



The Brody Women Faculty Committee Newsletter

November 2010

“Gaining Ground Through Gaining Compliance”

Charlynn Ross from the University of North Carolina at Charlotte spoke with the Brody Women Faculty Committee on October 12th, 2010. Her talk focused on “compliance gaining” – in other words, how to get another person to support a particular idea or agenda. Her approach emphasized the importance of approaching people one-on-one, or, as she put it, “buying 1000 cups of coffee.”

To gain compliance, a communicator must be perceived as credible. Ross identified four components of credibility: a communicator must be competent (have the appropriate knowledge, experience, and education), must have good character (display honesty, trustworthiness, and concern for others), must be a dynamic communicator (with fluency, sincerity, and appropriate humor), and must establish similarities with the individual she is speaking with. Ross then talked about the importance of assessing one’s receiver. A communicator needs to understand the expectations, level of knowledge, existing attitudes, and demographics of the receiver in order to tailor her message appropriately.

Finally, Ross gave some suggestions about avoiding self-sabotage. She emphasized the importance of not starting from a point of disagreement, not discounting one’s own expertise, and not being judgmental. Verbal effectiveness can also be enhanced by not allowing interruptions, being an active listener,

agreeing with compliments, and avoiding making disparaging comments about one’s self and others. Nonverbal habits can help as well: maintaining eye contact, articulating clearly, lowering one’s voice, and speaking loudly enough to be heard.

In summary, Ross offered **12 Key Steps to Gaining Compliance:**

1. Establish realistic persuasive goals
2. Assess the receiver
3. Word your arguments carefully
4. Have adequate supporting material
5. Emphasize credibility of the evidence
6. Anticipate opposing views
7. Emphasize values held by the receiver
8. Relate claims and goals to the receiver’s needs
9. State where precedents have been set
10. Mention admired people who support your goal
11. Avoid emotional or fear-based appeals
12. Use multiple persuasive strategies, but avoid long, protracted conversations

SAVE THE DATE!
the
**2011 Women in Science and
Medicine Conference**
will be held
April 12th, 2011, 12:00-5:00pm

Your Attention, Please!

Congratulations! – To Rachel Roper and Kathy Verbanac on being appointed to serve on ECU’s Committee on the Status of Women... And again to Kathy on her appointment by the Dean to serve a one-year term on the BSOM Promotion and Tenure Committee!

Volunteer! – Are you interested in helping with one of the “To Do” items listed above? Contact Janet Malek (malekj@ecu.edu).

Accomplishments – Have you had a paper accepted for publication recently? Had a grant funded? Made a contribution through community service? Been appointed to a committee or board? WE WANT TO KNOW! Send your accomplishments to Janet Malek (malekj@ecu.edu) and we will help get the word out.

Upcoming BWFC Events

November BWFC Meeting:
Business Meeting: Initiative Update
November 16th, 2010
12:00-1:30pm in 2W-38
Lunch will be served.
Please RSVP to malekj@ecu.edu

Save the Date – Our December meeting will be held on *December 2nd*, 12:00-1:30p. *Karen McNeil-Miller from the Kate B. Reynolds Charitable Trust* will be speaking on: “Substance, Savvy and Style: Must-Haves for Effective Female Leaders.” A complete and finalized calendar of 2010-11 events is also attached.

Opportunities

BWFC Professional Development Award – LAST CALL! Apply for our Brody Women Faculty Professional Development award, intended to advance the professional development and leadership abilities of women at BSOM. The application is attached to this email. Take advantage of this great opportunity to get support to go to a meeting or program that could make the difference in your career! For example, consider attending:

The Mid-Career Women Faculty Professional Development Seminar
<http://www.aamc.org/meetings/wim/midwim/start.htm>

The Early Career Women Faculty Professional Development Seminar
<http://www.aamc.org/meetings/wim/start.htm>

ECU's Chancellor's Leadership Academy – Spring, 2011. Consider applying to be part of this exciting program! But act fast: Applications are due November 12th. For more information, go to the website: <http://www.ecu.edu/leadership>. Barbara Muller-Borer and Kathy Verbanac have both attended this program and thought that it was valuable.

Executive Leadership in Academic Medicine: Program for Women – 2011-2012. This year-long program run by the Drexel University College of Medicine "advances knowledge and skills in strategic finance, personal and professional leadership effectiveness, and academic organizational dynamics by applying readings and classroom instruction to simulation activities and, most importantly, to leadership work with senior mentors in each of the sponsoring organizations. Upon graduation, each ELAM Fellow becomes part of an international network of alumnae who continue to support each other and their organizations." Contact Janet Malek for more information (malekj@ecu.edu).

Of Possible Interest

Cunanan Leadership Speaker Series: Sam Parker - Wednesday, November 10th, 2010, 3:30 pm in Wright Auditorium. Bestselling author Sam Parker will speak at East Carolina University on Wednesday, Nov. 10 as part of the Cunanan Leadership Speaker Series, hosted by the College of Business. The university community is invited to attend this free event. Parker is the co-author of "212° the extra degree," a bestselling classic in the field of motivational books. His website (www.just212.com) says: "212° the extra degree® is an inspiring message with a singular focus on effort – the primary fundamental that feeds all others. Its purpose is to create a level of awareness and accountability that inspires and challenges all of us to try harder, give more and, ultimately, enjoy more."

Dean of Duke University's School of Medicine on WUNC's The State of Things – Listen to Frank Statio's November 8th program: http://wunc.org/tsot/archive/Meet_Nancy_Andrews.mp3/view "Nancy Andrews grew up in Syracuse, New York. She had two grandfathers who were college deans and parents who encouraged her interest in science. Andrews got an MD from Harvard and a PhD

from MIT with a plan to put medical practice in the context of scientific research. Her easy way with people sent her climbing the medical school administrative ladder and today she is the Dean of Duke University's School of Medicine. Andrews joins host Frank Stasio to discuss the role of women in science, and what future doctors need to know."

Female Scientists: Survey Results – In June 2010, L'Oréal USA commissioned a national survey of U.S. scientists in partnership with the American Association for the Advancement of Science (AAAS) "to better understand the barriers that female scientists experience in their pursuit of scientific careers." Survey respondents included male and female scientists who hold doctoral degrees and are registered users of Science online. Survey "questions focused on the barriers that scientists face when beginning and advancing their professional careers, the extent to which the barriers affect females and males differently, and solutions to overcome these obstacles." A summary of the survey results have been posted on-line.

http://www2.lorealusa.com/en/us/FWIS2007/downloads/survey_fact_sheet_9_8_2010.pdf

Sometimes the best man for the job isn't.

~Author Unknown