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Elisabet Rodriguez Dennehy

How to Define your Style and Communicate more effectively?

Written: Elisabet Rodriguez Dennehy-President Rodriguez and Associates@ May 29, 2009.



Traditionally women have a “hard” time “trying for size” concepts like leadership, power, ambition. These are attributes associated to men and “appropriate” to masculine behavior.

Women who have succeeded in corporations and other institutions, have had only one frame of reference to follow- “aggressive and direct” behavior, which as they observe during their upbringing and early professional life seem to be the only route to success.

Our work, in **Rodriguez and Associates**, demonstrates that this option leave women in a precarious situations. They is pushed out from their female social groups and defined as a “Dragon Lady” and by men as too pushy and ambitious!

So under this paradigm how can women lead and be heard?

Our workshops are designed to help women get out of this trap. We help them become aware that they need to craft their own style of leading and communicating. We help them unlearn behavior that is not useful and acquire those that are authentic, real and that will serve them well throughout their professional and personal endeavors.

We do that by “creating” a path that help women identify their own voice, strength and ultimately develop their “**personal brand**” so that they are fully capable to lead and speak from power, based on a congruent voice between values, goals and aspirations!

Leadership and good communication can only happen when people-specially women achieve a clear understanding and alignment of:

1. Self Awareness-knowing who they are; what they stand for; what are their limitations?
2. Know and articulate their dreams and personal vision-where are they going?
3. Take action to align these elements and craft their own “brand”.
4. Commit to a **reevaluation process** by which they continue to self assesses and “monitor” their aspirations and values with their role as professionals or independent contributors in the workforce.

Our experience tells us that when women drive their behavior from this point of reference-leading and communication effectively become second nature. effortless and ultimately, particularly for women-**liberating!**

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