

# Aim High: Empowering Women in Leadership

## Raise your level of play.

### KEYNOTE PRESENTATION

Why aim high? Because when we expect more, we get more. This is a fundamental lesson for playing effectively in a male-dominated business world.

In this presentation, Cara Hale Alter examines the skill set necessary for women to move more successfully into the executive suite. Using the criteria laid out in her book *The Credibility Code*, she emphasizes the power of the “subtextual” conversation—body language, vocal patterns, and mannerisms that can raise or lower one’s status in the workplace. She discusses female- and male-identified communication rituals, and how to confront counterproductive culture clashes caused by differences in style and language. Better understanding these dynamics, and being more aware of our own behavioral patterns, can significantly increase collaboration, respect, and ultimately, productivity.

### DISCOVER HOW TO

- Cultivate leadership presence
- Develop a powerful speaking voice
- Strike a balance between authority and approachability
- Avoid unintentional behaviors that may lower your status
- Recognize gender-based communication patterns

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### BIO FOR CARA HALE ALTER

As founder and president of SpeechSkills, Cara has provided training to some of the world’s best-known companies, including Allianz, Caterpillar, eBay, Gap Inc., Google, IDEO, and Williams-Sonoma. A guest lecturer at UC Berkeley, Harvard University, Stanford University, and UC Hastings College of Law, Cara has also worked with numerous top-100 law firms, including DLA Piper, Morgan Lewis, O’Melveny & Myers, and White & Case. She is a frequent media resource, with appearances in *Forbes.com*, *The Globe and Mail*, *USA Today*, and countless other media outlets. Her critically acclaimed book, *The Credibility Code: How to Project Confidence and Competence When It Matters Most*, brings the key concepts of her signature workshops to the printed page. Cara is a proud member of the National Association of Women Business Owners.