



This meeting is
being recorded

HBA Ambassador PROGRAM

Ambassador Exchange

September 2025

#HBAIMPACT





Welcome



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Director, Stakeholder Engagement, HBA

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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!*



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Mini-Impact Workshop



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

stage
resenc
e for bu
siness

**Adda Van
Zanden**

*Speaker | Leadership Consultant | Executive Coach | Diversity
Advocate*

Transforming Gender Dynamics for Lasting Impact



WORLD
ECONOMIC
FORUM

Ministerie van Defensie

CGI

Imperial College
London

Johnson & Johnson

dLL

financial solutions
partner

Deloitte.

bam

TEDx



Erasmus Centre for
Women and Organisations

FBA



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, physically 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



The social force of our voice

- We all respond the same way to speakers whose voices are powerful.
- We feel that such a person has credibility and is worth listening to.



Achieve presence & authority with your voice

- Slow down.



Achieve presence & authority with your voice

- Slow down.
- use pauses.



Achieve presence & authority with your voice

- Slow down.
- use pauses.
- use a warm and low vocal tone.



Achieve presence & authority with your voice

- Slow down.
- use pauses.
- use a warm vocal tone.
- will allow others to truly listen and understand your message.



The key to TEDx Storytelling

● **Vulnerability:**
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





**Presence with purpose:
Speak to be seen, heard & remembered**

Thank you for your participation!

Stay in touch



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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 Approach 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.



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.



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.



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 Sessions

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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.

1. 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?

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We are currently in our Connection Session breakouts...

You will be moved into a room momentarily.

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Highlights and Insights

What are you taking away from today?

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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





Healthcare
Businesswomen's
Association

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