



# Change the Conversation, Change Your Life

October 2023

 ISA  
FALL **SUMMIT**



It's been a  
minute!

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**If you don't like what's being said...  
change the conversation**



# What we will do today

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**Words**



**Thoughts**



**Behaviors**

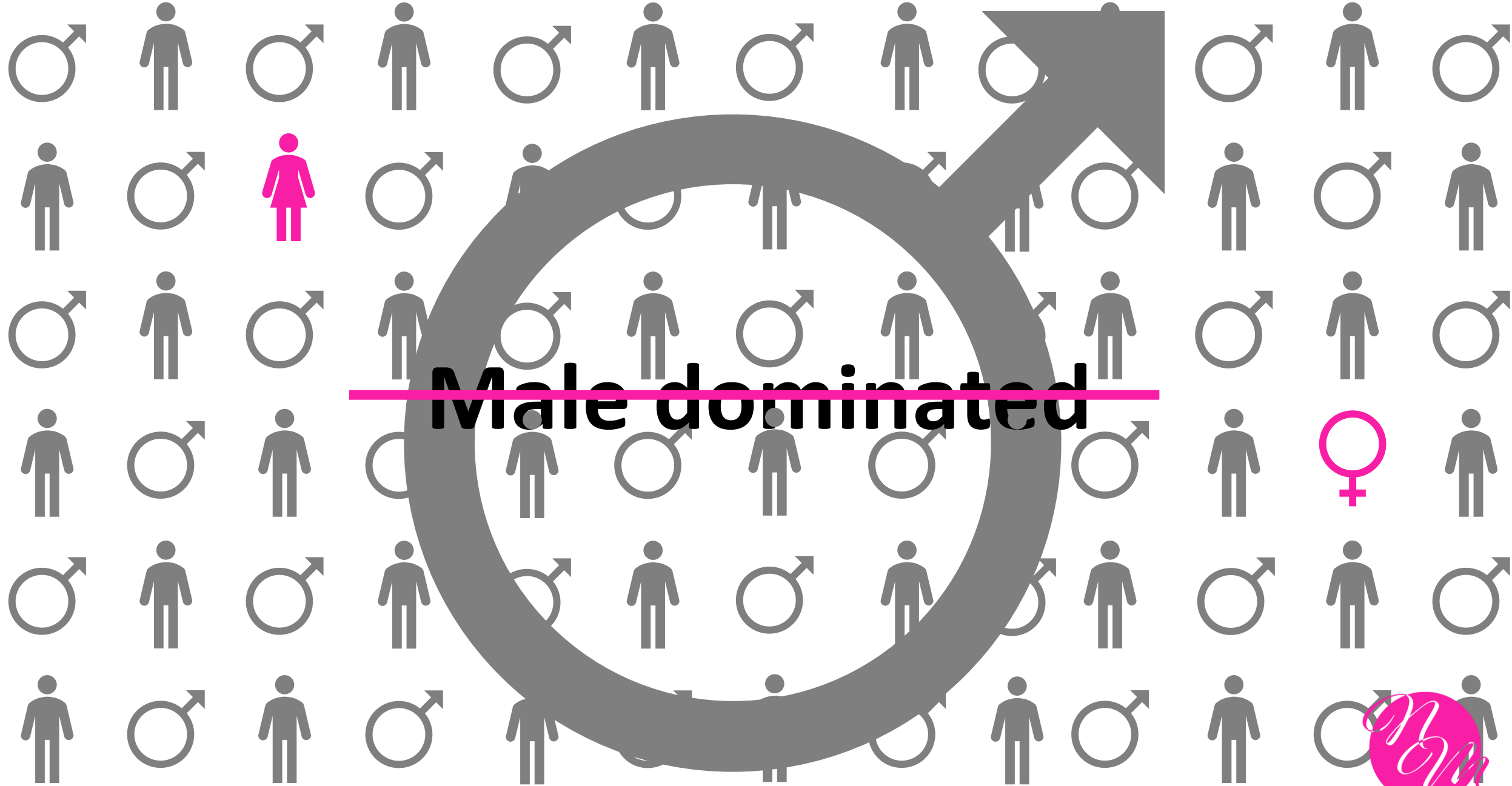


Words.

Matter.



~~Male dominated~~



# Words like this

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- I'm going to **ask** for the raise
- Does that make sense?
- **Maybe** we should...
- **I'm a little** bit...(concerned)...
- **I'm not** the expert here but..



**Change to this**

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- **I'm going to negotiate** my salary
- **Let me know** if any questions
- I think **a better approach** might be
- **I am** concerned
- **I have** a suggestion





# TAKE BACK YOUR POWER

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**“I’m not the expert here but...”**

**“Someone probably already thought of this...”**

**“Not sure if this is relevant...”**

**“I’m just saying that”, “I’m just thinking that”, “I’m just offering”**



# Power Up Your Vocabulary

## Say THIS.

“I’m emailing to follow up...”

“I have an idea”

“Thank you for your patience”

“And also”



## NOT that.

“Just checking in on...”

“I’m not sure if this is a good idea but”

“I’m sorry this is late”

“But”





**Sorry. Just. Please.**

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How are you speaking to  
yourself?

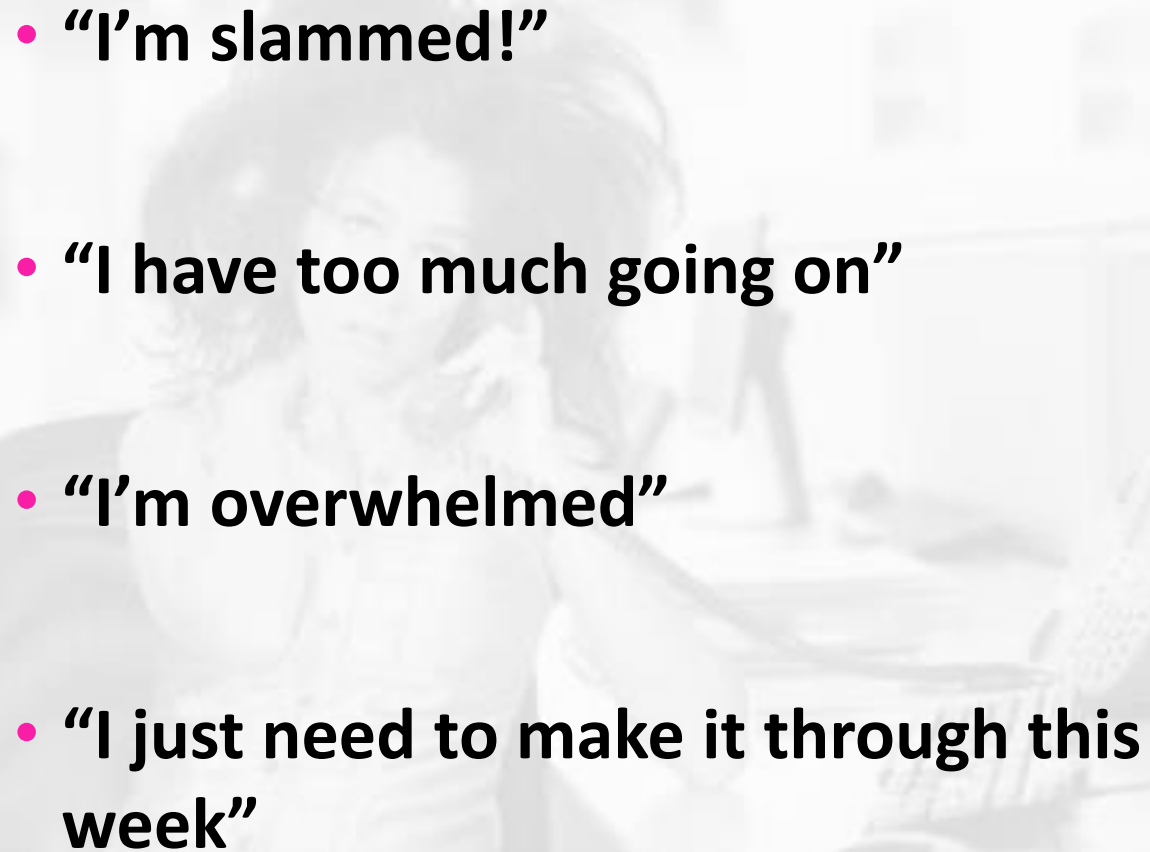
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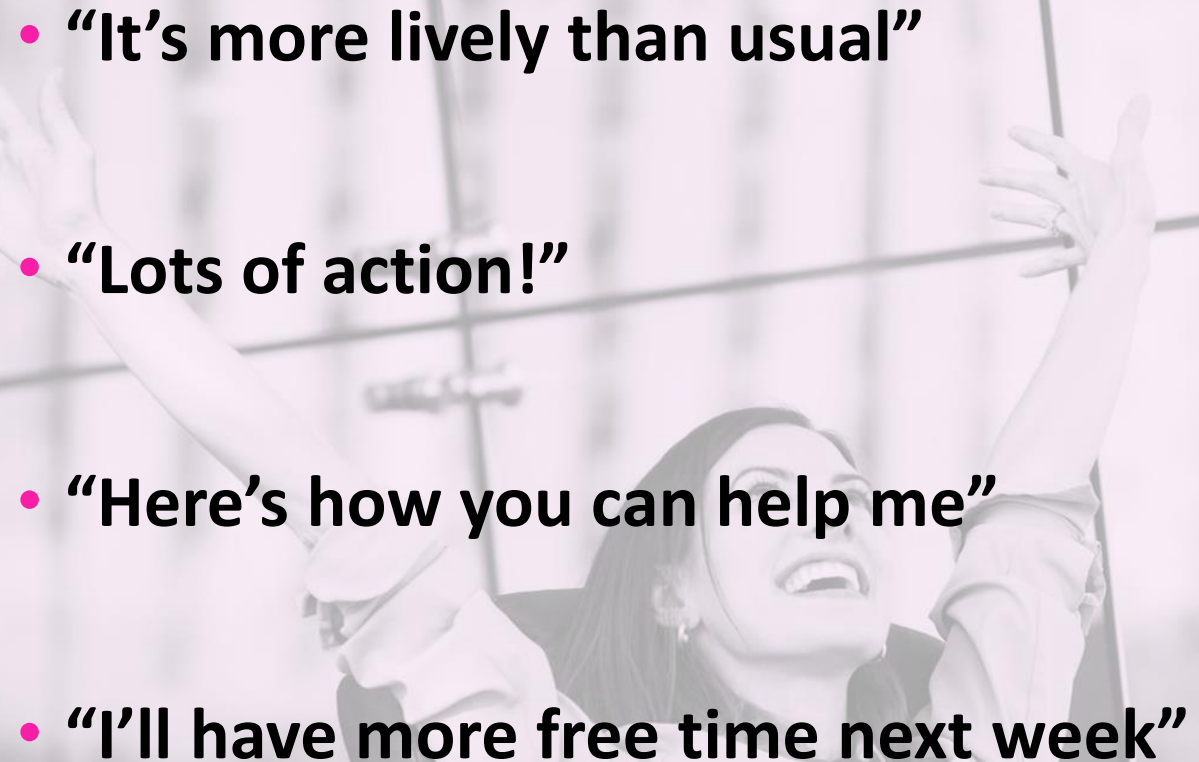


# WORKED UP

# TO

# PSYHCED UP

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- “I’m slammed!”
  - “I have too much going on”
  - “I’m overwhelmed”
  - “I just need to make it through this week”

- 
- “It’s more lively than usual”
  - “Lots of action!”
  - “Here’s how you can help me”
  - “I’ll have more free time next week”



# Here's what works for me (most of the time)

- “It’s a busy time for me right now, how about coffee instead of dinner”?
- My work is a priority for the next few weeks – can we revisit this in January?
- It’s hard for me to make plans with short notice – how about we look at a date a little further out?



# CHANGE THE CONVERSATION

*CHANGE THE OUTCOME*

Say this not that

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Think this not that

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Do this not that

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WHAT YOU THINK ABOUT WHAT YOU SAY  
ALSO MATTERS

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Change your THOUGHTS...  
Change Your Life



# Woo woo versus science

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- Simply knowing your desired outcome is ***scientifically proven*** to move you closer to that outcome
- ***Confirmation bias*** CAN and SHOULD work in your favor
- Seeing, speaking and living as if this shall be is also ***scientifically proven*** to move you closer to that outcome



# The possibility paradigm

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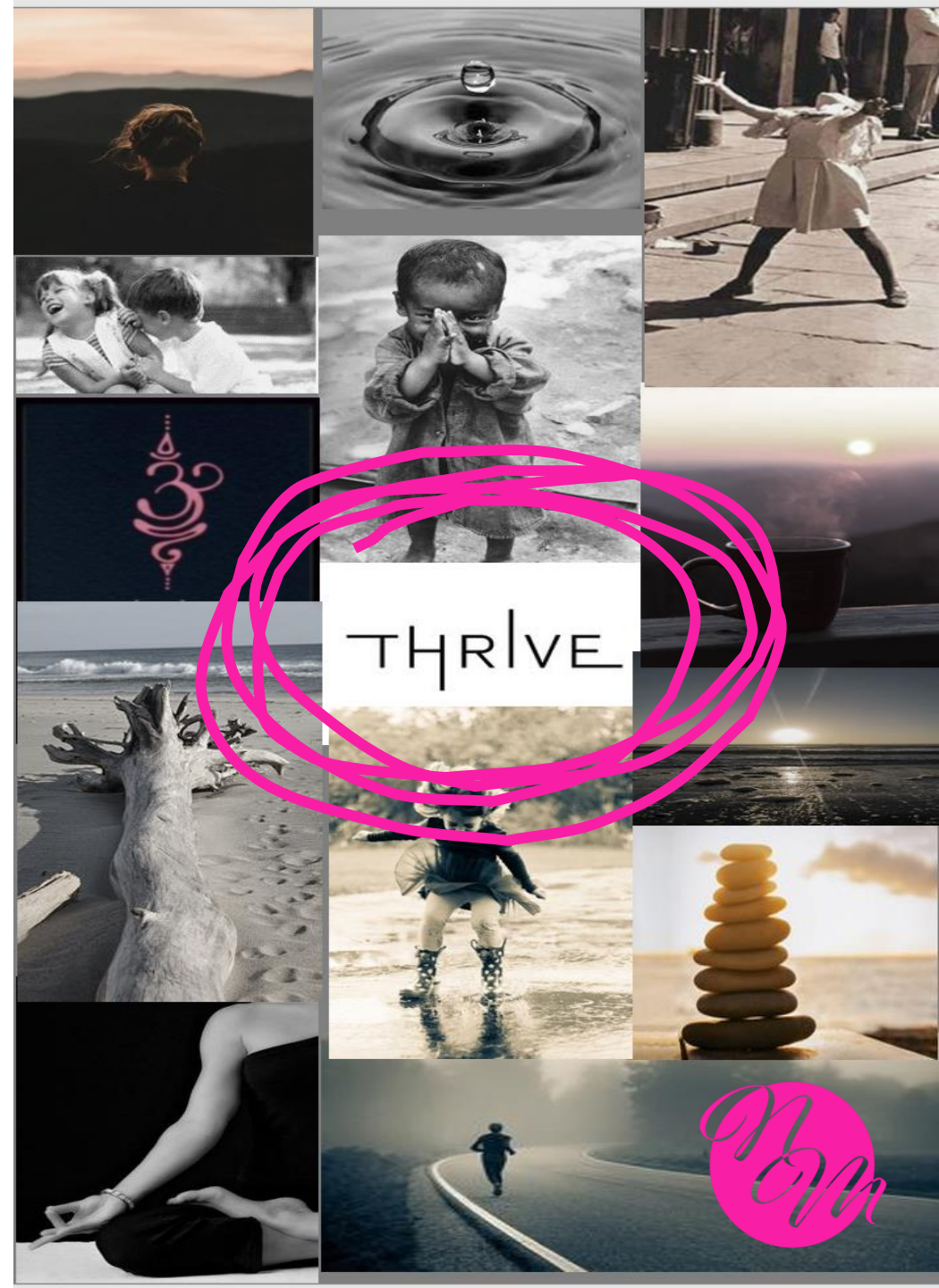


Your *confirmation bias* finds facts, data, people, a job, a business to support this ideal life



# How I know this works

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## COMMUNITY

# Nancy Medoff: “A reality check”

*A reality check. Drop the unrealistic expectations you put on yourself. Know that you can't get it all done. Make strategic decisions for your career and your life, then allow yourself the grace to honor those decisions. You do not have as many hours in the day as Beyonce, so stop trying to have it [...]*

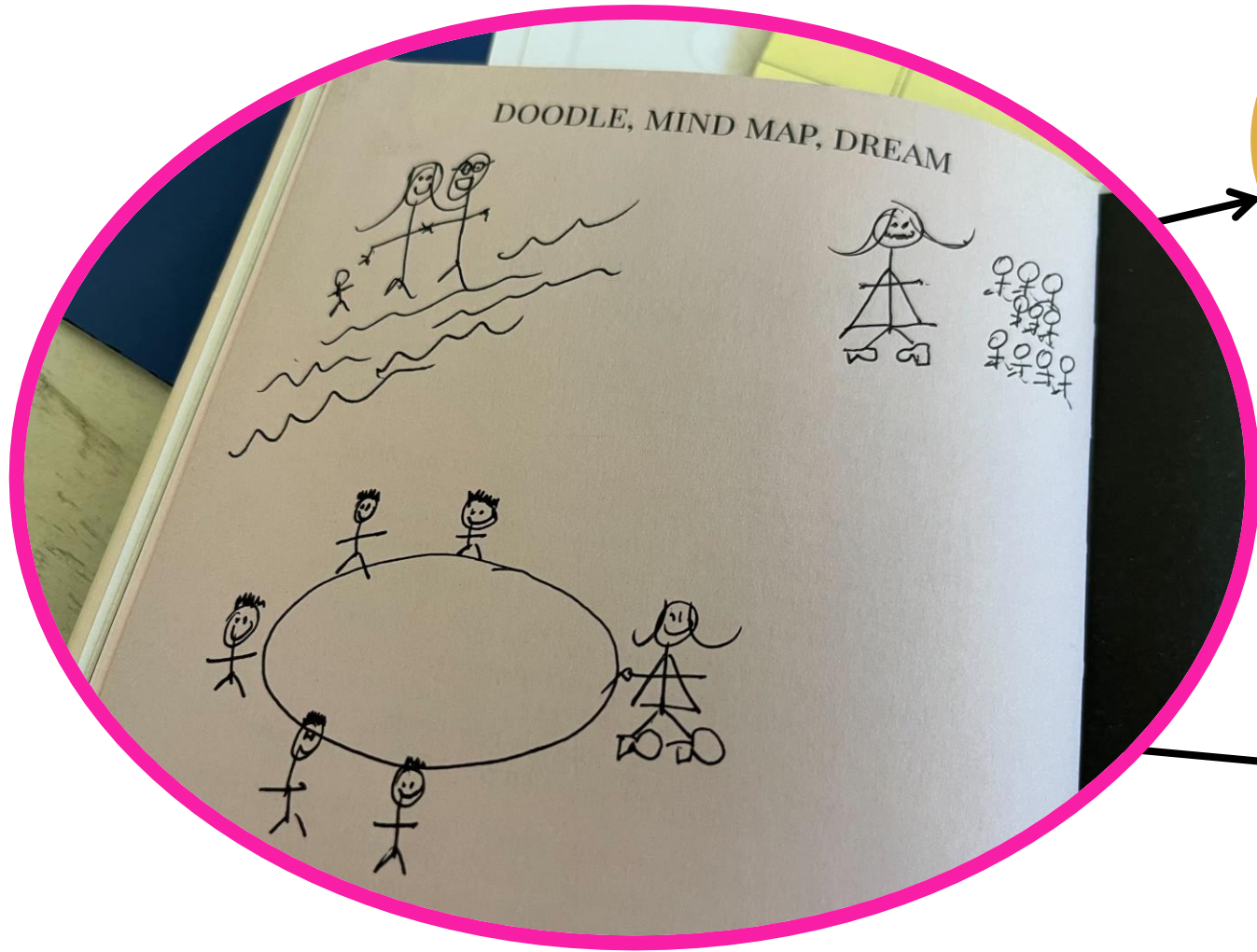
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By [Ming S. Zhao](#), CEO of PROVEN



# Still skeptical?

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# Every Woman

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**TOO BOSSY**

**Reprimanded  
by my boss**



*Bullied*



*She's  
Aggressive*

Children Should  
Be Seen &  
Not  
Heard



**He's just  
immature**



# Cycle of Gender Bias

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Act Differently  
=  
Lacks Confidence

Treated Differently  
=  
Feel Differently

Feel Differently  
=  
Act Differently



# What is, this gives women the EDGE?

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# HARDWIRED FOR SUCCESS

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- **Collaborative mindset seeking win/win**
- **Advocating for others**
- **Physically hard wired - hippocampus**



A man in a dark suit is speaking to two colleagues, a man and a woman, in a bright office setting. The man in the suit is on the left, gesturing with his hands. The other two are on the right, listening attentively. A speech bubble is positioned above the man in the suit.

Let me put this in  
terms you'll  
understand....

**When you know  
it's coming...**

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**Why are we surprised or triggered?**



Instead of  
this...

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# How about this?

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# CHANGE THE CONVERSATION

*CHANGE THE OUTCOME*

Say this not that

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Think this not that

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Do this not that

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# Behavior

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How you say what  
you say also  
matters



**TAKE UP SPACE**

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MAKE. IT.

**BIGGER.**

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# Cookie Karen

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- **Who is taking notes?**
- **Who is making arrangements for food or beverage?**
- **Who checked calendars for the meeting?**





**AMPLIFY**



# For example...

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- **“If we can go back to what Donna was saying, she had a great point and I’m not sure we all heard”**
- **“Hang on just a second, Mike – Jenny was talking and I’d like to hear what she has to say”**
- **“That’s an excellent idea, Frank – I know Mary surfaced this last week so let’s get her opinion here before we get too far down this path”**





**TOGETHER.**

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*CHANGE THE OUTCOME*

Say this not that

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Think this not that

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Do this not that

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Thank You!



**KEEP IN TOUCH!**

**Nancy Medoff**



and...

**Do. The. Thing.**

