



**POWERFUL WOMEN COMMUNICATE**

**MAKING YOUR VOICE COUNT**

Opening Keynote Address for the Virginia Society of CPAs  
Women's Leadership Conference

Presented by

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SPEAKER | AUTHOR | CPA | CAREER STRATEGIST

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**As of July 2024, women represent  
10.4%\* of Fortune 500 CEOs.**

(\*52 out of 500)

**Source:** 2024 Executive Summary - Women Business Collaborative

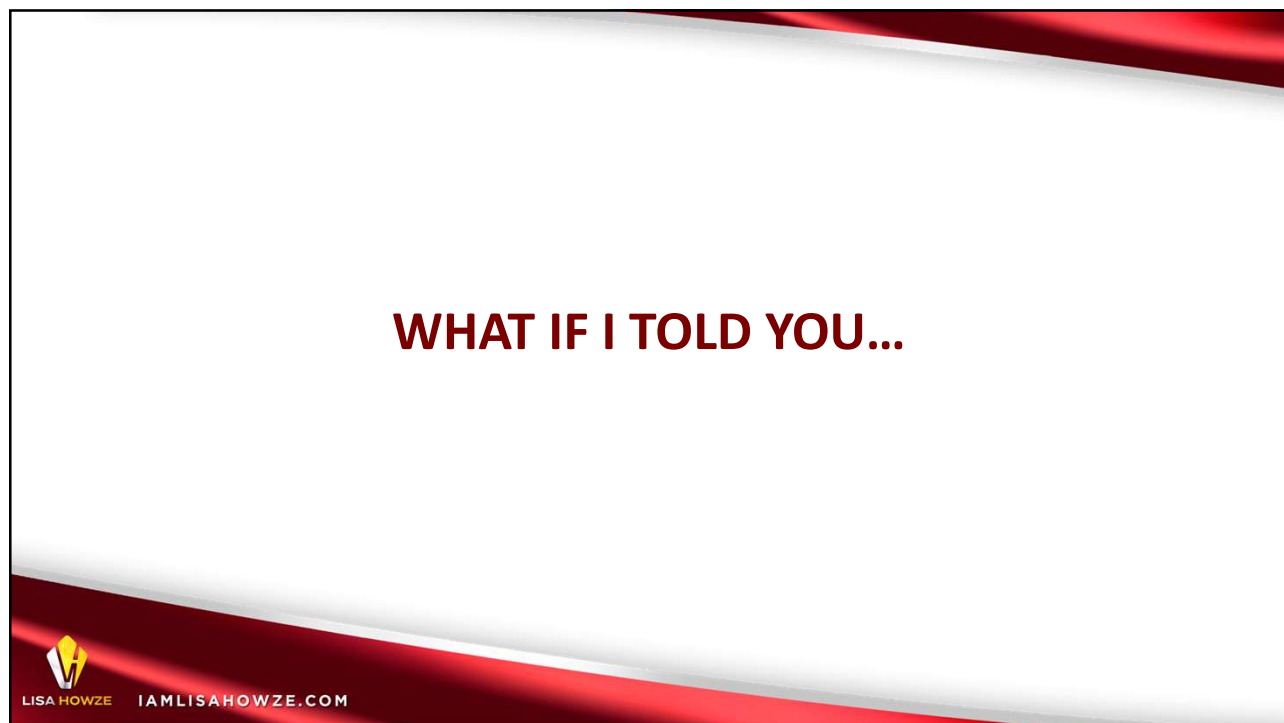


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## Two Types of Communication

Type	Audience	Frequency
<b>External Communication</b>	Spoken aloud to others	Voice not always exercised
<b>Internal Communication</b>	Spoken quietly to yourself	Voice running all the time

## Today's Agenda

## What Can You Expect?



**1.0** Understand the Anatomy of a Story



**2.0** Harness the Power of Your Story



**3.0** Breakout Exercise and Discussion



**4.0** Explore Strategies to Silence Self-Doubt



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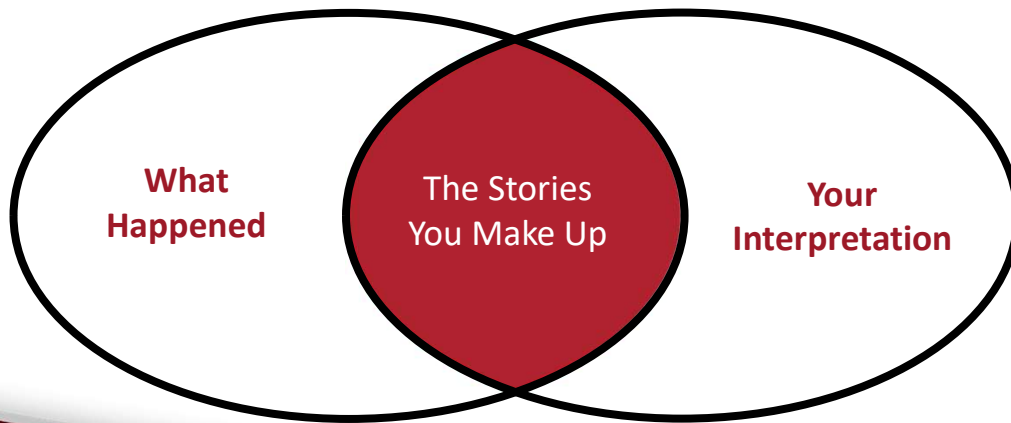
## The Anatomy of A Story



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## What Stories Are You Telling Yourself?



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## You Made That Up!



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## **Connecting My Story to My Career**

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**Harness The Power of Your Story**

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## Answer These 3 Questions

- What happened?
- What was your interpretation of what happened?  
*(i.e., how did it make you feel?)*
- What story did you make up about what happened?  
*(i.e., what conclusions did you reach about yourself or others?)*



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## Breakout Group Discussions



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## Debrief Breakout Session



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## Strategies to Silence Self-Doubt and Make Your Voice Count



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## Master the 3 Cs!

1

**Confide** in a  
trusted friend or  
mentor

2

**Change** the  
conversation in  
your head

3

**Create** a safe  
space for  
effective  
communication



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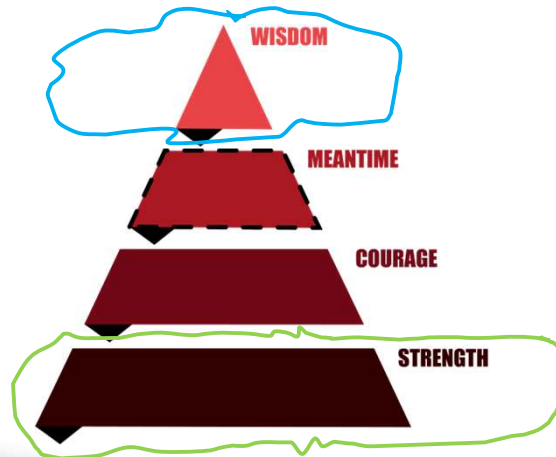
## Bonus Training



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## The Bounce Back Framework\*



\*AKA: Life Experience Elevation Pyramid (LEEP) inside **Candy Girl Mentality**



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## Digital Feedback



Give feedback to Lisa

Scan this QR code



Or go to

<https://talk.ac/lisahowze>

and enter this code when prompted

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