



## How to Present with Credibility and Authority

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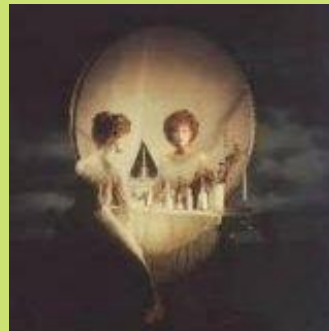


### Understand the challenge

Socialized gendered expectations put us in a double bind:

Follow masculine rules and  
 be seen as aggressive

Follow feminine rules and  
 be seen as weak

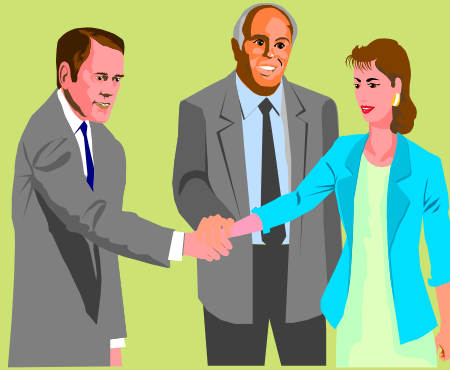




## It takes two to be equal

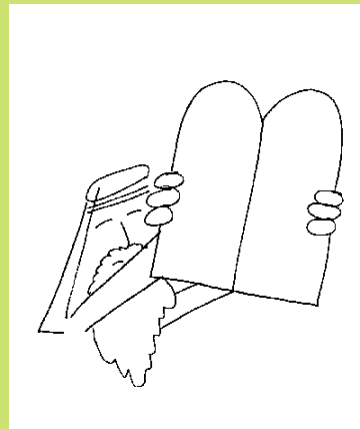
### Strategies:

- Don't assume same rules
- Identify rules of your audience
- Adapt in ways that make sense for you



## 5 Commandments of Presenting with Credibility and Authority

1. Use the structure of your speech to establish value
2. Channel your nerves into helpful behaviors
3. Use your body to communicate confidence
4. Control your audience
5. Get feedback to continually improve



## Use your structure to establish credibility and authority:



### ■ Introduction:

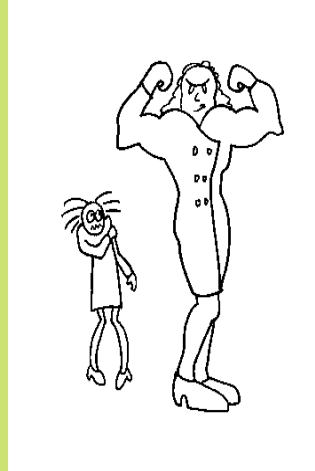
- Don't set up low expectations
- Do give credentials and benefit of listening

### ■ Body:

- Don't dilute impact with disclaimers, qualifiers, tag questions
- Do mirror language of audience

### ■ Conclusions:

- Don't diminish your value
- Don't just stop



## Second commandment: Channel your nerves



### Strategies:

Know your response

Reframe as energy

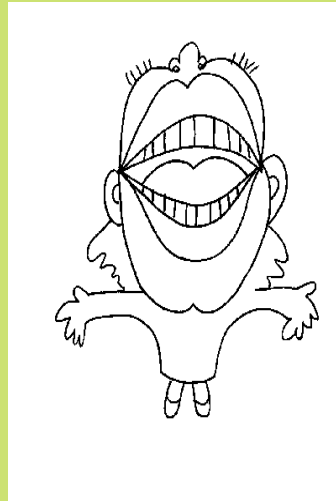
Slow down “fight or flight” response

Channel into powerful behaviors



## Gestures, eye contact, voice

- Gestures:
  - Start and rest positions
  - Slow, large, meaningful
- Eye contact:
  - 3-5 seconds
  - Everyone in room
- Voice:
  - Speed, volume, pitch



## Fourth commandment: Control your audience

### Strategies:

1. Avoid "I don't know"
2. Set and maintain groundrules
3. Include everyone
4. Handle "trouble makers" by giving attention and then moving on



Fifth commandment: Get feedback on  
your skills as a presenter

