

Title: Influence Your Way into the C-Suite

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INTRODUCTION:

Historically, social, political, and economic power have been held by men. While society's sentiments towards women being competent leaders has favorably shifted, the demographics are slow to reflect this change in attitude. Only 7.4% of Fortune 500 CEOs are led by women. In America's capitalistic society, it is businesses that shape society. For women that want to lead at the highest levels in Corporate America, there is a strong countermeasure to overcome unconscious bias towards women in leadership. That countermeasure is the interpersonal skill of influence. Those who can influence others into action have power, those who have power can "call the shots".

AIM:

Participants will learn the science-back framework of the Four C's of Influence and the sub-skills required of women to become (more) successful at leading in the highest ranks of an organization. Participants will discover:

- How to consistently demonstrate your expertise and credibility to foster greater trust.
- How to build your confidence by asserting your ideas and opinions with conviction.
- The importance of having a clear vision and recognizable personal leadership brand.
- A masterful technique to deepen your connections to those with power and influence.

MATERIALS AND METHODS:

Learn the Four C's of Influence framework and the 12-core skills required to master influence in an organization. Self-asses your current level of competence in each area and receive helpful techniques to enhance performance in select areas of the framework.

RESULTS:

80% of clients that engage Silver Branch Consulting have been promoted or made a positive job change for greater responsibility and greater pay within one year of receiving coaching using the Four C's of Influence methodology.

CONCLUSIONS:

While the representation of women in leadership positions is increasing, the rate of change is slow. Gender parity has not been achieved as it relates to equal pay for equal work nor equal representation in decision making for the businesses that shape our society. While gender bias still exists, emerging executive women can increase their ability to navigate their careers by becoming adept at the skill of influence.

KEYWORDS:

Influence, career, leadership, gender bias, women

BIOGRAPHY:

Silver Branch Consulting is a professional development firm specialized in leadership training for emerging executive women aiming for the C-Suite. Carrie Weaver spent 15 years in the Human Resources field in start-ups as well as Fortune 500 companies, ending her HR career as a Chief People Officer prior to founding Silver Branch Consulting in 2017. Carrie is a dual-certified executive coach, and the master trainer behind Break Into the C-Suite, a revolutionary group coaching program for women. She holds a Master's degree from Arizona State University and is certified in several developmental frameworks including MBTI, Hogan, and Situational Leadership.

