

**BRIEF WORDS OF WISDOM FOR LINDA WHIPPLE FROM A  
BATTLE SCARRED WARRIOR, EDNA SAFFY, January 3, 2005**

**ETHOS (Credibility)**

**Dress:**

**Cover your body--the less skin, the more power**

**Long sleeves**

**If suits worn, skirts below knees**

**Tailored outfits—preferably slacks and jacket**

**Flats or low heeled shoes for mobility**

**Small pieces of jewelry (or none)**

**Very little (if any) political paraphernalia**

**Vocalics:**

**“Ah’s” are perceived as hesitance, nervousness, fear,  
inexperience, lack of preparation, and/or dishonesty**

**Deep, forceful, and loud voice**

**PATHOS (Human Element or Concern)**

**Stop using the pronoun “I”. Use the pronoun “WE.”**

**Recognition of others**

**Acknowledge the accomplishments of others**

**Tell how wonderful others are by anecdotes.**

**LOGOS (Logic/Order)**

**Preplanned meetings with other officers**

**Agendas distributed and followed**

**Bylaws, Roberts Rules of Order, studied, and accessible**

**Parliamentarian? Sergeant at Arms?**

**Arrive early/start on time/end on time**

**Finally:**

**Be sure someone always “has your back.”**

**Decide what your goal(s) are both personal and organizational.**

**Have your other officers and colleagues help set the organizational  
goals.**

**Once you have set these goals, devise the overall strategy for achieving  
them and the tactics necessary.**

**Decisions have consequences. You are either rewarded or punished by  
each decision you make.**

**You are a success (and indeed lucky) if you please 50 per cent of your  
constituency!**