











# Ambassador PROGRAM

**Ambassador Exchange** 

September 2025













### Welcome



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# Ambassador Exchange Agenda

- Welcome
- Mini-Impact Workshop
  - **Topic:** Presence with Purpose: Speak to Be Seen, Heard, and Remembered
  - Speaker: Adda van Zanden
- Connection Session
- Insights and Highlights

Did you know...
Impact Workshops are available for your cohort? Scan for more info.













### **Mini-Impact Workshop**



### Presence with Purpose: Speak to be seen, heard & remembered

stagep resenc eforbu siness

### Adda Van Zanden

Speaker | Leadership Consultant | Executive Coach | Diversity | Advocate

**Transforming Gender Dynamics for Lasting Impact** 







#### **Qualifications**

- Executive Coaching Certification
- Certified in Neuro-Linguistic Programming (NLP)
- Master's Module in Psychology in Organisations
- Certified in EPIC Facilitation
- BA in Sociology
- Trained in Acting & Voice Techniques (Royal Shakespeare Company)
- Expertise in Political & Behavioural Science

#### **Expertise & Leadership Roles**

- Chair, Women's Network Volt Netherlands (EU political party)
- Board Member & Program Team Lead HBA Amsterdam.
- Program developer Erasmus Centre for Women & Organisations, Erasmus Centre for Entrepreneurship, Imperial College (Inclusive Leadership, Negotiation, Sustainable Future of Leadership)
- Senior Facilitator LEF Future Centre (Dutch ministries, banks, multinationals)
- Moderator & Award-Winning Speaker TEDx, World Economic Forum, Women's Economic Forum, Global Women's Club



### Take aways

- Greater awareness of your presence and impact—on screen and in the room.
- Techniques to speak with more intention and calm confidence.
- A stronger sense of what you want to be seen and remembered for
- Practical, embodied tools you can use in any professional context.

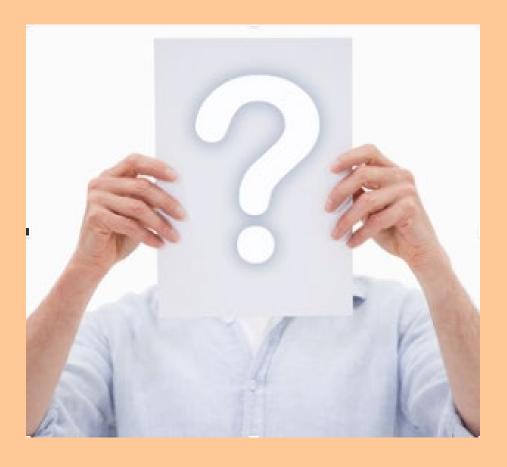
### How to make impactful connections?

How to connect to others in the room or on screen



### How to make impactful connections

How to connect to others in the room or on screen



Listening is the most important communication tool

That means really be there, fysically and mentally

Make eye contact.

Look into the camera. Channel your inner Obama

- Say participants names, especially online.

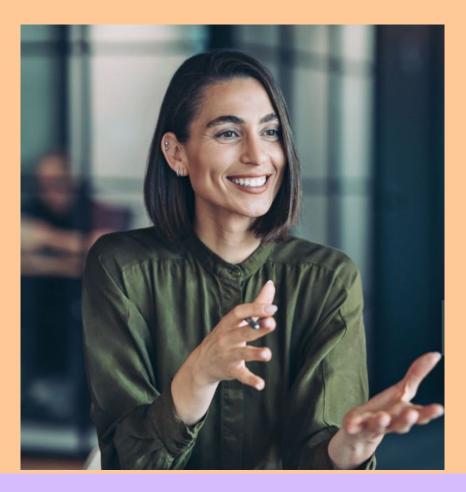
  I see you.
- Ask a question.

## How to have confidence and presence on screen and on stage.



### **Body language**

Leadership presence needs both confidence and warmth



### **Show your hands!**

#### **Essential for trust**

- Truth plane/ passion plane
- Distance to the screen

### **Body shows emotion and intention**

• vulnerability: neck and wrists





### **Body language**

### **Leadership Presence needs Confidence**

- In body posture and movements.
- Taking time and space.

### Online:

- sit(or stand) with a good posture.
- Don't fiddle, touch your face, or hair.

### **Excercises for good posture**













### When you are honest about struggles, people relate on a human level

Your Why:

If I understand why it is important to you, it becomes important to me.

The personal becomes universal:

By sharing a specific, authentic experience, you unlock insights that others recognize in their own lives.

These elements make storytelling truly engaging

### The key to TEDx Storytelling





Presence with purpose:

Speak to be seen, heard & remembered

Thank you for your participation!

### Stay in touch



### **Services**



#### **Keynote Speaking**

Insights on gender dynamics, leadership, and communication



#### Workshops

Interactive, skill-building sessions on negotiation, leadership, and public speaking



#### **Executive Coaching**

One-on-one tailored coaching for women in leadership (both online & in person)



### Panel Moderation & Event Hosting

Engaging, meaningful dialogue and high-impact outcomes.





#### What Makes Her Approch Unique?

Acting & Voice Training

Trained in theatrical techniques from the Royal Shakespeare Company, Adda helps leaders develop executive presence through body language, theatre improvisation and vocal coaching.

+ Political & Leadership Expertise

Her leadership roles at Volt and HBA give her a systemic, cross-industry perspective on leadership. She understands how structures are designed without women in mind and helps organisations break these patterns. Mindset & Behaviour Breakthroughs

Certified in NLP, EPIC Leadership Facilitation, and executive coaching, with a master module in Organisational Psychology, Adda is a senior facilitator designs sessions that help organisations prepare for the future by reframing limiting beliefs and navigating complex power dynamics.

Global Network

Her global network, spanning across corporate, government, and academic sectors, brings diverse perspectives and cross-industry insights, ensuring her strategies are both adaptable and impactful on a global scale.











### **Connection Session Guide**

### Over the next 30 minutes:

- 1. Quick introductions (name, location, title/company, fun fact)
- 2. Dive deeper into today's topic
- 3. Connect before you go!

#### **TODAY'S DISCUSSION**

Note: Use what you have learned about body language and voice.

- Why did you start working:

   In this industry

   For the company you work for

   in your role
- 2. What was your vision? What was your why?

If time: What skill do you think you need to work on and how will you practice?

#HBAimpact











## We are currently in our Connection Session breakouts...

You will be moved into a room momentarily.

#HBAimpact















### **Highlights and Insights**

What are you taking away from today?





### Thank you to today's speaker: Adda van Zanden

#### **Explore HBA Impact Workshops (and coaching!)**

Visit the Ambassador Learning Center at **my.hbanet.org/ALC** to book an Impact Workshop or Coaching session. *Additional content topics available.* 







We value your feedback! Tell us how we did on today's session.

#### Join us for next month's Ambassador Exchange

Don't forget to register for next month's session: Leadership Starts with You: You Choose How Your Show Up and the Impact You Have.....!

16 October | 9:00 AM EST





