The webinar will begin shortly

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Welcome

Ann Bittman
Executive Vice President and COO
HDMA
The Women’s Executive Forum, organized through HDMA, is a network of industry professionals who come together at HDMA events to discuss issues of common interest in the workplace.

By engaging and developing women, we will increase their contribution to the industry and to individual member companies.
Speaker Disclaimer

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Before we get started...

- Today’s webinar is being recorded
- All participant lines are muted
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Q&A: Submit Your Questions

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EXP Pharmaceutical Services Corp.

“Different & Better”
Speaker Introduction

Nadine You
President
EXP Pharmaceutical Services Corp.
Presenter

Selena Rezvani
President
NextGenWomen LLC
Communicating Credibly

Selena Rezvani

pushback

how smart women ask — AND STAND UP — for what they want

NEXTGENWOMEN
PROPELLING WOMEN LEADERS

CHDMA
Healthcare Distribution Management Association
Session Overview

1. Making an Ask
2. Practicing Self Promotion
3. Meeting Management
4. Leveraging Feedback
To Make an Ask, Identify Your Currency

- Positional power
- Revenue generated
- Projects spearheaded
- Technical skills
- Education
- Client base
- Industry knowledge
Use Their “GPS” as a Hook

- Goals
- Passions
- Struggles

Business & personal causes they care deeply about

Personal short- & long-term business objectives

Obstacles or commitments holding them back

NEXTGENWOMEN PROPELLING WOMEN LEADERS
“I always address objections before they’re raised. Sometimes I say, ‘You might be wondering whether X could happen. . . .’”

Barbara J. Krumsiek  
President & CEO  
Calvert Investments, Inc.
Managing Pushback

• Take a break or delay if needed
• Come up with alternatives
• Look for the “Dual Agenda”
• Project into the future – paint a picture

70/20/10 Rule
A little self promotion can go a long way...
Men will apply with 60% of the required competencies.

Women will apply with 100% of the required competencies.

Source: Cara Antoine, HP Europe
Your 30-Second Intro

1. Hi, my name is . . . [Add Name]
2. I am a . . . [Add Title]
3. I . . . [Add key job duties]
4. Please come directly to me if . . . [Add ways you can be of service to them]

Adapted from Jo Miller, Women’s Leadership Coaching
Claiming Credit

• Be ready for the Power Grab
• Talk about successes as best practices
• Be sure you and your ideas are visible
• Try, “Yes, and...”
Verbal Communication

- Think “Competent Command”
- Don’t use “dis”-qualifiers
- Avoid a questioning tone
- Say it like they’d say it
- Sparingly use “I feel”; use data/facts to explain
Non Verbal Communication

• Be aware of your physicality
  • Smiling
  • Nodding
  • Broken eye contact
  • Open torso
  • Planted feet

• Research shows...
“When there’s an issue where I disagree, I communicate my point of view 3 times & if I can’t convince others, I let the issue die.”

Denise Incandela
President
Saks Fifth Avenue
The All-Important Meeting

- Be a participant, not a guest
- Choose your role beforehand
- Sit with the main group
- Answer questions squarely; don’t defer
Own Your Meeting

• If you don't prepare for a meeting, someone else will control it
• Anticipate clarifying questions
• Be inclusive with body language & attention
• Don’t bury the lede
Who Do You Find It Hardest to Communicate With?

- The Analyzer
- The Withholder
- The Devil’s Advocate
- The Pleaser
- The Authority Figure

...A Different Personality Type?
Planning: A Tailored Strategy

- Unyielding vs. Flexible
- Anecdotal vs. Fact-based
- Quantitative vs. Qualitative
- Logical vs. Emotional
- 1 right outcome vs. Several right outcomes

The better you know your material, the more you can flex to the audience off the cuff
“Paint a clear picture of how a change will be better for the company, by either creating a common goal or showing how failure is the common enemy. Show people what could be…”

Irene Chang Britt
Chief Strategy Officer
Campbell’s Soup
Power of the Pause
how did you arrive at that...?

how have previous decisions like this been determined?

are you willing to negotiate that point?

ask deepening questions

can you say more about...?

what are your reservations?

how can we make this work for both of us?

what’s the cost of us not...?
Closing the Loop

• Confirm each point of agreement at the end
• Frame that YOU will put it in writing
• Don’t be sour or triangulate

Drive-by communications rarely bring out your best thinking
“When you show up at the door, people will already have an opinion of you. What will it be?”

Darlene Slaughter
Chief Diversity Officer
Fannie Mae

NEXTGENWOMEN
PROPELLING WOMEN LEADERS
Maximize Feedback Opportunities

- Solicit *balanced* feedback
- Make it easy for others to give you feedback and testimonials
- Say ‘thank you’
  - Wait
  - Digest
  - Revisit
“That’s an interesting way to see it. I hadn’t considered that angle.”

“I’d like to think this through and come back to you with some questions & ideas.”

“That’s certainly not the way I want to portray myself. I will revisit this issue and digest what you’ve laid out.”
What will your legacy be?
Selena Rezvani

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Sunday, June 1\textsuperscript{st}

Women’s Executive Forum Reception

Tuesday, June 3\textsuperscript{rd}

Women’s Executive Forum and Breakfast
Contact Information

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Thank you for participating!