult isn't because none of us want to do that because obviously you want to be polite and not interrupt. It's ok to interrupt as long as you do it in a way that isn't rude. Yeah so one way that I really like to do that is to pick up on a point that, that person has just said and to reiterate that point and then add what you would like to add to it, so you're still

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keeping the conversation going, it doesn't have to be as extreme as you just butting in and then taking things off in a totally different direction.

**Annemarie:** Yes [laughs]

**Tricia:** Yeah I mean some people don't get what a conversation is, some people actually don't get the two way street and it's not about sitting there and letting that person rule the whole room and then you don't have a chance to say anything, and that doesn't contribute overall either, so that's what I recommend.

**Annemarie:** What's really important and I like the way you said it, is to not let them over power you, again there are strategies that you can use, hold that inner confidence, being purposeful I think is really important, so just thinking about getting the sense of your genuine power, and I know everything that you've spoken about today, really supports us in developing and recognizing actually that we do have that genuine power so that we can be engaging and inspiring and it's not likely what we think, what is that?

**Tricia:** Yeah I think for a lot of us we're so concerned about doing it the way we think it has to be done, so we watch how other people stand up and present and even though they're boring and even though we forget about what they said five minutes later, we think we have to fit that and do that, and I come from a very different place, so that genuine; our power is internal , our power is internal and specially as women it's inner lives and being able to access that place and operate from that place. So for me it's more important for me that I stay connected with myself and who I am and what I'm all about, so that I don't get swayed by other people's ideas, or opinions, or agendas, or judgments. And as women I'm willing to bet we all want that.

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**Annemarie:** I'll have some of that.

**Tricia:** Because; yeah I'll have some of that thank you. I would say that's the number one, the essence of the number one thing I help people with and I would say that my greatest challenge as well, because we are intuitive, we care, we have empathy, we want to connect with people, we want to make them feel better, we want to make them feel okay, so that's a feminine thing and what happens is we lose ourselves often, because we're so busy trying to do all those sorts of things and we forget where we're seating it.

**Annemarie:** Yes

**Tricia:** So when you can connect from that place inside and speak from it, which is really about speaking from your heart, speaking passionately in a way that; what you care about, and I don't care if it's a work presentation, people say "it's very boring, I have to do this work presentation", and I say well find something in it that you care about, that matters to you, because if you can't do that, you're not going to speak in a way that's powerful.

**Annemarie:** Absolutely

**Tricia:** So that's where it needs to come from, and then you are instantly engaging and inspiring and captivating, because you're so strongly connected with yourself and just being yourself, and there is nothing more inspiring than someone who is really present and just can say "this is who I am and I'm okay with that".

**Annemarie:** Gosh that's so important, it is so important if you are an aspiring leader or if you're already a leader, can you imagine if you had to get up and present some information to your team and you were just bored and if you were not engaging and inspiring, how is your team

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going to feel? They're not going to be engaged or inspired to do that either, so that's such a great reminder.

So what would be one lesson that you've learnt throughout your career that has really supported you in becoming the leader in your area of influence that you have today?

**Tricia:** My biggest lesson has been to trust myself and to back myself and to really go for it, when I started my business I stop, started my business a few times and I felt that I put myself into a corner in my life, where I was just like I just have to make this happen now, and I knew I needed help then, so I worked with a mentor, that's another aspect as well which has been incredibly important to me in my life and in my business. So I have learnt I just have to trust myself. It's all about me, no one is going to do it for me, no one else can do it for me and if I want to see something done differently or if I want to make a difference then I have to do that in my own way. So it's about full responsibility for myself and my greatness, you know I want to be my best, I want to do great work in the world and I care. So trust myself, trust myself, trust myself, because I mean if you're in business particularly and I'm sure you understand this Annemarie ,it's like there is no one else to say "Oh, go and do this" and it'll work.

**Annemarie:** Yes

**Tricia:** [Laughs] We don't know do we?

**Annemarie:** Yeah

**Tricia:** We just put ourselves out there and we do that so, that has been a huge lesson for me to just trust myself and take action and go for it.

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**Annemarie:** What an incredible lesson for all of us, you know especially if we're thinking I this situation around becoming a powerful speaker, if we do or maybe we have gotten up previously and our message didn't land or didn't impact the way that we wanted it to. Trust ourselves, get a mentor, get help, reach out to Tricia, have her help you take, you know really take some of the things we've been talking about today to the next level, so that you really can step up and be heard or make an impact with your message.

Now before we go Tricia we have had a question that has been sent in by one of our listeners Violeta Balhas - she's a communication specialist and word wrangler, and she says "what is the one thing that we can do to make a really great first impression when we stand up to speak?" so say for instance in the first 15 or 30 seconds what would be some words of advice for Violeta?

**Tricia:** In those first 15 to 30 seconds when you are setting up to speak, before you even open your mouth, there are a few steps that I guide people, through to be taken seriously before you even open your mouth to speak. One very simple one and incredibly potent as well is to make eye contact with a few people before you even say anything, and it calls people to attention, so they sit there and go "Oh okay she's here, and she's about to speak to us" you don't even need to say anything. You just stand there, get in your position, make eye contact with two or three people, you don't even need to think about who they are you just automatically look where you need to look and it creates a sense of anticipation with the people in the room and calls them to action and attention very quickly and I love that, I wish I don't forget to do that, I wish I would do that more, because it is so profound when it does happen, so that's one very simple thing that you can do. And I will say if you're not comfortable with eye contact, please practice that, because that is such a powerful way to connect, it's powerful when someone in the audience isn't quite playing the game the way you want to, you can pull them back by giving them

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attention. The other thing is people in an audience feel incredibly important when you look at them and make eye contact with them; it's very, very potent powerful tool.

**Annemarie:** Yeah, so there you go Violeta I hope that was helpful for you, and thank you so much Tricia for coming on the show it really has been a pleasure to speak with you, so women who are listening today and would love to find out more about you and how you can support them, what's the best way for them to get in contact with you?

**Tricia:** The best way is to hop on over to my website which is [wisetalk.com.au](http://wisetalk.com.au) and all my details are there. I write fresh blog articles each week so hop on to my love letter, I call it my love letter not a newsletter [laughs] that I send out each week and it's all about how to help women speak more powerfully.

**Annemarie:** Oh terrific, thank you so much. So now it's over to you, Tricia and I want you to join the conversation to let us know what's the one "Aha!" that you have taken away from today's interview, maybe it's the lesson that Tricia learnt which was to really trust yourself, trust yourself, trust yourself and take action when it comes to powerful speaking. So to join the conversation all you need to do is go to [annemariemcross.com/podcast2](http://annemariemcross.com/podcast2) and leave your comment below the show notes. We really do look forward to reading what you have to say. The link again is [annemariemcross.com/podcast2](http://annemariemcross.com/podcast2).

So today's inspirational message is, "When you can't change the direction of the wind adjust your sails" and that's by H. Jackson Brown Jr.

So is there something causing you issues in your life or maybe in your career, sometimes adjusting your approach, your attitude, or your actions, or maybe even all three can be what you

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need to move forward. So do you need to adjust something in your life, your career or in your business to get the outcome you desire? Go ahead and do it today.

So that brings us to the end of another episode and I do hope that you'll join me again next week, now before we go I'd love you to connect with us, so all you need to do is go to [annemarietcross.com\podcastconnect](http://annemarietcross.com\podcastconnect) to find out all of the ways that we can connect and keep the conversation going. While you are there I'd love you to do what I call the "triple S" steps. What are the triple S steps? Subscribe, share and shout out. So subscribe to the podcast on iTunes that means that every week another great guest just like Tricia will be sharing her wisdom with you, and get details on [annemarietcross.com \podcastconnect](http://annemarietcross.com \podcastconnect). Share the podcast with your colleagues; we want to take this message to the world. Shout out by leaving a comment in writing for the show on iTunes, really appreciate it.

See you next week, make it a good one.