

Advocating & Influencing Effectively as a Leader

Corporate Talk

Advocating and influencing are two cornerstones of effective leadership. If you want to be able to improve your workplace, drive business results, and move up the ladder, you need to be able to share ideas and convince others to take them on.

Unfortunately, women face a number of challenges when it comes to influencing decision-makers at work. From getting your ideas heard to creating the agreement and organizational drive to implement the changes you're advocate for, it can often feel like an uphill battle to create forward motion.

Talk Outline

This talk will focus on the concrete skills you need to be able to advocate effectively for the things you care about at work. We'll cover:

- Unique challenges women face when advocating and influencing at work
- The key ingredients to getting your voice heard
- Essential tools for creating agreements that stick
- How & when to use formal power & authority

The goal of this talk is to help you advance your ideas through your organization so you can lead effectively and create change.

About The Speaker



Holly Burton
Executive Coach for Women in Male-Dominated Industries

Holly is speaker, facilitator, consultant, and coach with expertise in leadership, career development, feminist theory, and the unique mix of issues that make it challenging for women to succeed in STEM fields.

Holly spent the first ten years of her career as a mining engineer in an industry that is only 17% female. She now coaches ambitious women that want to advance their careers and works with companies to develop programs to retain female talent.

Holly speaks regularly at organizations including EA Games, DevOps Days Vancouver, Women in Mining BC, Disrupt HR, The BC Women in Energy Network, UBC Masters of Public Policy & Global Affairs, Women in Tech Week, The Society for Canadian Women in Science and Technology (SCWIST), The Women in Leadership Foundation, and her own Women in Male-Dominated Industries Speaker Series.

Holly can be found online at her [website](#), or at, [Women in Male-Dominated Industries](#).

The Details

Length: 1 Hour
Format: Lecture-style talk (with Q&A)