

Holly Ransom

A Speaker Series

Influencing For Impact



On Tuesday 6 July, we welcomed Holly Ransom as our fourth speaker in *A Speaker Series*. Holly is the CEO and founder of consulting firm Emergent, the youngest female director to be appointed to an AFL club board and an expert keynote speaker.

Drawing from her own archives and countless interviews with leaders from different sectors and backgrounds, Holly imparted her wisdom on how to influence for impact - particularly through communication styles.

Why does this matter? In the last few decades, we have moved from efficiency to effectiveness; from large monolith teams to small and nimble ones with high agility. Powerful communication has never been more important.

"Be proud of who you are... when you start backing yourself, everybody else backs you."

Holly delved into her time at Rotary International - where she was appointed the youngest president of a Rotary club - and asked the audience what first sprang to mind when they thought of this organisation. 'Pale and stale' is how Holly summed it up, and she said it wasn't surprising to hear that only 2% of members were under 30 and only 12% of members were female.



When poised with the challenge of bettering Rotary International's image, Holly reiterated that they had to change their style of communication if they wanted to be influential for the next generation. She made sure this was implemented in her time at Rotary and broke an Asia-Pacific record for fundraising along the way.

"Ask questions. The moment you ask questions, you'll get little bits of data that will become the breadcrumb trail to work out what they are driven by."



Holly also touched on how to motivate for change, to seek those people who are going to understand your point, amplify your voice and give you or your workplace credibility and access to visibility.

With an ever-changing landscape, and with the workplace -anecdotally and statistically - being busier than ever, it's hard to cut through all the noise. Holly explained that in order to have your voice heard and influence a change in behaviour, it is critical to create a sense of urgency.

In order to do this, Holly encouraged the audience to use certain tools when communicating, from structuring the conversation, motivating the subject, creating connections and building authenticity.

"What opportunity might we miss if we don't act now?"

You can watch Holly's sizzle reel [here](#).



Stay tuned for the announcement of our next speaker in REA's A Speaker Series, taking place in October.

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