



7 Ways to Communicate with Confidence and Authority



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In a world where people's attention spans are becoming increasingly shorter, the ability to communicate with conviction and clarity are what sells your personal brand, the business you represent and its products or services. Your ability to do this with confidence and congruence, will set you apart. Below are 7 conversation credibility killers, commonly used by women (and men!) that undermine your influence and what you can do to reclaim your authority.

Mistake # 1 - Minimising your comments

Minimising is a pattern of using words to make yourself seem smaller, less important and less noticeable. Minimising downplays achievements, credibility and authority. The reason you may have developed this pattern is to avoid criticism, judgement, being held accountable or to avoid being wrong. Subconsciously the pattern communicates you're not worthy, teaching others how to ignore you or not take you seriously - think of a cowering dog!

Undermining Examples Below

Using: just, a bit, not very, not really, only

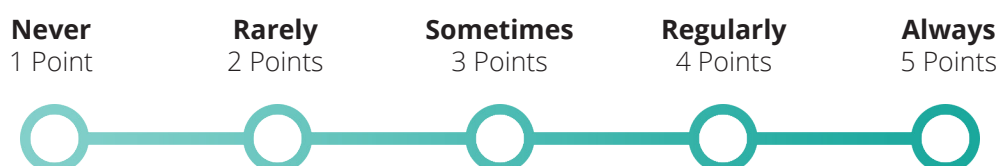
- 🗨️ I'm just wondering...
- 🗨️ I just have a question...
- 🗨️ I'm just working on...
- 🗨️ I just wanted to find out...
- 🗨️ I'm just doing a project...
- 🗨️ I'm not very good at this...

Empowered Examples:

- 👍 What if we ...
- 👍 I'd like to explore...
- 👍 My question is...
- 👍 I'd like clarification about...
- 👍 I'm working on X project to benefit...
- 👍 Im not familiar with this...

Notice the minimiser is used to describe the individual rather than a tangible object (eg the car is parked just over there)? Notice the boost in certainty and conviction, when the word "just" is removed from the undermining examples?

I find myself using minimising comments in my communication...



Mistake # 2 - Downplaying your message

Softening the impact of your message works to deflect judgement, dampen down the emotional impact of a statement or defer having to take action/ ownership for something. Note: Softeners have a place and can be used resourcefully (and effectively) to deflate escalating emotion during a conversation, to test for readiness to close in sales conversations (or dating!), or negotiate in high-stakes conversations. Consistently using excessive softeners, subconsciously communicates hesitancy and a need to be liked.

Undermining Examples Below

Using: sort of, maybe, perhaps, a bit, not sure, kind of

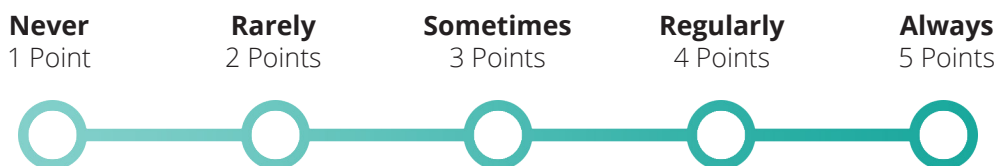
- 🗨️ There's been a bit of a change to reporting procedures. If you like, I can perhaps show you what they are.
- 🗨️ It's sort of revised how we approach reporting...
- 🗨️ I'm not sure, it's not something I'm familiar with...
- 🗨️ Maybe you could start with ...
- 🗨️ I'm sort of busy...
- 🗨️ Perhaps we could go out some time...

Empowered Examples:

- 👍 To improve reporting procedures, minor changes have been made. Let me take you through them.
- 👍 The key differences are ...
- 👍 I'm not familiar with that, but i'll find out and get back to you tomorrow. OR I'm not familiar with that, but I'll introduce you to X, who has extensive experience with this).
- 👍 My thoughts are...
- 👍 Thanks for thinking of me, it's not a current priority, I'm happy to look at it next week.
- 👍 I'm going to X event, would you like to join me?

Note, by removing the softener, the sentence sounds more direct - use your best judgement to decide if softening is needed, or if undermines your authority.

I find myself downplaying my message in my communication...



Mistake # 3 - Magnifying your comments

A pattern of making your comments sound bigger, more dramatic or more impressive. Magnifiers are all about seeking attention. Underlying this pattern is the need for approval - to be good enough in the eyes and minds of others.

Undermining Examples Below

Using: Actually, in-fact, oh-my-god OMG!

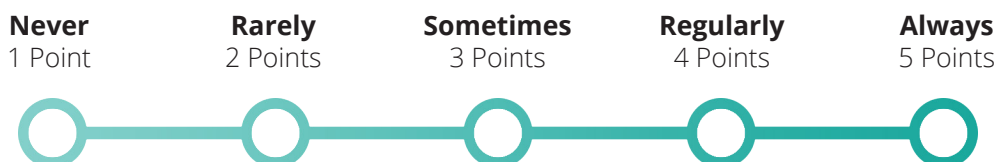
- 🗨️ Actually, it's more than that...
- 🗨️ I'm actually already on a short deadline...
- 🗨️ She actually said...
- 🗨️ In fact, it was...
- 🗨️ Oh-my-god, it was the biggest mistake ever...

Empowered Examples:

- 👍 Building on that...
- 👍 I'm working to a short deadline...
- 👍 She said ... OR [Name] said...
- 👍 It was ... OR It seemed...
- 👍 It was a mistake...

Notice how removing actually/ in fact/ or oh-my god, still communicates your message?

I find myself magnifying my comments in my communication...



Mistake # 4 - Fading your sentences

When a sentence is spoken with the ending spoken so softly it's difficult to hear, where words are left off the end, or phrases such as "you know" are used - this is a faded sentence. This pattern stems from a fear of not being enough and fear of getting it wrong. Leaving sentences unfinished or unheard, avoids ownership of the comment, avoids being wrong and avoids judgement. It's also a way to control the situation, by not allowing others to participate fully in the discussion or know how to respond. Not fully articulating a message occurs when you're not sure what to say, or you're uncomfortable about saying it - secretly hoping the listener(s) will fill-in-the-blank. This pattern will detract from being seen as confident or perceived as a leader.

Undermining Examples Below

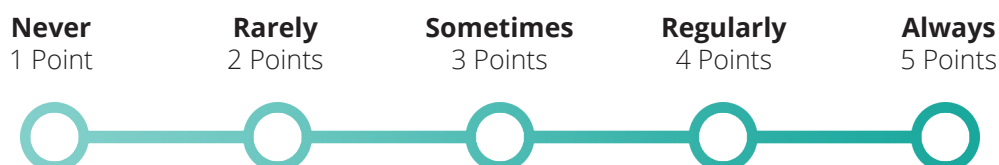
- 🗣️ ...am I making sense?
- 🗣️ ...you know?
- 🗣️ ...so....
- 🗣️ ...ummm..yeah!
- 🗣️ ok... let me know

Empowered Examples:

- 👍 Does this make sense? OR Is this making sense?
- 👍 (Same sentence without "you know" at the end!)
- 👍 (A full sentence spoken with a full stop at the end!)
- 👍 (Ditto! A full sentence spoken with a full stop at the end!)
- 👍 Offer a clear choice to retain control. I have X available or Y available. Are either of these suitable? Alternatively we can explore Z.

Notice by maintaining an audible speaking volume and stating an entire sentence allows others to perceive you as someone with an opinion. They may not like your opinion, but will still respect you because you have one. By lowering your speaking volume to a soft mumble, leaves the listener unsure of what's been said and how they respond.

I find myself fading my sentences in my communication...



Mistake # 5 - Adding in verbal spaces

Verbal spaces emphasise uncertainty and/ or anxiety. Under pressure or during moments of uncertainty, (particularly impromptu comments in front of a group) a common pattern is to subconsciously add in words to create thinking and reflection time - these are often spoken slowly. Verbal spaces dilute the message and convey lack of confidence.

Undermining Examples Below

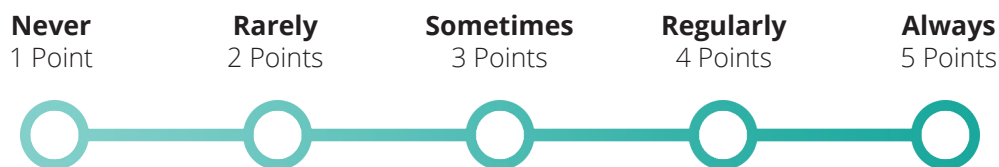
- 🗣️ Yes..ummm...great question...umm...
- 🗣️ Ok... yes... so... I think ...
- 🗣️ Ok yeah, umm... the first thing to consider.. umm... you-know, is the...

Empowered Examples:

- 👍 Thank you, great question!
- 👍 My thoughts on that are...
- 👍 To clarify the question (if you're not sure what is being asked)... OR There are 3 areas to consider, the first area is A...

Notice how much clearer the response is by removing the verbal spaces? Additional thinking time can be created resourcefully by: repeating the question for all to hear (where appropriate), thanking the person for asking and acknowledging the question as valuable (where appropriate), checking with the audience for who else was wondering about this and (if appropriate) asking the audience about their experience with this, before you respond.

I find myself adding verbal spaces in my communication...



Mistake # 6 - Beginning sentences with "Honestly"

Drawing attention to the honesty of your message, suggests you're being honest right now, implying honesty is not integral to all your messages - if it was there would be no need to mention this.

Undermining Examples Below

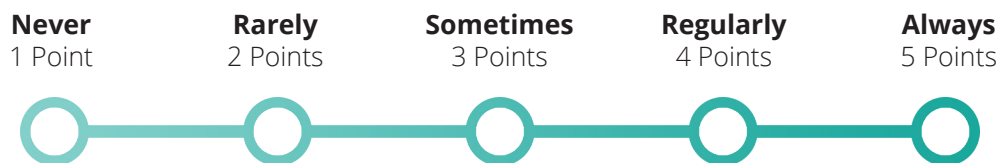
- 🗨️ Look if I'm being completely honest...
- 🗨️ In all honesty, I don't agree...
- 🗨️ Honestly, I think ...

Empowered Examples:

- 👍 In the spirit of transparency...
- 👍 That's interesting, tell me more? OR I disagree... OR Let's agree to disagree!
- 👍 I think/ believe...

Notice how removing the reference to being honest, creates a clearer message in the undermining examples.

I find myself beginning sentences with "Honestly"...



Mistake # 7 - Over-apologising & saying sorry insincerely

Over-apologising is a pattern motivated by the need to be liked. By saying sorry, you lessen the chance of being judged, criticised or the listener thinking badly of you. Apologising avoids negative reactions and potential confrontation. When sorry is said automatically, without emotional involvement (ie no feelings of sadness or remorse), it lacks sincerity and detracts from your credibility.

Undermining Examples Below

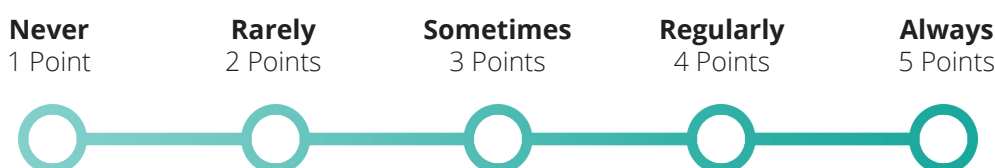
- 🗨️ Sorry, can I just ask a question?
- 🗨️ Sorry to interrupt...
- 🗨️ Sorry, what did you say...
- 🗨️ I'm so sorry I didn't realise...

Empowered Examples:

- 👍 My question is... OR I have a question...
- 👍 Excuse me...
- 👍 Can you please repeat what you said?
- 👍 My mistake...

Notice how often you say sorry, without feeling sorry. Come up with 3 alternatives you can use instead of saying sorry.

I find myself over-apologising in my communication...



Scoring Yourself

Add up your results using your Points scored from each section (Never = 1 Point, Rarely = 2 Points, Sometimes = 3 Points, Regularly = 4 Points, Always = 5 Points). The first step to improving is to become aware of your patterns - which ones you use and how often you use them. With awareness comes opportunity for change and improved credibility and authority.

7 - 14

Congratulations! Your messages are delivered with credibility & authority

15 - 21

Your messages are mostly supporting your credibility & authority

22 - 27

There's opportunity to refine how you structure and deliver your messages.

28 - 35

Time for a review and refresh of how you structure and deliver your messages

There's never been a better time to become the Woman of Worth you know you can be!

To find out more about the Woman of Worth 16-week immersion, go to
www.kerryngamble.com