

## Delaware Bankers Association Women Connect Conference

### From Invisible to Influential

*Presented by Danielle Turcola*

■ **Command the Room**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

■ **Project Trustworthiness and Competence in \_\_\_\_\_**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

■ **Reclaim Your Ideas (take a deep breath)**

\_\_\_\_\_ had I known you would be \_\_\_\_\_ when I  
\_\_\_\_\_ my \_\_\_\_\_ with \_\_\_\_\_ at \_\_\_\_\_  
\_\_\_\_\_ I would \_\_\_\_\_ you \_\_\_\_\_  
\_\_\_\_\_ so \_\_\_\_\_ and let me \_\_\_\_\_

■ **Words and Fillers that minimize effectiveness and YOUR message**

just                      and um                      I'm sorry                      like  
you know                      and uh                      I think                      kinda like

■ **"Business Ready" Wardrobe (dressed credibly and ready to do business)**

1. Traditional Business Dress: skirted suits, dresses with jackets, pantsuits, heels
2. Business Casual: jackets, blazers, skirts, tailored pants, blouses, shirts, tops, mid heels, flats
3. Snappy Casual: cardigan sweaters, jackets, colorful pants, midi skirts, flats, tennis shoes
4. Casual: sweaters, knit tops, shirts, khakis, jeans, tennis shoes, boots
5. Personal Leisure: hoodies, sweats, T-shirts, distressed jeans, shorts, leggings, flip flops

■ **Credibility Robbers<sup>SM</sup> diminish influence and derail careers**

- Voice – pitch, enunciation, delivery
- Communication – poor presentation skills, poor writing skills
- Appearance – does not meet client expectations nor reflect organization's brand
- Business etiquette – tardiness, slow responsiveness