



ExecutiveBound

 **WOMEN IN
FINANCIAL
MARKETS™**

Communicating with Impact

Dr. Ginny A. Baro, CEO & Founder



My Story (then...

CEO & Founder of ExecutiveBound®

Creator of the innovative and proven method
C.A.R.E.S. Leadership Success System™

Lead Executive Coach of *The Fearless
Leadership Mastermind*™, supporting female
leaders to advance

But it wasn't always this way....



...and now)



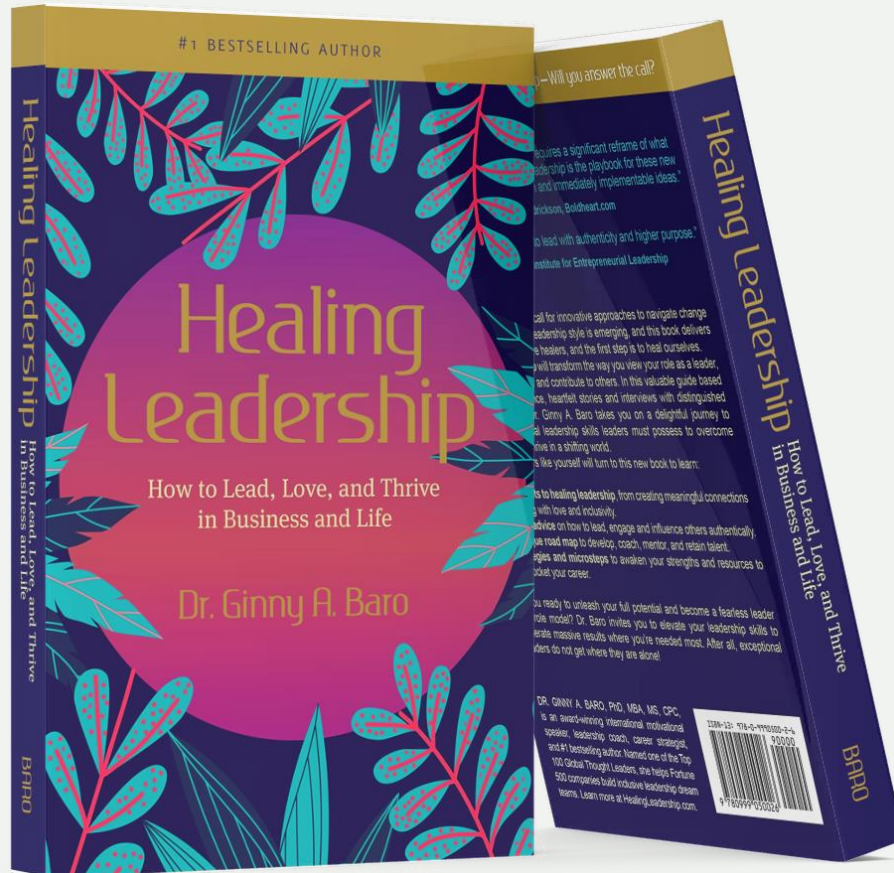
Award-winning speaker & leadership coach

#1 Bestselling author of *Healing Leadership*
and *Fearless Women at Work*

Named Top 100 Global Thought Leaders

McKinsey&Company

Hispanic/Latino Executive
Leadership Program Coach



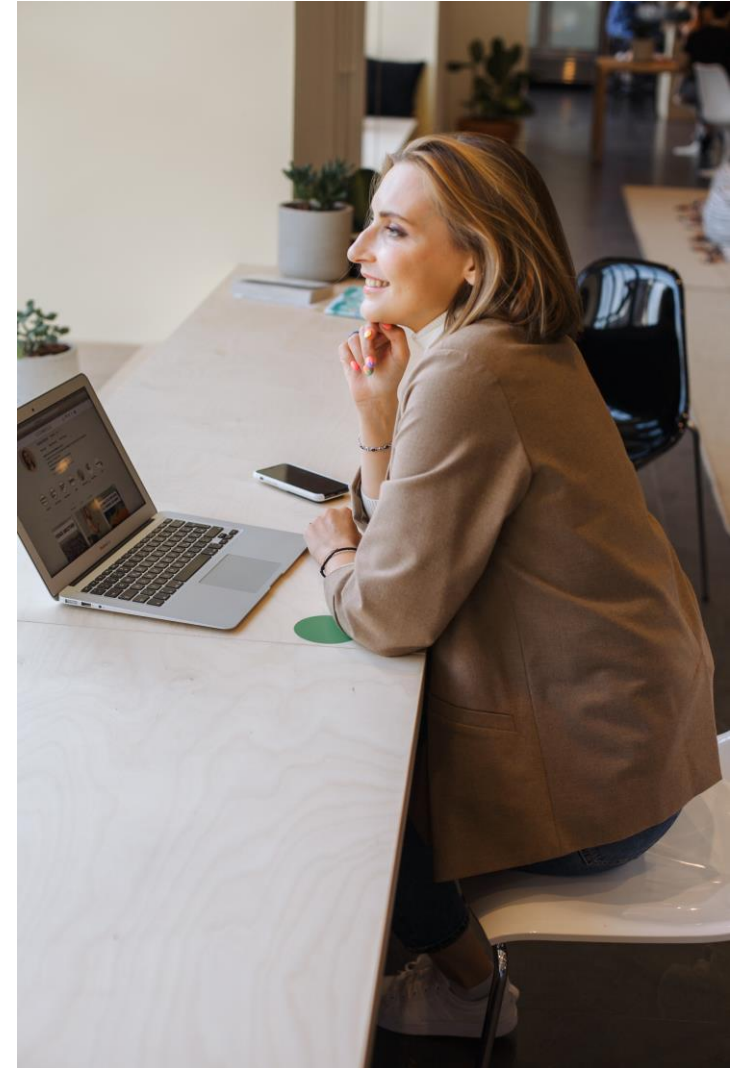
THE RESEARCH
SHOWED ...

Powerful Communication is
the #1 Skill for leaders

www.ExecutiveBound.com/book

Benefits of Being a Powerful Communicator

- Gain confidence, promote your personal brand
- Advocate for yourself, the team, and others
- Collaborate & create new opportunities
- Deliver results and grow in your leadership role
- Continue growing your support network
- Engage others on your mission & vision
- Build communities and your sense of belonging



My Dad's Advice...



“Keep putting keys in your
pocket.”
[to open doors]

Communicating with Impact

Know your audience

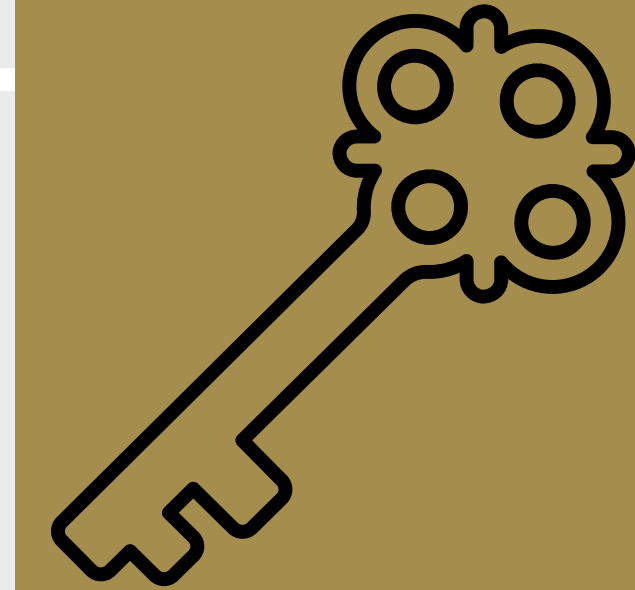
Tailor your message

Pick your style



Communicating with Impact

#1 Know Your Audience



Benefits to knowing your audience



- Meet their needs
- Become more impactful
- Contribute your strengths
- Influence positive results



Who is your audience?



What are they interested in?



What is their WIFM?
(What's In it For Me?)



What is their takeaway?

Know your audience

Communicating with Impact

#2 Tailor Your Message



Tailor Your Message



Group



Age



Stories



Words



Context

Relatable

Engaging

Knowledgeable

Framework to tailor your message



Heart: Craft a brief *heart story* to connect with your audience, create a “hook” (less than 5 mins)



Head: Share the problem, issue, relevant info, orient them, solutions, e.g., facts, charts, etc. (main part of your message)



Hands: What do you want the audience to do after the presentation? (provide direction, a call to action)



Heart: Craft a brief closing *heart story* to leave your audience inspired to take action (less than 3 minutes)

Communicating with Impact

#3 Pick Your Style



Pick Your Style

Formal
vs.
Casual

Eye
Contact

Body
Language

Voice



Who appears more credible?

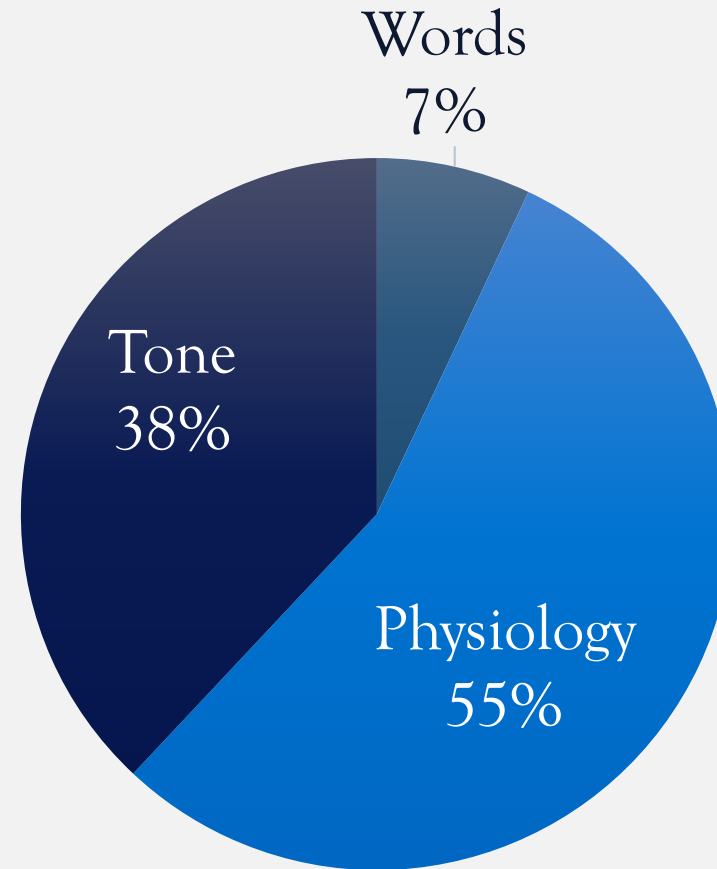
A



B



93 % of credibility is “how” you say it





Your Gift !


Private Resources Page:

Workbooks, Tools, Presentations

Videos: 21 leadership qualities
leaders need today

And more!

www.ExecutiveBound.com/wind



“A leader’s job is to figure out what the next right thing is and then do it.”

Brené Brown



- What are your communication strengths?
- What did you learn from the presentation that you can use to improve your communication?
- 12-Months from now, you've improved drastically, what happened?

Communicating with Impact

Know your audience

Tailor your message

Pick your style



Communicating with Impact



Answer these questions

Call to
Action



Use your Resources Page

www.ExecutiveBound.com/wind



“My Why is to fulfill my potential and to help my son, Kyle, and clients fulfill theirs.”

Dr. Ginny A. Baro

Thank you!

Let's Connect

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APPENDIX

THE 3-DAY WOMEN'S

Fearless Leadership **Masterclass**

NOVEMBER 2023

*Mastering Confidence,
Assertiveness, and Building
a Powerful Support Network*

SAVE YOUR VIRTUAL SEAT

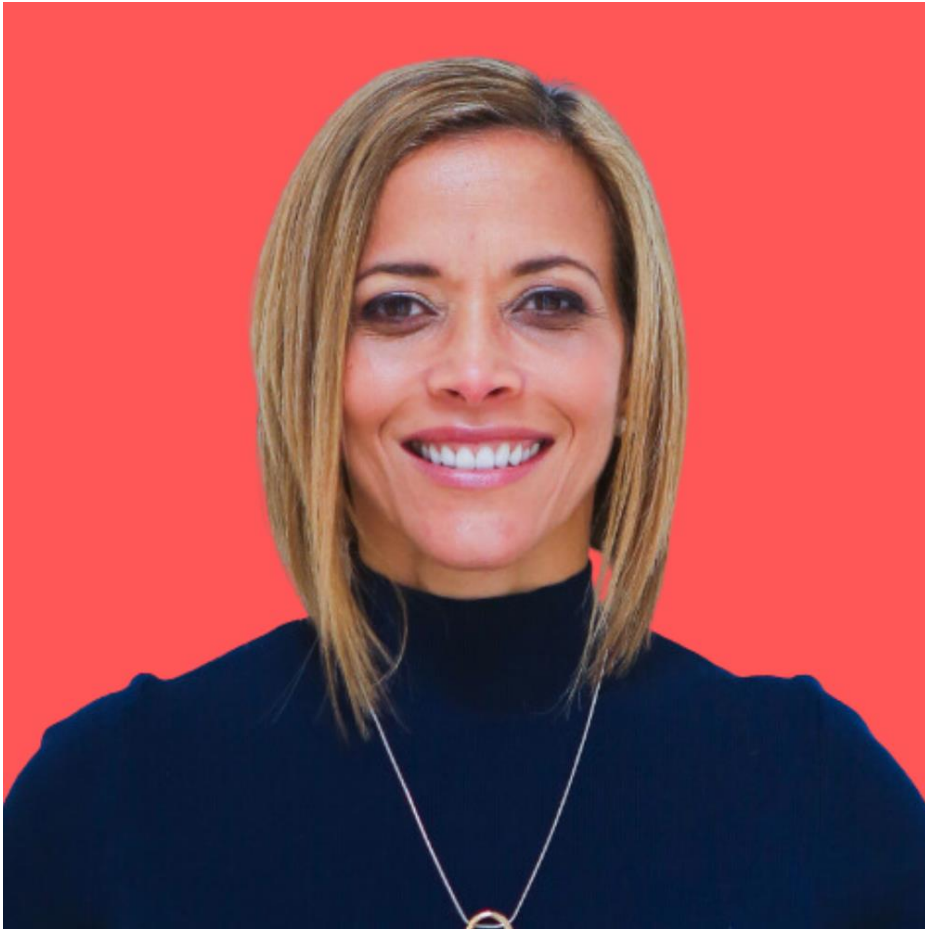
REGISTER TODAY!



www.ExecutiveBound.com/wind23



Dr. Ginny A. Baro



Dr. Ginny A. Baro, Ph.D., MBA, MS, CPC, immigrated to the U.S. at age 14 with nothing more than a dream. Today, she is an award-winning international transformational speaker, leadership coach, career strategist, and author with over three decades of experience in the corporate world. As the founder and CEO of ExecutiveBound™, Dr. Baro helps emerging executives by providing a unique approach to leadership development that is grounded on research, best practices, and lived experiences, which she uses to help her clients unlock their full potential.

Named one of the Top 100 Global Thought Leaders, Dr. Baro's expertise in leadership development has been recognized by Fortune 500 companies and partners, including McKinsey&Company, Verizon, Merck, and Pfizer, where she has been invited to speak numerous times on the topic. She has also been featured in numerous media outlets, including NBC, ABC, Fox, Univision, USA Today, Yahoo Finance, New York Business Journal, and Latinas in Business. She is a highly sought-after leadership coach and speaker for McKinsey & Company's Hispanic/Latino Executive Program and a subject matter expert on Personal Branding for the Management Accelerator since 2021.

Dr. Baro is the author of [two best-selling books](#): *Fearless Women at Work* and *Healing Leadership*. Her books have been praised for their practical advice and actionable strategies. In 2020, Dr. Baro created the [Fearless Leadership Mastermind™](#) to help high-potential female leaders of all backgrounds grow and advance. Her expertise, passion, and commitment to helping leaders and women make her an invaluable resource to any organization looking to unlock the full potential of their talent and achieve success in their business. To learn more, please visit www.ExecutiveBound.com.

