



.BLUEPRINT.

10 Easy Steps
To Be Taken Seriously

And Not Have Your Credibility Be Questioned

Do men not take
you seriously at
work?





Being a woman in a male-dominated
workplace is not easy....



Do guys question everything
you do?

Your credibility?

Underestimate your
intelligence?

(Even guys with less experience!)



Do you feel like you have to
constantly prove yourself?


Unfortunately,
sexism and gender bias is a real thing!



BOYS



GIRLS

A group of people are seated around a long wooden table in what appears to be a meeting or classroom. In the foreground, a person is writing in a notebook with a pen. The background is slightly blurred, showing other participants. The overall atmosphere is professional and focused.

And being the only woman in the room
or one of the few around makes it more
difficult...



Here's what's
important to know...



Perceived credibility
is not always about
your diplomas and
experience.

Men associate
confidence to
competence...
(even if you are clearly competent)





And the good news is there are small adjustments you can make that will instantly increase the credibility factor.

(Even if you already know how smart and credible you are!)

... so that you don't have to repeatedly prove your credibility and competence.





When you make a few small changes, you'll start to notice how others will respect you more, listen to you, and take you more seriously.

AND There are
better ways to be
friendly, kind,
and warm...


...that don't
accidentally
undermine your
competence.





Here are 10 easy things to stop doing immediately to protect your credibility from being undermined.



A light gray brushstroke graphic with irregular, feathered edges, resembling a paint stroke or a soft shadow. It is positioned on the left side of the page, extending horizontally across the middle. The text is centered within this brushstroke.

Let's start with an
example...

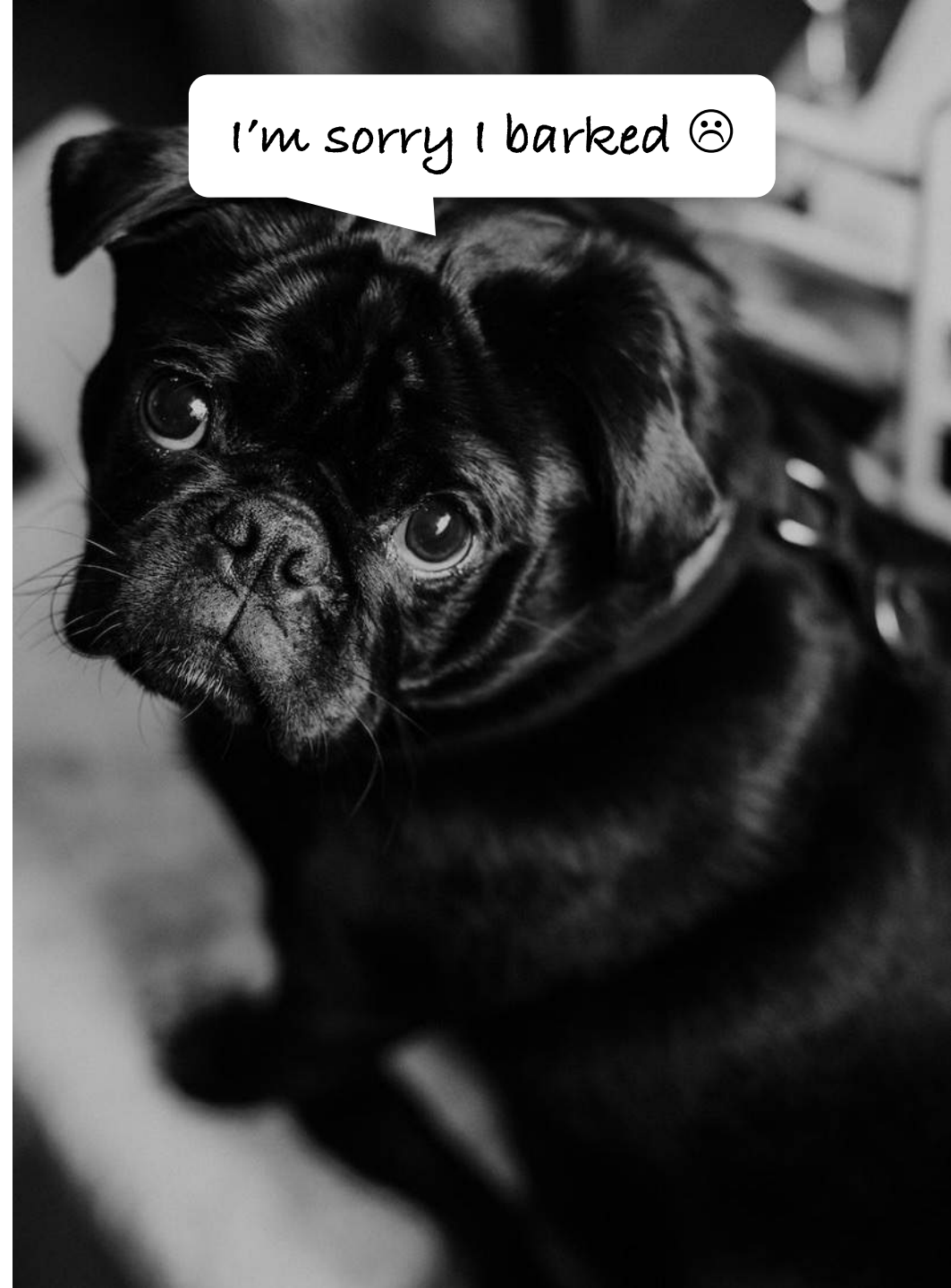
Example of conversation with coworker



- I'm sorry to bother you at this late time.
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- This makes sense, doesn't it?

1. Don't apologize.

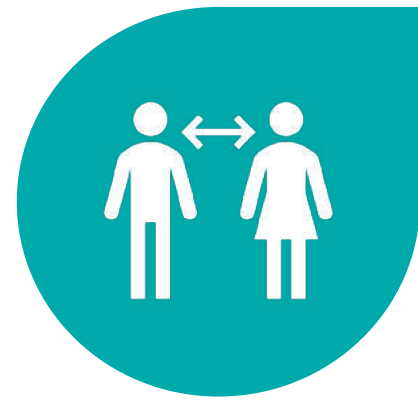
- Stop apologizing for your opinion or for what you want. Women tend to apologize more than men.
- When you say “sorry” you appear less confident, less capable, and less sure of yourself.
- Apologizing when you disagree or are making a request does not demonstrate politeness. It costs you respect and credibility and invites others to challenge you.
- Even when you make a mistake, it's often better to frame it as an opportunity to learn and change rather than an apology. If you apologize, make it simple and avoid over-apologizing.



1. Don't apologize.

- **Asking a question:** *"I'm sorry, but I have a question."*
- **Disagreement:** *"I'm sorry, but I have a different view."* or *"I'm sorry, but I have another idea."*
- **Bothering other people:** *"I'm sorry to bother you..."*
- **Request:** *"I'm sorry, but I want to ask you a favor."*
- **Mistake:** *"I'm soooo sorry I made this mistake, I promise I will never ever make it again."*

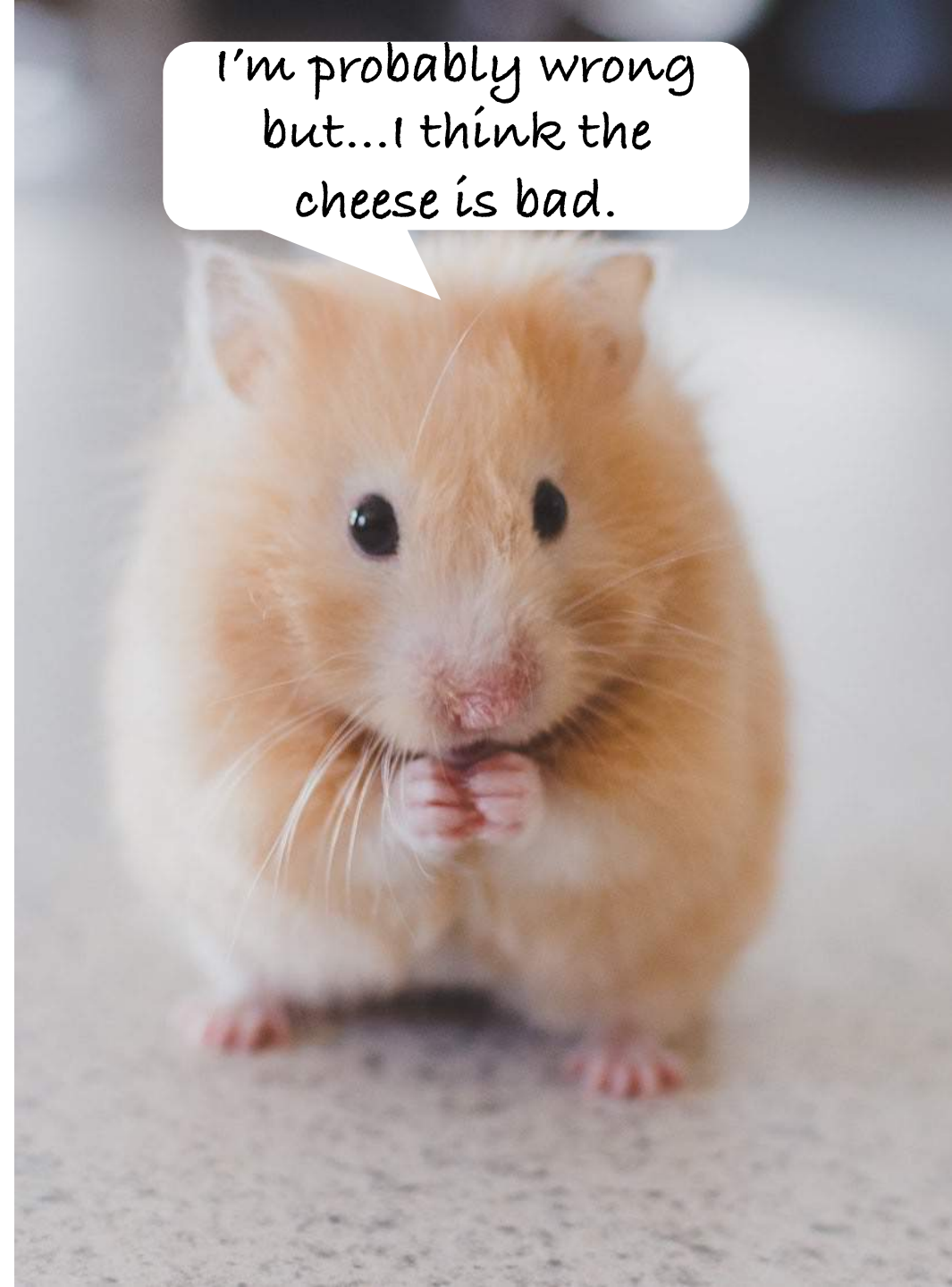
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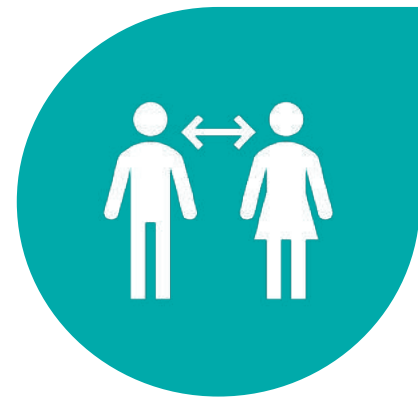
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2. Don't minimize your view.

- Don't minimize what you are about to say with credibility tentative undermining introductions to what you have to say.
- Examples:
 - *"I'm not sure but..."*
 - *"I'm not an expert but..."*
 - *"This is not a great idea but..."*
 - *"I might be wrong but..."*
 - *"This is probably stupid but..."*
 - *"You may not agree but..."*



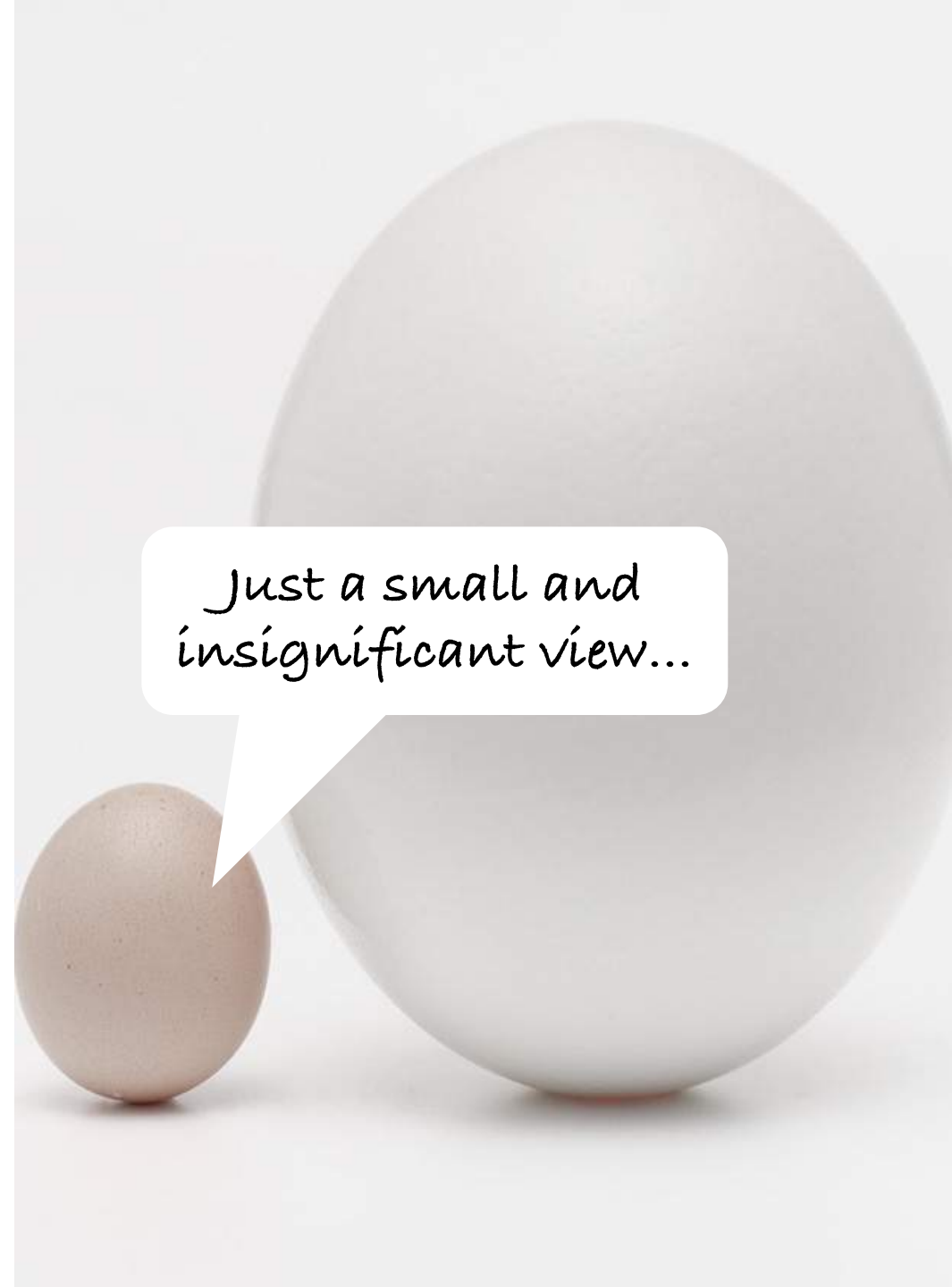
2. Don't minimize your view.



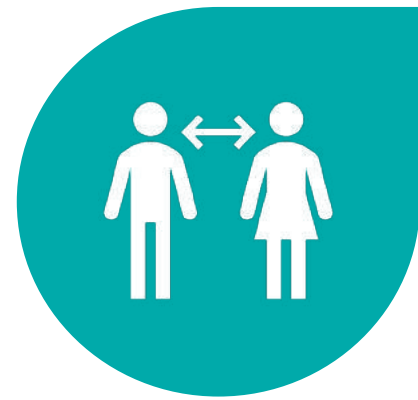
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3. Don't say "just".

- Remove the adverb "just" in your workplace vocabulary when it signifies "perhaps" or "possibly" because it comes across as lacking confidence, certainty, and as not very important.
- For example,
 - *"This is just an idea."*
 - *"I'd just like to say that..."*
- Another word to remove is "actually" as in *"I actually think differently."*
- Instead jump straight into your comment.



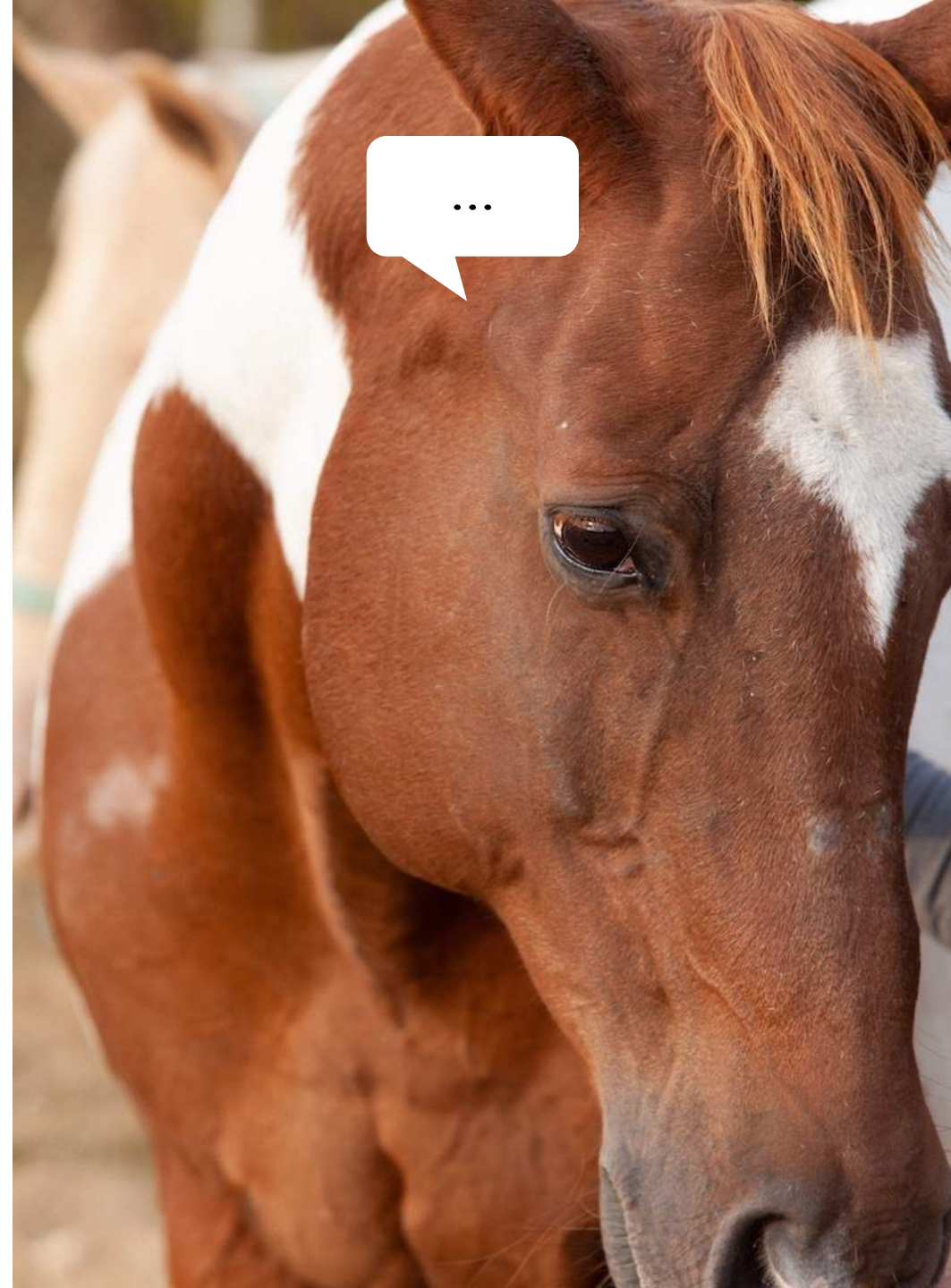
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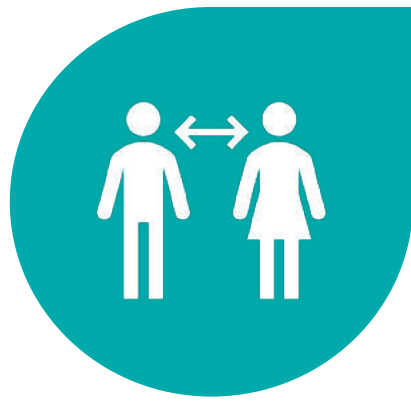
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4. Don't immediately stop speaking when interrupted.

- If you get interrupted, don't lower your volume, look away, or stop your sentence halfway through **by default**.
- When you do that, you're signaling hesitation and *"listen to them, their opinion is more important than mine because they are more important than me."*
- And that will invite others to keep interrupting you repeatedly.
- Finish your sentence in full normal volume without looking down.



4. Don't stop speaking when interrupted.



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- I think that we should ...(gets interrupted **and pauses**)
- **What I was saying... what I was saying....** Shouldn't we go ahead with the project because it will help our brand grow?
- This makes sense, doesn't it?

5. Don't ask for permission.

- Don't ask for permission to do what you need to do to be successful if it doesn't hurt anyone.
- Those who ask for permission are seen as less powerful, less competent, and subordinate.
- Avoid using *“Can I..”, “May I...”, and “Is it ok if I...”*
- Instead, communicate what you think, want, or will do.



5. Don't ask for permission.

- When you ask for permission, you increase the chances of others saying no.
- If the other person has an issue with it, they will let you know.
- You can always respond to people's reactions afterwards.

5. Don't ask for permission examples

Opinion:

- *"Can I share my view?"*
- Instead, share your opinion in meetings and gatherings even if there are more senior people in the room.
- *"I've observed that..."*

Opportunities:

- *"May I participate on this project."*
- Instead of asking for permission to engage in new opportunities, either state how you'll get involved, what value you can add, or how you feel about it.
- *"I'd love to work on this project."*
- *"Here's how I can help out with this project."*

Requests:

- *"Is it ok if I ask you for something?"*
- Instead, simply ask for what you want and let them decide if they will assist you or not. It's your right to ask.
- *"I have something to ask you."*
- *"I'd really appreciate if you ..."*

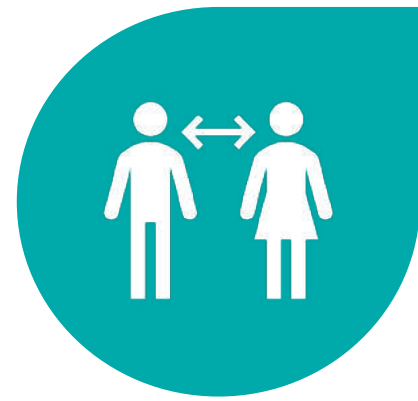
Decisions:

- *"Can I have the day off?"*
- If you have personal time available, firmly express your intention, ideally with a good notice period.
- *"I'm planning on taking this day off."*
- *"I need this day off."*
- *"I'd like this day off."*

Raise:

- *"Can I have a raise?"*
- A request like this comes across as immature and entitled.
- Instead, you'll be in a much stronger position if you build a case for a raise or promotion.
- *"Here's why I am ready for this position."*

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6. Don't introduce your opinions.

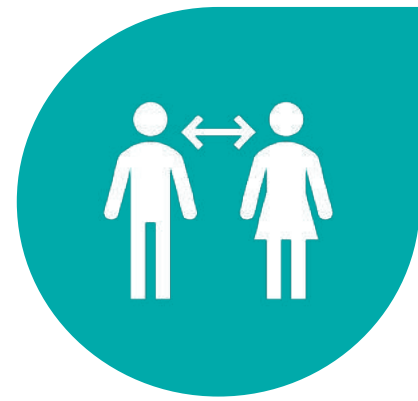
- Don't start with:
 - *"I think that..."*
 - *"I feel that..."*
 - *"My opinion is..."*
- Because it makes you seem as if you don't have expertise and decisiveness.
- Whenever you speak, it is assumed that it is your opinion, unless you state otherwise. Therefore, you don't need to explain that you are about to share your perspective.



6. Don't introduce your opinions.

- Directly stating your perspective is more powerful, looks more confident, and gets other people's attention.
- Instead, say what you have to say directly or start with a more powerful statement such as:
 - *"I expect that..."*
 - *"I'm convinced that..."*
 - *"I'm sure that..."*
 - *"I am certain that..."*
 - *"I know that..."*
 - *"My research shows that..."*


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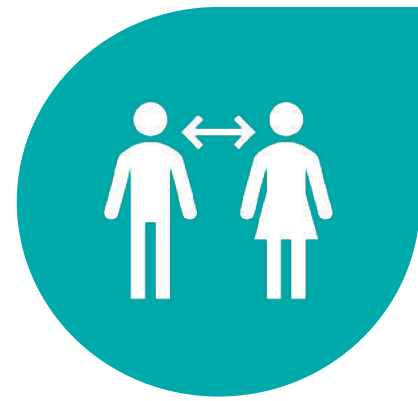
7. Don't use tags.

- Tags are questions attached to the end of a statement like:
 - *“This is the way forward, **isn't it?**”*
 - *“We need to focus on this, **ok?**”*
- Tags imply the need for confirmation or approval, which can be interpreted as lacking confidence.
- Another variation of tag is *“Am I making **sense?**”* which may imply that you are not in fact making sense and don't know what you are talking about. Instead ask, *“What is your **view?**”*



I'm a loud parrot, aren't I?
Do I make any sense? Or
am I a just crazy bird?

7. Don't use tags.



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- **This makes sense, doesn't it?**

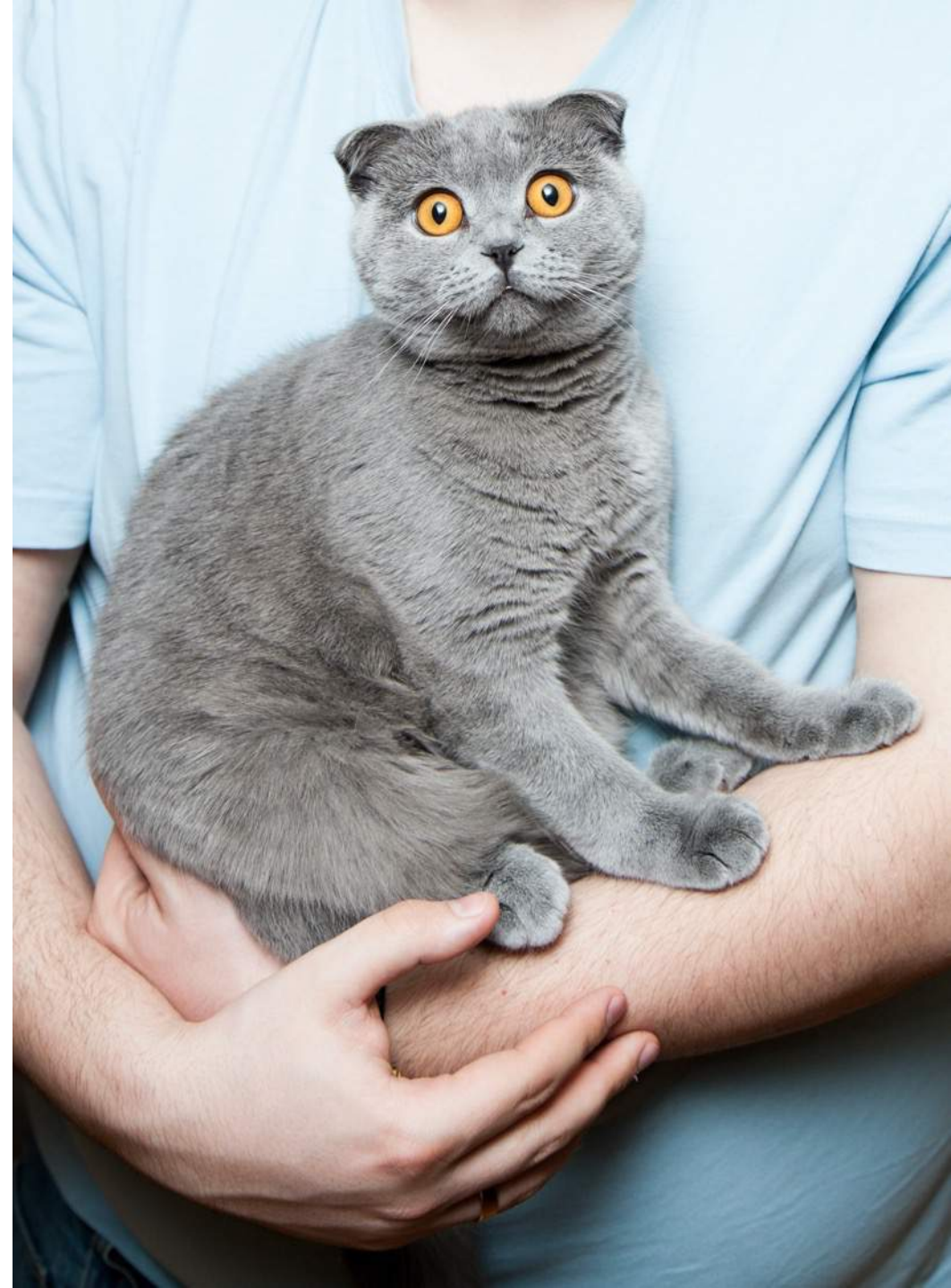
8. Don't over-justify.

- Don't over-justify your opinions, mistakes, behaviors, or choices.
 - Made a mistake?
 - Arrived late?
 - Missed a deadline?
 - Fell short of their expectations?
 - Want to take time off?
 - Need to leave early?
 - Changed your mind around an important decision?

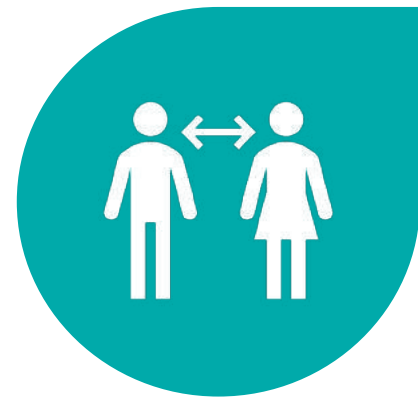


8. Don't over-justify.

- Don't:
 - Beat yourself up.
 - Sacrifice yourself unnecessarily.
 - Over-justify it.
- Not only will it look like an excuse, but it will give others reason to challenge you more.
- Give one simple justification. Choose your favorite one. Keep it short. And move on. Don't dwell on it.



8. Don't over-justify.



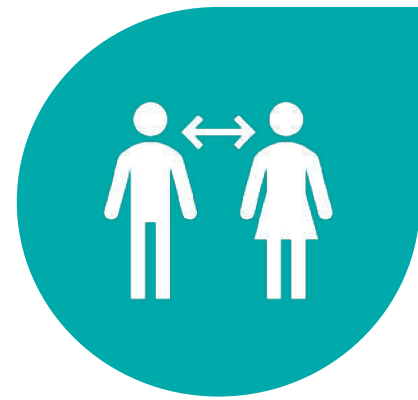
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- This makes sense, doesn't it?

9. Don't uptalk.

- Uptalk (also called upspeak) is rising the intonation / pitch at the end of your declarative statement as if it were a question.
- For example:
 - *"I'm going to take the day off?"*
 - *"We should go forward with this?"*
 - *"I don't like how you treated me?"*
- For many, it undermines your authority because it sounds like you are asking a question. It comes across as insecure and unprofessional.
- Instead, finish your statement as a statement, not as a question.



9. Don't uptalk.



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- This makes sense, doesn't it?

10. Don't become the office mom.

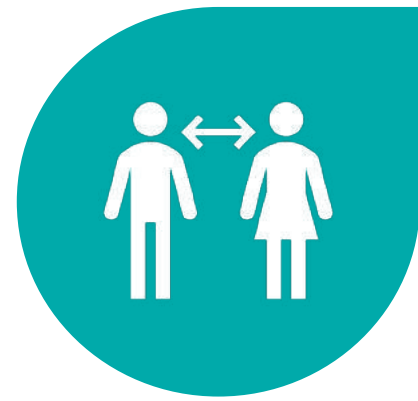
- As one of the few women in a department, you may feel tempted or even pushed to become the nurturing team caretaker:
 - Bring in treats.
 - Organize office birthdays and team events.
 - Grab coffee for everyone.
 - Take notes.
 - Empathetically listen to everyone's personal dramas and complaints.
 - Patiently listen to people vent off their work frustrations.



10. Don't become the office mom.

- Acting like the office mom may reduce respect others have for you.
- You won't be appreciated for it. And you'll waste your time on activities that are not going to be considered high-value.
- This doesn't mean to not care about people.
- It just means to be selective in how you do it, and not to take all the caring responsibility.
- Value your time.
- Get clear on what is considered high-value work and low-value work. High-value work being the activities that will get you ahead. Seek high-value responsibilities and delegate or eliminate the low values ones.

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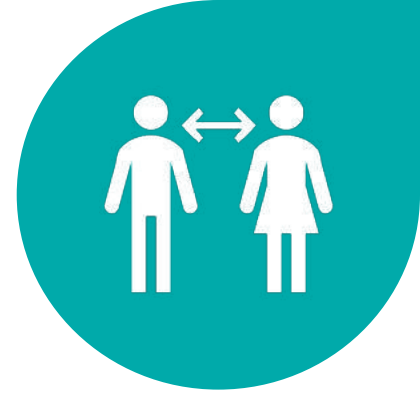


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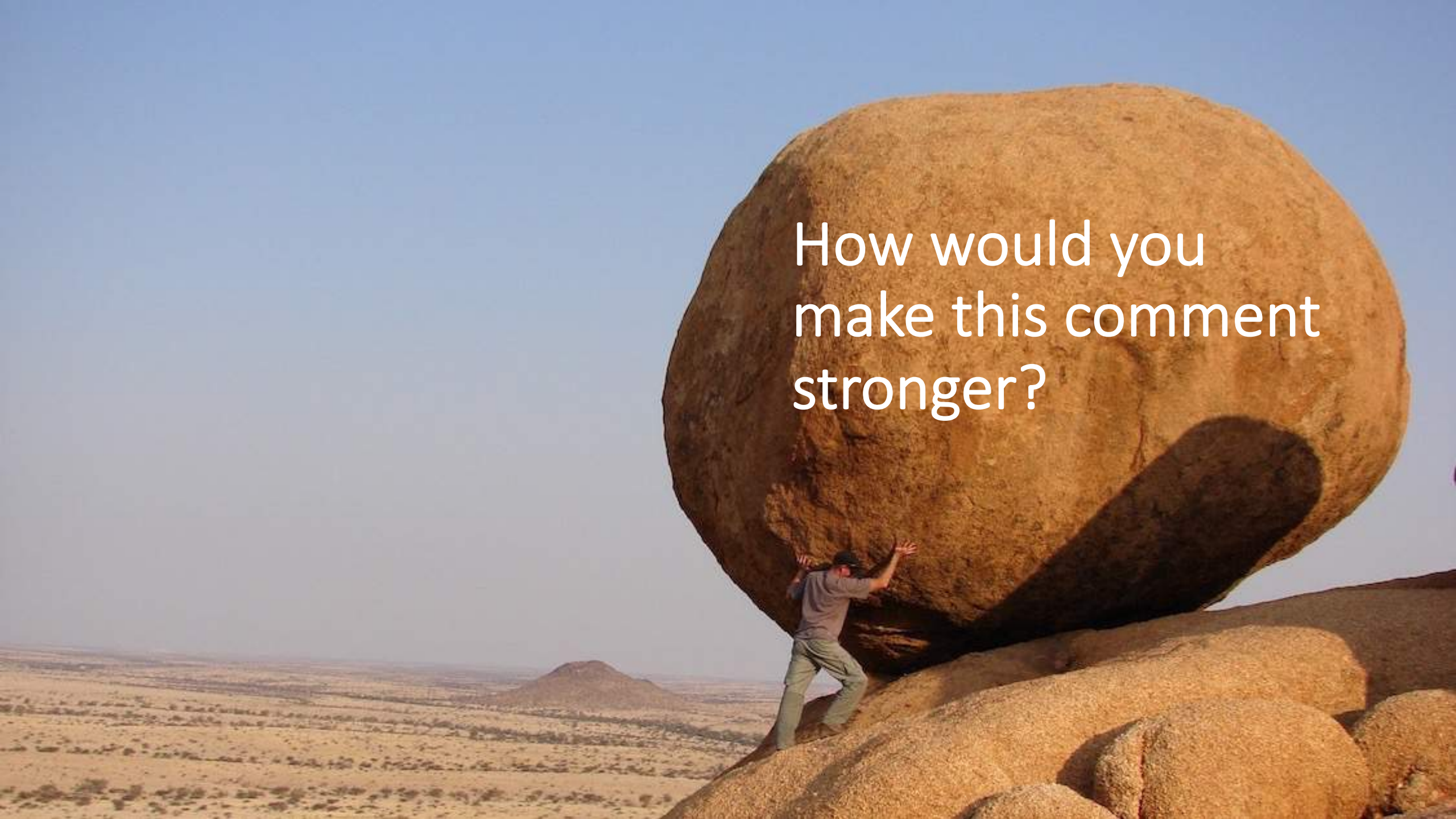


Putting it all together...

Example of conversation with co-worker



- I'm sorry to bother you at this late time. (apology)
- I wanted to come earlier but my dog got sick, and my kids were going nuts all around the house today because the teacher didn't show up and so I had to deal with entertaining them all day long. (over-justification)
- Oh, by the way, here's some freshly baked chocolate fudge cookies I made this weekend 😊 Try one. (office mom)
- Is it ok if I share my view on this project's goals? (asking for permission)
- I just wanted to say that I have a different perspective on it. (just and minimizing)
- It may be wrong (minimizing), but it's just an idea (just and minimizing) and I thought I might as well get it out there. (justifying)
- I think that (introduction) we should... (gets interrupted and pauses)
- What I was saying... what I was saying.... (stops talking) Let's go ahead with the project because it will help our brand grow? (uptalk)
- This makes sense, doesn't it? (tags)

A photograph of a man standing next to a massive, smooth, rounded boulder in a desert landscape. The man is wearing a grey t-shirt and green pants, and is leaning against the boulder with his arms outstretched. The boulder is the central focus, and its shadow is cast on the ground to the right. The background shows a vast, flat desert with sparse vegetation and a small hill in the distance under a clear blue sky.

How would you
make this comment
stronger?

Example of conversation with co-worker



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- What I was saying... what I was saying.... (stops talking) Let's go ahead with the project because it will help our brand grow? (uptalk)
- This makes sense, doesn't it? (tags)

Hi Joe. Regarding the project's goals, I have a different perspective. I am certain that this project will help our brand grow. I suggest we go ahead with it.

See the difference
in tone?



A light gray brushstroke background with a rough, hand-painted edge, centered on a white background. The text "Let's recap..." is written in a simple, black, sans-serif font in the center of the brushstroke.

Let's recap...

10 ways to
immediately to
protect your
credibility from
being undermined.

1. Don't apologize.
2. Don't minimize your view.
3. Don't say "just".
4. Don't stop speaking when interrupted.
5. Don't ask for permission.
6. Don't introduce your opinions.
7. Don't use tags.
8. Don't over-justify.
9. Don't uptalk.
10. Don't become the office mom.



This is just the tip of the iceberg...

The reality is that as a woman in a male-dominated workplace, you have many more challenges (and so did I!)



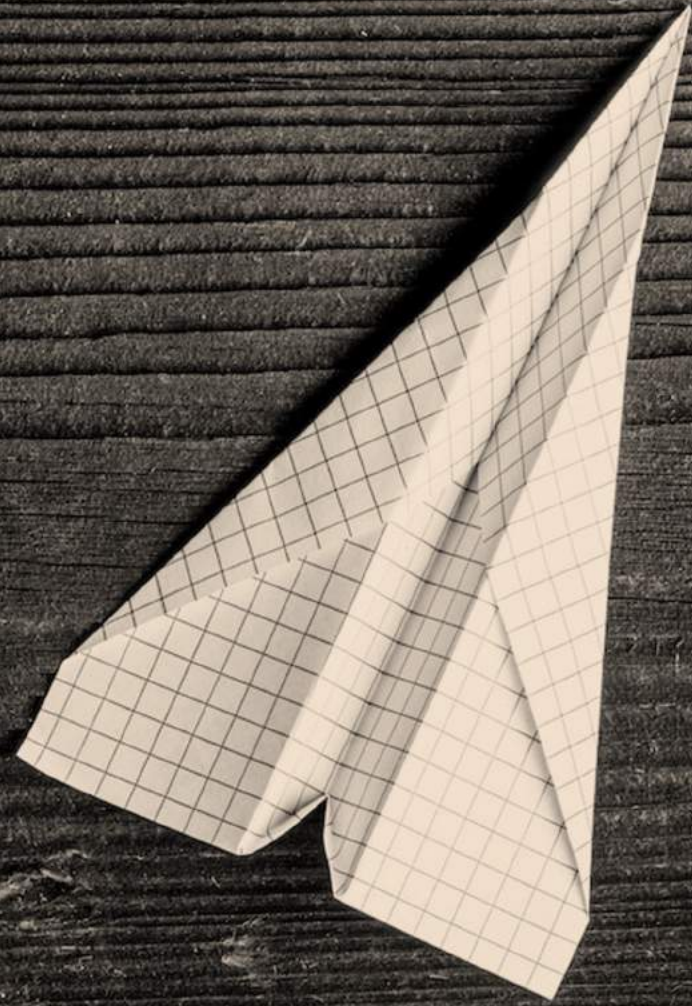
Like not being treated as an equal.



It's time to stop
battling to prove
yourself and
finally be heard,
taken seriously,
and treated as
an equal.



Discover how to
succeed as a woman
in a male-dominated
workplace
in this [complimentary
training that you can
sign up for clicking
here.](#)





Find out the top 10 challenges women in male-dominated industries constantly face....

Plus, the [4-step process](#) to be successful in a man's world without having to become tomboyish.



Plus, how to deal with the differences of communication between men and women.



So that you can
succeed and still
be true to
yourself...
...even in a man's
world.





Click [here](#) to sign up now for the [free training](#).