



LUDEN

**Women into Politics
Building the Confidence to Run**

1 April 2014

**GET ON THE
TICKET**

Women for Election: who we are



The Vision of Women for Election is an Ireland with balanced participation of women and men in political life



The Mission of Women for Election is to inspire and equip women to succeed in political life

Our Successes



550+ women through core training programmes:
INSPIRE, EQUIP, INFORM

110+ women contesting the May 2014 local and
European elections in Ireland

30+ women from 9 EU Member States through
EU-focused political training



Structure of today



- 9.30: Building the confidence to run
- 11.00: Coffee
- 11.30: Your campaign strategy
- 13.30: Lunch
- 14.30: Communications: Your message & your voice Part I
- 16:00: Coffee
- 16.30: Communications: Your message & your voice Part II
- 18:30: Wrap up

**GET ON THE
TICKET**

THE FRAMEWORK

PARTICIPATE
POSITIVE
PERMISSION



Purpose of this session



- Introduce issues relating to women, confidence and contesting elections
- Share country-level experiences relating to women, confidence and politics



What is **CONFIDENCE**?

**GET ON THE
TICKET**



What the dictionary says

- A feeling of, or consciousness of one's powers
- Reliance on one's own circumstances
- Faith or belief that one will act in a right, proper, or effective way
- The quality or state of being certain

What the Politicians say



- Video



Mary Lou McDonald TD



Senator Averil Power

Rate Your Confidence



➤ In General?

1 (Low) to 10 (High)

➤ As a future leader in politics?

1 (low) to 10 (high)



Confidence: Keep it real

- List the things you do, are involved in, manage, contribute to and participate in
- Review the list and underline those that could be useful in political life
- Make a note of the qualities you have or are known for
- Your destination....



Do you feel powerful?

- Positional Power
 - Expert Power
 - Resource Power
 - **Personal Power**
-
- What is personal power?

Your Personal Power



**GET ON THE
TICKET**



How do you **protect** your
personal power?

**GET ON THE
TICKET**

CLUE: These women do it





But so do you.

How?

**GET ON THE
TICKET**



Simple things....

- Have a view and express it clearly
- Understand power – being realistic
- Use decisive language
- Posture
- Accept compliments gracefully
- Acknowledge your accomplishments
- Align words, posture/gestures and expressions

... Protect your Personal Power



- Know what you want and stand for
- Ask for what you want
- Appropriate self-presentation
- Give and receive favours
- Say no
- Develop lines of communication
- Find role models/advocates/mentors

... Protect your Personal Power



“BEING POWERFUL
IS LIKE BEING A LADY.
IF YOU HAVE TO TELL PEOPLE
YOU ARE, YOU AREN'T.”

—Margaret Thatcher

Women + confidence + politics



Hard wired to support & nurture?



Nature vs. nurture?

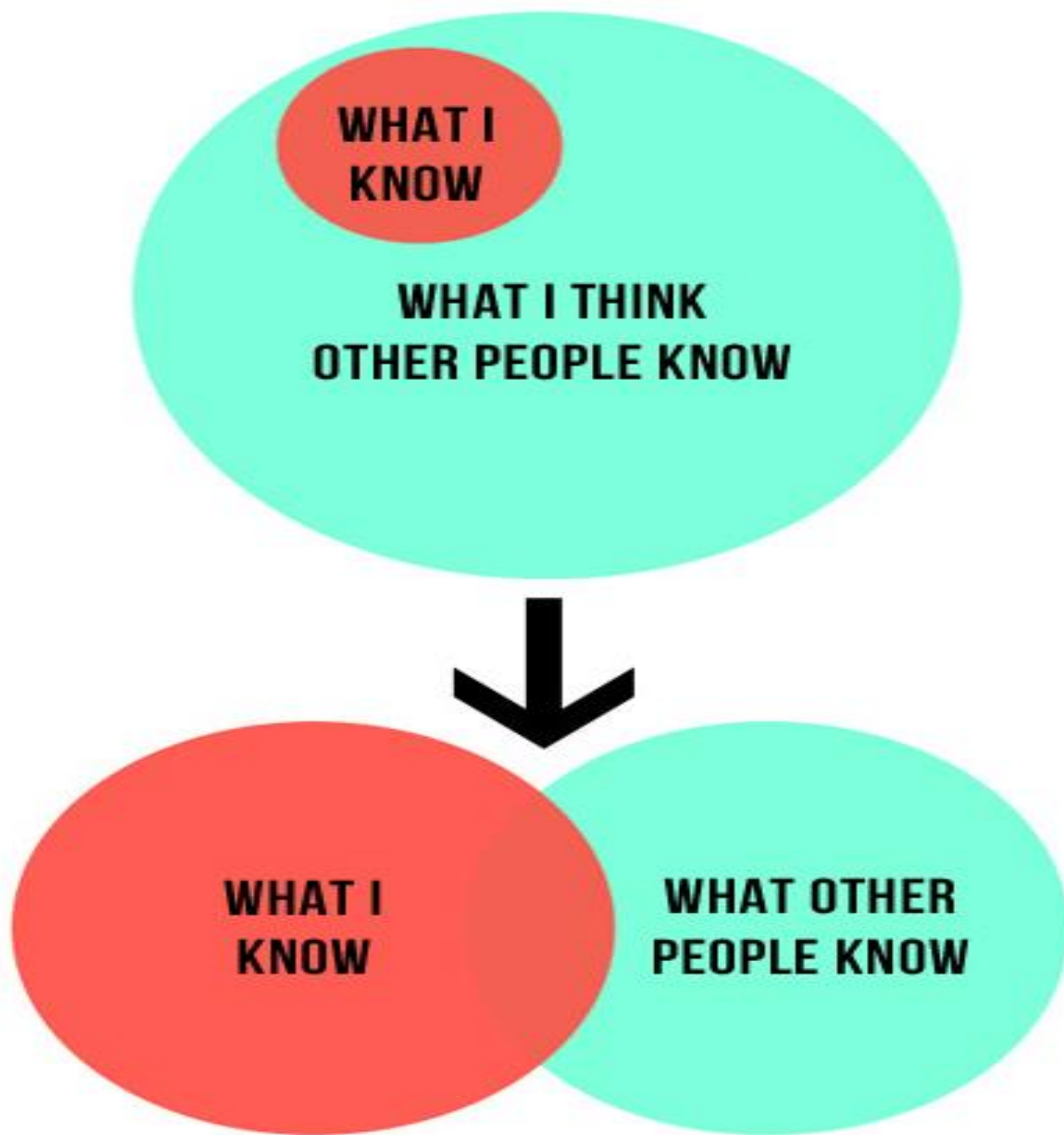
Women + confidence + politics



Result?

- Not being recruited to politics
- Not going forward for jobs
- “Imposter syndrome”







“WELL BEHAVED
WOMEN RARELY
MAKE HISTORY.”

-ELEANOR ROOSEVELT-

GET ON THE
TICKET



Women for Election

www.womenforelection.ie

hello@womenforelection.ie

@women4election Facebook/Women for Election

**GET ON THE
TICKET**