

Speak Up & Stand Out: Communication Hacks for Women Leaders in Signs



Presented by: Emmalee Zaatar, International Sign Association





The Power of Communication

1 Critical Role of Communication

Effective communication is essential for success in the sign industry, enabling leaders to convey ideas, manage teams, and build client relationships.

2 Challenges for Women Leaders

Women in leadership positions often face unique communication challenges, including gender biases and stereotypes that can impact how their messages are received.

3 Importance of Skill Development

By honing communication skills, women leaders can overcome obstacles and enhance their effectiveness in various professional scenarios.

In-Person Communication Strategies



Active Listening

- Pay close attention verbally and nonverbally
- Ask clarifying questions



Building Rapport

- Find common ground
- Use positive body language



Assertiveness

- Speak clearly and concisely
- Project your voice with confidence
- Articulate your ideas and opinions

Email Communication Strategies



Clarity and Concision

- Use strong verbs and active voice.
- Proofread carefully before sending.
- Tailor your message to the audience.



Professionalism

- Maintain a professional tone.
- Avoid using overly casual language or exclamation points.



Structure

- Organize your thoughts clearly with a logical flow.
- Use bullet points or numbered lists for easy readability when appropriate.

Public Speaking Strategies



Audience Awareness

- Know your audience and tailor content
- Use clear and concise language.



Content & Structure

- Develop a clear message with a strong opening and closing.
- Use visuals to support points.



Delivery

- Practice beforehand to manage nerves.
- Speak slowly and clearly, vary pace and volume.
- Use natural gestures and maintain eye contact.



Remember, You Got This!

1

Be Aware

Understand the unique communication challenges faced by women leaders in the sign industry.

2

Strategize

Develop effective strategies to overcome these challenges and improve your communication skills.

3

Lead

Effective communication is a key leadership skill that will help you excel in your role.

Breakout Rooms Activity

Scenario

You and a colleague have been assigned to a task together on a new project. You prefer a more detail-oriented approach, while your colleague favors a quicker, more general approach. This difference in styles is causing some tension and impacting your progress on the task. You and your colleague haven't spoken directly about your differing work styles yet.

Activity

As a group, draft a script with some talking points for an in-person conversation to address this communication challenge.



Report Out & Discussions

1 Share Insights

Each group share one talking point from your breakout session discussion.

2 Strategy Prioritization

What strategies did you prioritize in addressing the communication challenge?

3 Additional Observations

Did anything else of interest come up in your discussions that you'd like to share with the larger group?

Wrap-up

Key Takeaways

With effective communication, you can:

- Build stronger relationships with clients and colleagues.
- Gain buy-in for your ideas and projects.
- Motivate and inspire your team.
- Project confidence and credibility as a leader.

Strategy Recap

- Active listening and building rapport.
- Assertive communication and clear message delivery.
- Tailoring communication for different audiences (email vs. in-person).
- Addressing communication challenges faced by women leaders.

Additional Resources

www.signs.org/WLI

- All upcoming events and updates
- Join the WLI community

[WLI LinkedIn Group](#)

- Join your colleagues and peers on LinkedIn in this dedicated group