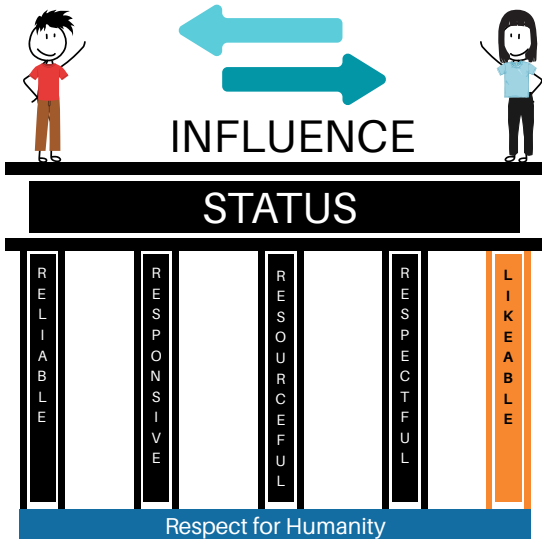




# Build Your Bridge to Influence

An Exploration of Status in the Workplace

Great meetings happen when you have a **voice** at the table.



The practice of **likable badassery** isn't a balancing act. It's leaning into what comes naturally, then adding traits and tactics from the other side to elevate your status.

- An elevated status gives you voice.
- Your voice is your influence.

**Status** is the level of regard between two people, shaped by experience and observation.

**Status drives influence.** Influence paves the way to power—through choice and opportunity..

## The High Bar of Likability



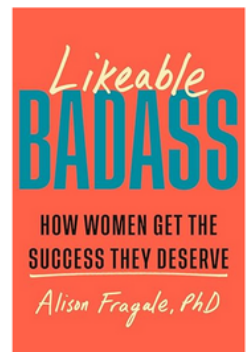
**Just Say No. Call It Out.**

Use kind assertiveness to call out inequities that support this narrative.

**Women** are not penalized for the **presence of assertiveness**. They are penalized for the **absence of warmth**.



-Alison Fragale, PhD  
Author, *Likeable Badass*



Optimize Your Career through Vocal Influence  
Keynotes | Workshops

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## ASSERTIVE - APPROACHABLE APPLICATIONS:

Check your **FACE** and **TONE** at the door.  
We make judgements in 100 milliseconds!  
Our judgements are often wrong.  
Give plenty of grace when it comes to the face.

## GREETINGS:

Soft direct eye contact. Natural smile.  
Full palm + firm (non-vice grip) handshake.  
Voice that projects **warm confidence**.

## YOUR NAME:

How you say your name is a window to your self worth.  
State your name slowly and clearly, with intention.

**OUTGOING VOICEMAIL:** Claim this piece of digital real estate!

Project the essence of YOU through your voice.

"You've reached the voicemail of FIRST/LAST name. Leave a message at the tone and I'll return it at my earliest opportunity."

**MOTIVATING FEEDBACK:** Claim your curiosity before you begin.

**ASK:** What went well? Where do YOU see room for improvement?

**THEN:** Contribute your thoughts clearly, directly, respectfully.

## MODIFY APOLOGIES with KIND ASSERTIVENESS

**Replace:** 'I'm sorry I'm late.' **with** 'Thank you for your patience.'

**Replace:** 'Sorry I couldn't take your call.' **with** 'It's great to hear your voice!'

**Replace:** 'Sorry to interrupt.' **with** 'I wish I time to hear more, but...'

**When a STATUS REPAIR requires apology, be the one to initiate.**

Check your FACE, VOICE, and POSTURE at the door.

Absolutely NO groveling!

State your apology clearly and succinctly. Then stop to listen.

For more tips on how to  
Optimize your career with  
Vocal Influence, connect  
with me on Linkedin!



SHOWCASE  
YOUR SHINE  
with Rebecca P. Murray



**Your Voice is Your Influence**