



GENDER DIFFERENCES

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Program Objectives

(1 of 2)



Be able to communicate more effectively with members of the opposite sex.



Be aware of gender issues in the workplace.



Understand how miscommunications between genders arise and how to fix them.

Program Objectives

(2 of 2)



Know the biological brain differences of each gender.



Avoid stereotyping.



Recognize the individual strengths and weaknesses of each person, not the strengths and weaknesses of each gender.



Understand why gender differences affect the working world.

A CHALLENGE



Please write a One Sentence Definition of
GENDER COMMUNICATION
and a few of the challenges you have experienced.

Gender Differences


Definition

(1 of 2)

- Sexual identity, especially in relation to society or culture
- The condition of being female or male; sex
- Females or males considered as a group: expressions used by one gender

Definition

(2 of 2)



Gender refers to the social relationship/roles and responsibilities of men and women, the expectations held about the characteristics, aptitudes and likely behaviors of both women and men (femininity and masculinity) that are learned and change over time and vary within and between cultures.

Etymology – Gender

- The word “gender” came from the Old French word, “gendre” c. 1300 from the stem of the Latin word, “genus.”
- It originally meant, “kind, sort,” or “class.”
- The male or female sense of the word is attributed to the early 15th century.

Etymology – Difference



The word “difference” came from the Old French word, “difference” in the mid-14th century.

“Vive la différence!”

THIS POWERPOINT PRESENTATION
CONTAINS MANY GENERALIZATIONS ABOUT
MEN AND WOMEN.

NOT EVERY GENERALIZATION APPLIES TO
EVERY PERSON.

EVERY PERSON SHOULD BE EVALUATED AS AN
INDIVIDUAL, NOT BASED ON THEIR GENDER.



Gender Differences

General Differences

(1 of 2)



Women Value:

Communication.

Connection.

Relationships.

Gender Differences

General Differences

(2 of 2)



Men Value:

Independence.

Power.

Accomplishments.



THE GENDER WORLD VIEW



The Gender World View

Woman's Social World
A Network of Cooperation

Men's Social World
Hierarchy of Power

Gender Differences

(1 of 2)

Report vs. Rapport



Men are often externally focused and view situations as issues to be resolved.

They talk to inform others.

Gender Differences

(2 of 2)

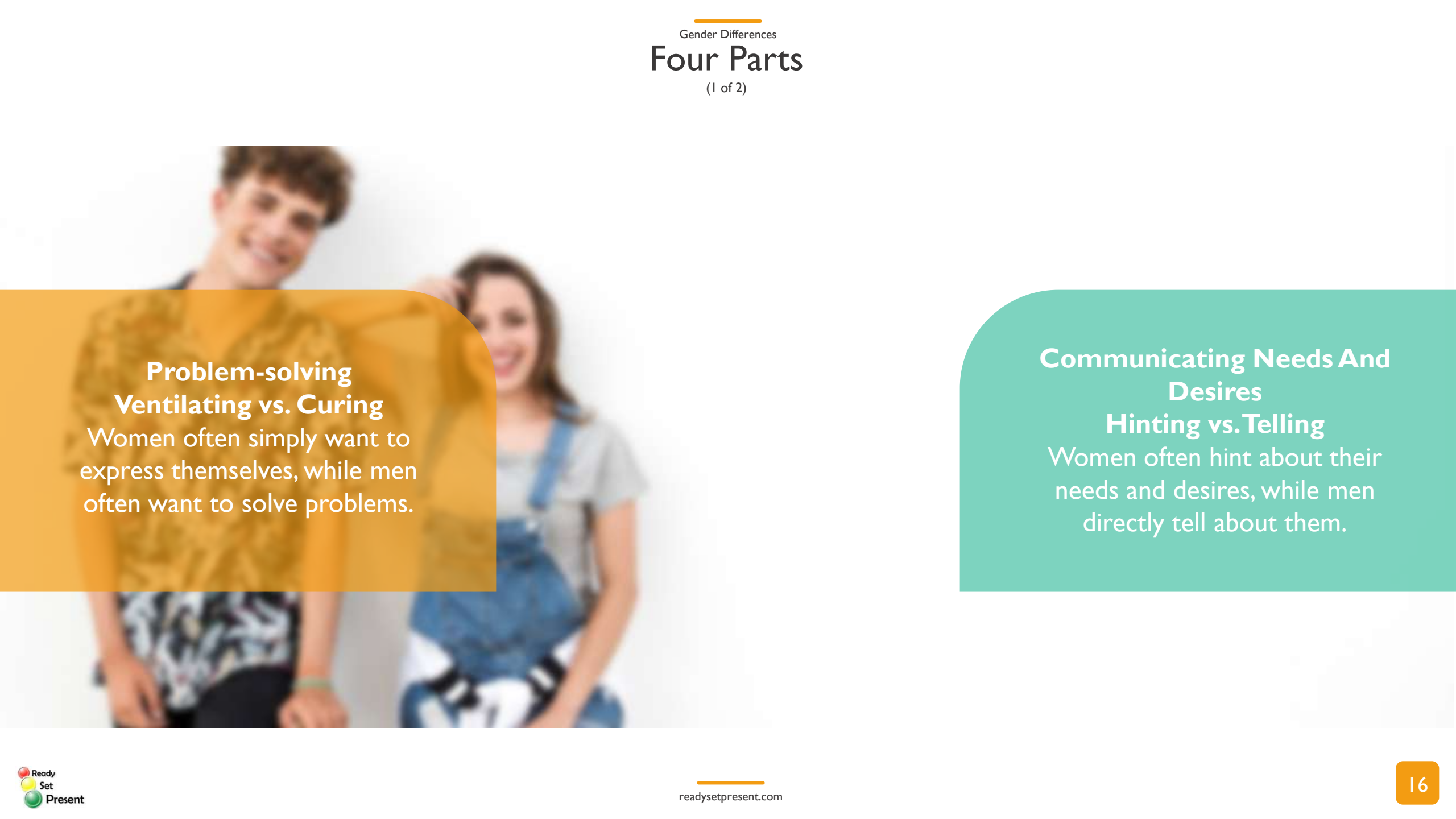
Report vs. Rapport



Women are often internally focused and talk as a way to connect and relate to others.

Four Parts

(1 of 2)

A young man and woman are smiling and posing together. The man is on the left, wearing a patterned shirt, and the woman is on the right, wearing a grey shirt and blue overalls. They are both looking towards the camera.

Problem-solving Ventilating vs. Curing

Women often simply want to express themselves, while men often want to solve problems.

Communicating Needs And Desires

Hinting vs. Telling

Women often hint about their needs and desires, while men directly tell about them.

Gender Differences

Four Parts

(2 of 2)



Understanding a Situation & Relating Privacy vs. Gossip

The notion that men value privacy and women value gossip is outdated, but women are more likely than men to gossip because of their more frequent communication.

Communicating Needs And Desires Hinting vs. Telling

Men often want to compete, while women often want to cooperate.

Gender Issues in the Workplace

Gender issues in the workplace arise in many instances, from day-to-day interactions to larger issues.

Small issues:
Condescension to female secretaries

Large issues:
Resentment of women in management positions

NEGOTIATION AND GENDER



Negotiation and Gender

(1 of 6)

Negotiation results in different gender behaviors.

Triggers include:

Unclear boundaries and/or settings.

2

Cues in the circumstances that elicit different gender-typical responses.

Negotiation and Gender

(2 of 6)

Situational Signals

Competitive Situations

Negotiating on the behalf of others

Negotiation and Gender

(3 of 6)

Competitive Situations

In “piece-rate” competitive situations, studies show equal gender performance.

In performance competitive situations, men excel.

Men view the comparison of relative performance as a reason to “take it to the next level.”

Negotiation and Gender

(4 of 6)

Negotiating for Others



Due to a sense of responsibility for others, women surpass men in negotiating on the behalf of others.

Negotiation and Gender

(5 of 6)

Avoiding Gender Pitfalls

Capitalize on gender strengths:

Encourage men in competition.

Encourage women to represent the company, client, etc. in order to call on their sense of responsibility to others.

Negotiation and Gender

(6 of 6)

Avoiding Gender Pitfalls

Research the topic if properly informed stereotypes must not interfere with the task at hand.

Clearly state expectations.

A close-up photograph of a person's hand holding a silver smartphone to their ear. The person has long brown hair and is wearing a light blue button-down shirt. The background is a blurred office environment with white papers and other people. A semi-transparent orange banner is overlaid across the top of the image, containing the word "MISCOMMUNICATION" in white capital letters.

MISCOMMUNICATION

Common Areas of Mis-communication Between Genders

1. Beginning a Project

- Genders Have Differing Views on Questions.

2. Analogies and Examples

- Genders Use Different Analogies.

3. Goals

- Aims in the workplace differ among genders.

4. Sharing Information

- Genders differ on the amount and necessity of information.

5. Mirror of Home Life

- Differences at home lead to differences at work.

6. Basis for Decision

- Genders differ on reasoning for a decision.

Beginning a Project

(1 of 2)

Genders Have Differing Views on



Questions:

Women ask many questions to ensure that they completely understand both the project and expectations.

Beginning a Project

(2 of 2)

Genders Have Differing Views on



Questions:

Men generally view asking questions as weakness or a lack of understanding.

Analogies and Examples

Genders use Different Analogies:

Women often relate topics to the home, family, etc.

Men often relate topics to sports and war.

Goals

Aims in the Workplace

Differ Among Genders:

Women often look to form relationships and bonds that lead to working together.

Men often look to take on leadership roles and challenge others.

Sharing Information

Genders Differ on the Amount and Necessity of Information:

Women often want others to understand and will supply the entire background story.

Men often want only the outcome with no back story.

Mirror Home Life

Differences at Home Lead to Differences at Work:



Both genders tend to displace their negative feelings about their significant others to opposite sex co-workers, putting the problems of personal life into professional life.

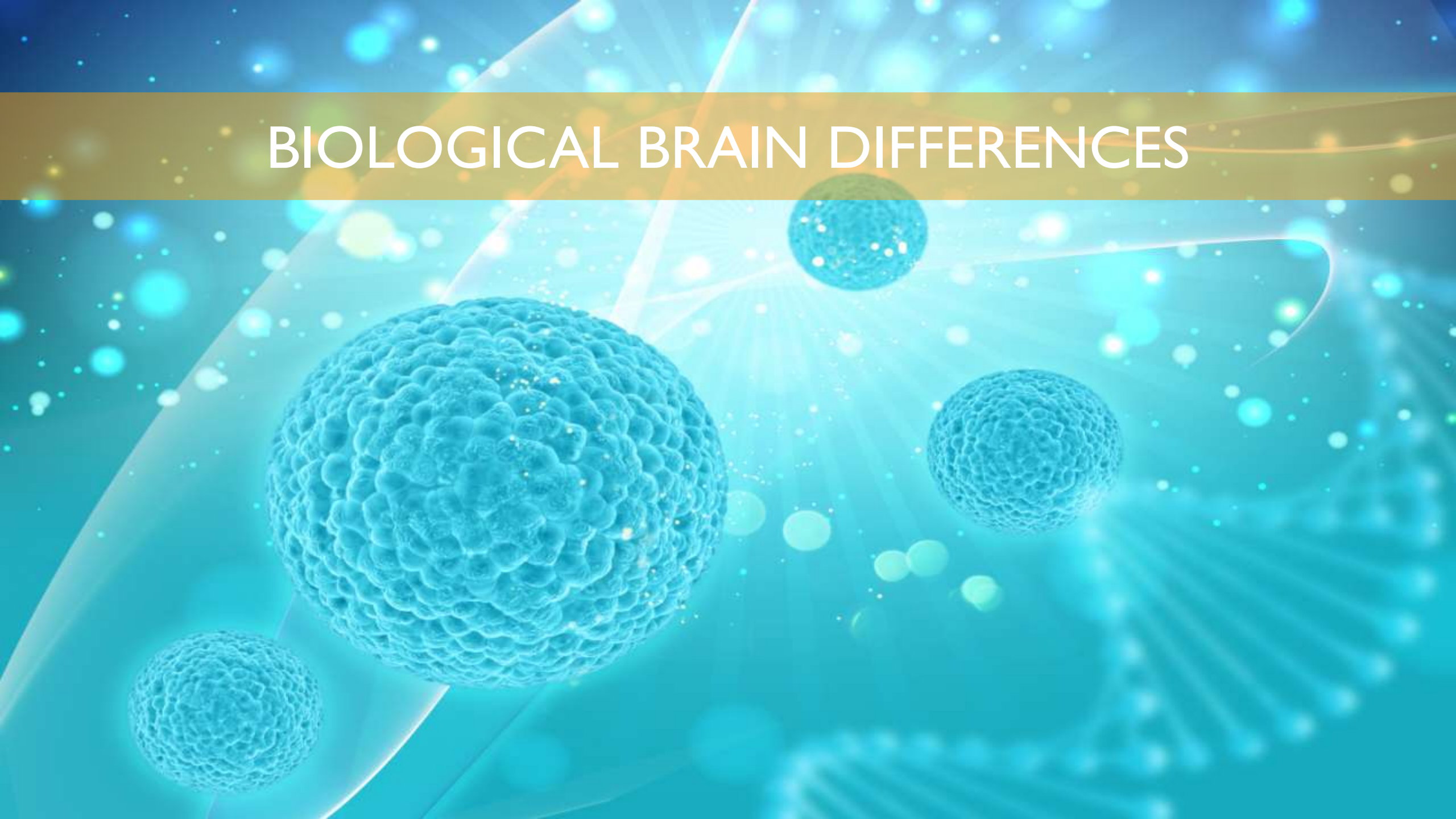
Basis for Decision

Genders Differ on Reasoning For a Decision:

Women most frequently think of their feelings.

Men generally look at the straight-forward facts.

BIOLOGICAL BRAIN DIFFERENCES



Biological Brain Differences

(1 of 6)

Men and women have many brain differences.

These differences, despite being biological, also affect the way genders interact in the workplace.

Biological Brain Differences

(2 of 6)

Female brains have more nerve cells in their language centers than men – this allows women to be more flexible between topics and more able to multi-task.

Women also use more total brain area to communicate and generally are predisposed to be better communicators.

Biological Brain Differences

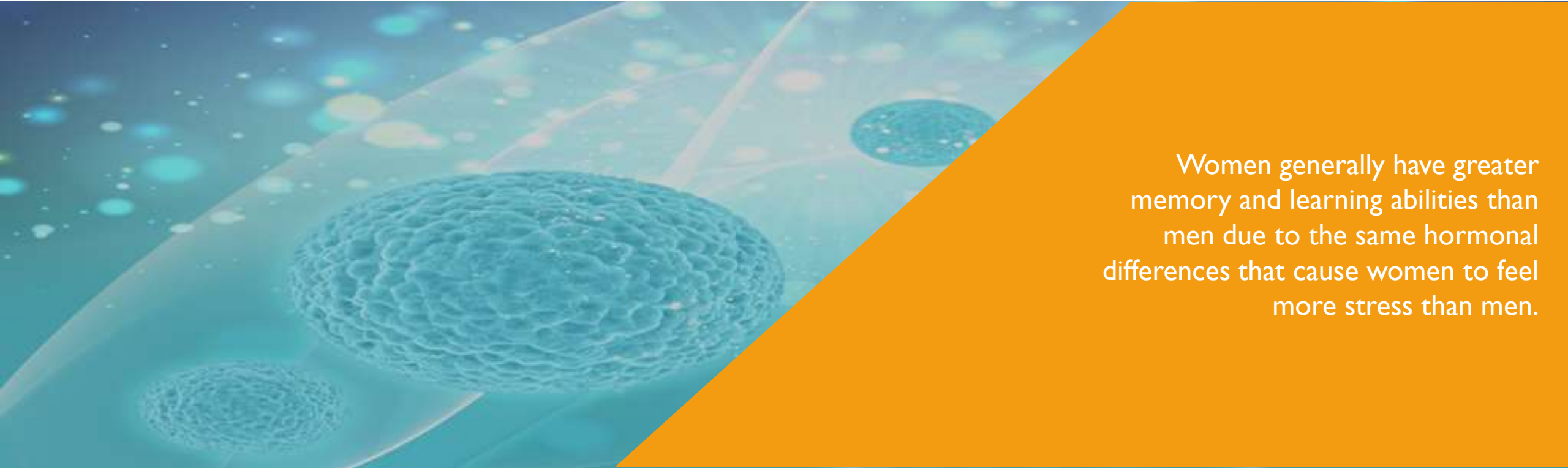
(3 of 6)

Differences in gender communication are evident in the way men and women process sentences differently.

While women use both sides of the brain, men use the same general area as women but rely mostly on one hemisphere.

Biological Brain Differences

Gender Differences
(4 of 6)



Women generally have greater memory and learning abilities than men due to the same hormonal differences that cause women to feel more stress than men.

Gender Differences

Biological Brain Differences

(5 of 6)

Men more easily recognize emotions as a result of facial expression and tone of voice than women.

Women notice subtle nonverbal cues more easily than men.

Gender Differences

Biological Brain Differences

(6 of 6)



Brain differences between men and women decrease as we age.

Sex Differences in Health

(1 of 3)

Men...

Benefit more from tricyclic antidepressants.



Suffer more autism and schizophrenia.



Have marked predisposition to ADHD, dyslexia and developmental language disorders.



Are more likely to commit suicide.



Sex Differences in Health

(2 of 3)

Women...

Suffer more
depression, anxiety
and adolescent eating
disorders.

Wake up earlier
from anesthesia.

Benefit more from
opium-based
painkillers.

Sex Differences in Health

(3 of 3)

Women...

Respond better to selective serotonin reuptake inhibitors.

Are more likely to suffer from migraine and chronic pain such as fibromyalgia.

Are more prone to autoimmune diseases such as arthritis.

SEX DIFFERENCES EXPLAINED



Sex Differences Explained

(1 of 3)

Why?...

Underlying these differences, there are believed to be sex differences in the brain.

Indeed, when we peer inside the brains of males and females, we see differences in the size of regions, the number of nerve cells, the patterns of synaptic connections, and the distribution of the various neurotransmitters.

Sex Differences Explained

(2 of 3)

Why?...

For example, a striking sex difference is seen in the so-called "sexually dimorphic nucleus" of the hypothalamus, which is twice as large in males as females.

One region of the suprachiasmatic nucleus contains twice as many neurons in men until middle age, when the sex difference reverses, and then ultimately disappears altogether!

Sex Differences Explained

(3 of 3)

Why?...



Males and females even use different parts of the brain.

In verbal tests, females use parts of both brain hemispheres while males use almost entirely the left.

WHAT DOES THIS MEAN TO US?



What Does This Mean To Us?

(1 of 4)



Understanding differences is the key to working them out.

When we misunderstand one another, we often think that the other's motives are unreasonable, mean-spirited, or worse!

What Does This Mean To Us?

(2 of 4)



By knowing that women and men sometimes see – and hear! – things through different filters, we can begin to share with one another the distortions we experience, and thereby find our way to clarity.

What Does This Mean To Us?

(3 of 4)

The next time you feel surprised, disappointed, or angry with someone's response to something you have said, ask yourself if he or she may have "misheard" you.

Is the other responding to your problems with a solution, when you wanted to receive sympathy?

What Does This Mean To Us?

(4 of 4)

Is the other responding to your message of affection with a message of status?

If so, you will be able to help the other to understand the source of your miscommunication and avoid the hurt feelings and conflicts that sometimes follow.

THE BRAIN'S DIFFERENCES



The Brain's Differences

(1 of 3)

The left and right cerebral hemispheres are connected by fibers called commissures, which run crosswise between them.

The largest and most important commissure is called the corpus callosum.

Another important connection is the anterior commissure.

The Brain's Differences

(2 of 3)

One way the commissures are useful is in exchanging information between the two hemispheres.

These connections between the hemispheres may also be somewhat different in men and women.

The Brain's Differences

(3 of 3)

The area of the anterior commissure seems to be larger in women overall, and some researchers have found that the back part of the corpus callosum is larger in women.

If the larger area of the commissures results in better communication between hemispheres, this could make some difference to the way men's and women's brains work.

FACTS AND TRIVIA



Gender Facts and Trivia

Early in Life (1 of 8):

At one day old, boys look at mobiles longer than newborn girls.

Researchers at Cambridge found that at 12 months old, girls look at faces longer than boys.

Gender Facts and Trivia

Early in Life (2 of 8):

The same Cambridge team found that one-year-old boys preferred watching a film showing cars to one showing a person.

Girls showed the opposite preference.

Gender Facts and Trivia

Early in Life (3 of 8):

At a few hours old, girls are more sensitive than boys to touch.

Tests between of tactile sensitivity in the hands and fingers produce differences so striking that sometimes male and female scores do not even overlap, with the most sensitive boy feeling less than the least sensitive girl.

Gender Facts and Trivia

Early in Life (4 of 8):

When it comes to sound, infant females are much less tolerant – one researcher believes that they may “hear” noises as being twice as loud as do males.

Baby girls become irritated and anxious about noise, pain or discomfort more readily than do baby boys.

Gender Facts and Trivia

Early in Life (5 of 8):



According to Anne Moir and David Jessel in “Brain Sex: The Real Difference Between Men and Women,” “At four months, most baby girls can distinguish photographs of people they know from photographs of strangers; baby boys cannot.”

Gender Facts and Trivia

Early in Life (6 of 8):



Researchers found three-year-old and four-year-old boys to be better at mentally rotating figures than girls of the same age.
— ibid.

Gender Facts and Trivia

Early in Life (7 of 8):



Doreen Kimura, the co-author of the 1994 paper, “Cognitive Pattern in Men and Women Is Influenced by Fluctuations in Sex Hormones” wrote, “For the past few decades, it has been ideologically fashionable to insist that these behavioral differences are minimal and are the consequence of variations in experience during development before and after adolescence.”

Gender Facts and Trivia

Early in Life (8 of 8):



Evidence accumulated more recently, however, suggests that the effects of sex hormones on brain organization occur so early in life that from the start, the environment is acting on differently wired brains in boys and girls.”

Gender Differences

Gender Facts and Trivia

Different Aptitudes (1 of 8):

Boys outnumber girls four to one in remedial reading classes, according to the book “Brain Sex.”

“When asked to judge when someone might have said something potentially hurtful, girls score higher from at least seven years old.”

Gender Facts and Trivia

Different Aptitudes (2 of 8):



“Women are more sensitive to facial expressions and better at decoding nonverbal communication, picking up subtle nuances from tone of voice or facial expression or judging a person’s character,” writes Simon Baron-Cohen. Furthermore, men tend to show direct aggression, such as hitting, whereas women show covert or relational aggression, such as gossip or verbal insults.

Gender Facts and Trivia

Different Aptitudes (3 of 8):



The amygdala, the brain's emotion-control center, shows significantly higher levels of activity in males viewing sexual visual stimuli than females viewing the same images, according to a study led by Emory University psychologists Stephan Hamann and Kim Wallen.

Gender Facts and Trivia

Different Aptitudes (4 of 8):



Women might have better short-term memories. They can store greater amounts of irrelevant and random information than men, who seem to need the information to be organized in order to remember it.

Gender Facts and Trivia

Different Aptitudes (5 of 8):

Doreen Kimura writes, in “Sex Differences in the Brain,” that “Men tend to perform better than women on certain spatial tasks.”

Men do well on tests that involve mentally rotating, manipulating, and turning three-dimensional objects or determining where the holes punched in a folded piece of paper will fall when the paper is unfolded.

Gender Facts and Trivia

Different Aptitudes (6 of 8):

“Women tend to perform better than men on tests of perceptual speed in which subjects must rapidly identify matching items ...”

When reading a story, paragraph or a list of unrelated words, women demonstrate better recall.

Gender Facts and Trivia

Different Aptitudes (7 of 8):

“Women do better on precision manual tasks — that is, those involving fine motor coordination — such as placing the pegs in holes on a board.”

“And women do better than men on mathematical calculation tests.”

Gender Facts and Trivia

Different Aptitudes (8 of 8):



UCLA researchers performed brain scans on people who scored in the 99th percentile on the math portion of the SAT and found that as they worked on problems, the men relied on grey matter in the cerebral and parietal cortices, whereas women showed more activity in areas with white matter so maybe, the women are doing the math using the white matter.”

Gender Facts and Trivia

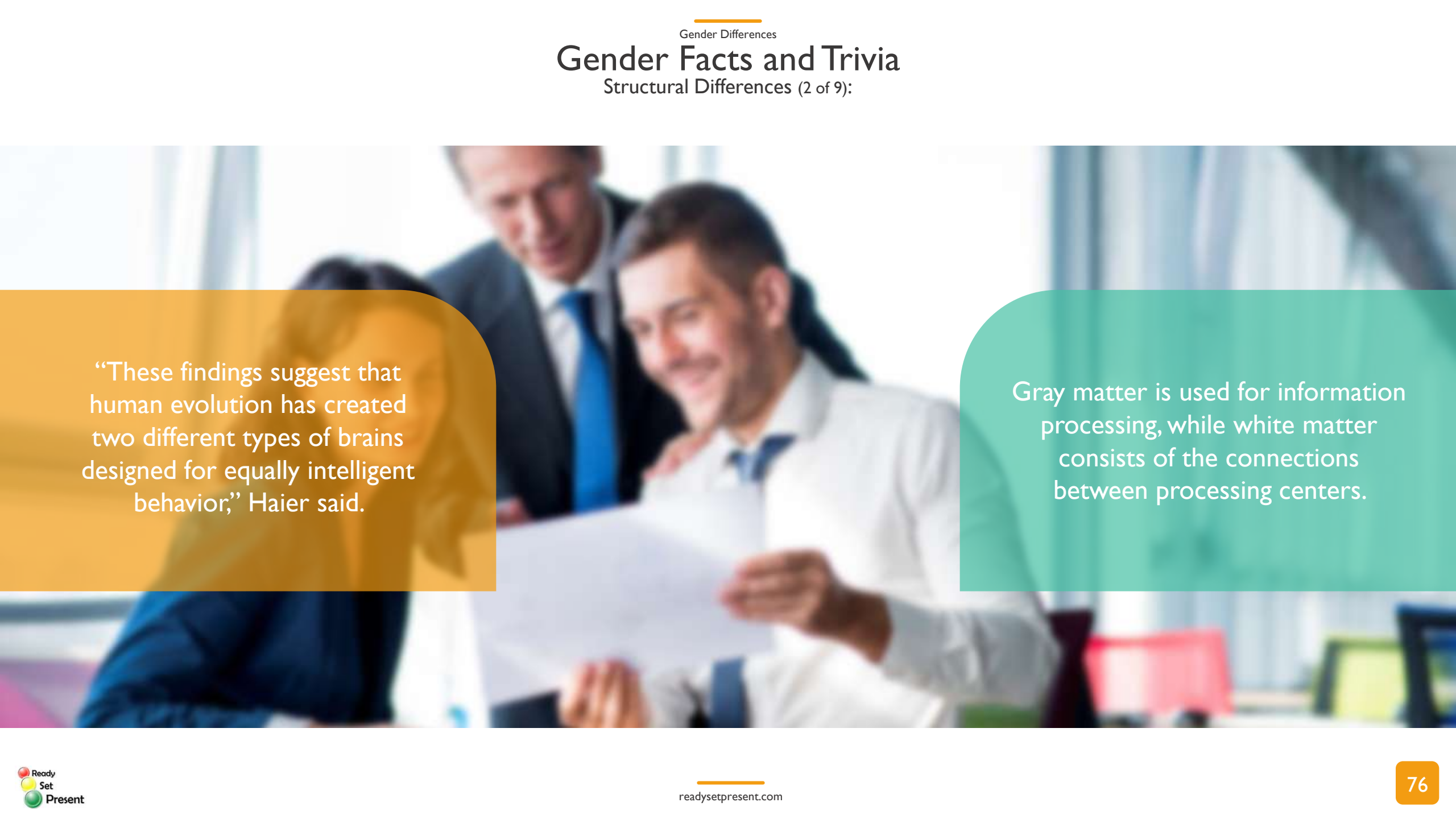
Structural Differences (1 of 9):



Haier and his colleagues at the University of New Mexico and the UCI Brain Imaging Center found that men have about six and a half times the amount of gray matter related to general intelligence than women, and women have nearly 10 times the amount of white matter related to intelligence than men.

Gender Facts and Trivia

Structural Differences (2 of 9):



“These findings suggest that human evolution has created two different types of brains designed for equally intelligent behavior,” Haier said.

Gray matter is used for information processing, while white matter consists of the connections between processing centers.

Gender Facts and Trivia

Structural Differences (3 of 9):



Rex Jung, a co-author of the study, suggested that this difference in white and gray matter between the sexes might help to explain why men excel at local processing tasks while women tend to be good at integrating and assimilating information from distributed gray-matter regions.

Gender Facts and Trivia

Structural Differences (4 of 9):



In this same study, it was found that 84% of gray-matter regions and 86% of white-matter regions involved with intellectual performance in women were found in the brain's frontal lobes, compared to 45% and 0% for males.

Gender Facts and Trivia

Structural Differences (5 of 9):



Thus, most of women's brain matter involved in intelligence is in the frontal lobes, whereas the grey and white matter involved in men's intelligence is distributed throughout brain regions.

Gender Facts and Trivia

Structural Differences (6 of 9):



The researchers remarked that this finding that women's intelligence processing is concentrated in the frontal lobe is consistent with findings that frontal brain injuries can hurt women's cognitive performance more than men's.

Gender Facts and Trivia

Structural Differences (7 of 9):



A similar study at McMaster University found that women have up to 15% more brain cell density in certain areas of the frontal lobe, which controls so-called higher mental processes including judgment, personality, planning and working memory.

Gender Facts and Trivia

Structural Differences (8 of 9):



Parts of the corpus callosum, a major neural system connecting the two hemispheres, as well as the anterior commissure, another connecting structure, are larger in women, which might enable better communication between hemispheres.

Gender Facts and Trivia


Structural Differences (9 of 9):



Men seem to have greater asymmetry between brain hemispheres, and damage to one hemisphere often has more of an effect on cognition than a similar injury in women.

Gender Facts and Trivia

Hormones and The Brain (1 of 5):



Canadian researchers found prenatal testosterone levels were positively correlated with skills on a mental rotation test (imagining objects being rotated).

Gender Facts and Trivia


Hormones and The Brain (2 of 5):

Males with IHH (idiopathic hypogonadotrophic hypogonadism) have small testes (and therefore low levels of testosterone) and are worse at spatial reasoning.

Male babies with androgen insensitivity (AI) syndrome are also worse at spatial reasoning.

Gender Facts and Trivia


Hormones and The Brain (3 of 5):



Females with CAH (congenital adrenal hyperplasia) have high levels of androgens and enhanced spatial systemizing.

Gender Facts and Trivia


Hormones and The Brain (4 of 5):



Researcher Elizabeth Hampson of the University of Western Ontario found that women's performance on certain mental tasks varied throughout their menstrual cycles.

Gender Facts and Trivia

Hormones and The Brain (5 of 5):



High levels of estrogen were correlated with decreased spatial ability but increased speech and manual skills.

Gender Differences

Managing Genders



In order to effectively manage both genders, the workplace needs to move beyond old stereotypes that may exclude genders.

MOVING PAST OLD STEREOTYPES



Moving Past Old Stereotypes

(1 of 3)

Female Stereotypes:



Women have a consensus approach.

Women are submissive.

Women are not leaders.

Moving Past Old Stereotypes

(2 of 3)

Female Stereotypes:

Women do not have strong math and science skills.

Women are not strong enough to handle the business world.

Moving Past Old Stereotypes

(3 of 3)

Male Stereotypes:



Men are aggressive.

Men are leaders.

Men do not have strong language skills.

A close-up photograph of a person's hand holding a silver smartphone to their ear. The person has long brown hair and is wearing a light blue collared shirt. A semi-transparent orange banner is positioned horizontally across the upper portion of the image, featuring the word "MISCONCEPTIONS" in white, uppercase, sans-serif font. The background is blurred, showing what appears to be a desk with papers and other office items.

MISCONCEPTIONS

Misconceptions: What Behaviors Mean

(1 of 2)



When a man is more direct than a woman it does not mean he is conceited, bossy, or feels he is above others.

Misconceptions: What Behaviors Mean

(2 of 2)



When a woman appears to give weak demands by saying, “Don’t you think?” or “If you don’t mind...” it does not mean she is weak, but instead that she is attempting to maintain everyone’s satisfaction.

POSITIVE STRENGTHS OF THE GENDERS



Positive Strengths of the Genders

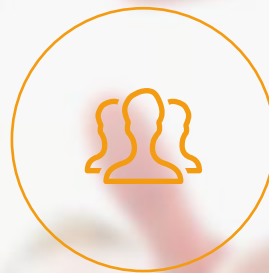
(1 of 3)

Female Strengths:

Women are generally better at empowering their employees.



Women are more encouraging and available to their employees.



Women respond more quickly to the needs of their employees.



Positive Strengths of the Genders

(2 of 3)

Female Strengths:

Women manage diversity better due to their openness to differences.



Women recognize problems more quickly and correctly.



Women initially define expectations better than men, as well as providing more feedback to employees.



Positive Strengths of the Genders

(3 of 3)

Male Strengths:

Men traditionally have a command and control style of managing.



Men are more self-assured and quicker when making decisions.



Men are better at organizing temporary teams to achieve short-term goals.



A person wearing a black suit jacket over a white shirt is giving a thumbs up gesture. The background is white. A horizontal orange band is overlaid across the middle of the image, containing the word 'INDIVIDUALITY' in white capital letters.

INDIVIDUALITY

Gender Differences

Individuality

(1 of 2)



Regardless of any stereotypes, it is important to remember that everyone is unique and should be treated as an individual rather than as a male or a female.

Gender Differences

Individuality

(2 of 2)



Managers must be careful to remember that they are dealing with a person's skills, abilities and contribution to the company rather than the individual's gender.

Gender Differences

Gender Neutrality

(1 of 3)

A misconception of a behavior
can create the behavior:

For example, a claim of
favoritism towards the same sex
may result in the accusation
occurring.

Gender Neutrality

(2 of 3)



It is important to remember that rather than favoritism, managers often turn to employees they feel they can count on as a result of the individual employee's work and effort.

Gender Differences

Gender Neutrality

(3 of 3)



Managers need to be aware of perceived differences and use them to their advantage while treating employees equally, regardless of gender.

The Parsons Model

(1 of 4)

Talcott Parsons developed a model of the nuclear family and gender roles in 1955.

The feminine role was an expressive one.

The masculine role was instrumental.

Women fulfilled “internal” functions.

For example: strengthening the ties between members of the family.

Men performed the “external” functions.

For example: providing monetary support.

The Parsons Model

(2 of 4)

These extreme models are rarely seen in reality:

Typically a model somewhere in-between these two extremes is used, although this model does point out the extreme polarity of thinking regarding gender.

The Parsons Model

(2 of 4)

	<u>Total Role Segregation</u>	<u>Total Disintegration of Roles</u>
<u>Education</u>	High professional qualification is important only for the man	Same content of classes for girls and boys, same qualification for men and women
<u>Profession</u>	Professional women seen as unimportant and unnecessary	Equal professional opportunities for men and women

The Parsons Model

(4 of 4)

	<u>Total Role Segregation</u>	<u>Total Disintegration of Roles</u>
<u>House work</u>	Housekeeping & child care are the primary functions of the woman	All house work tasks are equally divided and shared
<u>Decision- making</u>	The man has the final say	Neither partner dominates
<u>Child Care & Education</u>	The woman is the primary caregiver	Both partners share these responsibilities equally

WHAT NOW?



Gender Differences

What Now?



With gender differences in mind, what are some grander approaches to remedy a gender-divided office, and how can you begin to make changes?

Accommodating Gender Differences

(1 of 3)

Encourage input from all employees.

Work with gender communication differences in order to work with each gender better and make the most of the differences.

Accommodating Gender Differences

(2 of 3)

Promote workers on a merit basis.

Avoid assigning duties that seem gender-driven, for example having women clean up after a meeting.

Accommodating Gender Differences

(3 of 3)

Managers need to look past traditional behaviors and the stigma that may be attached.

For example, being more abrupt does not mean a person does not care.

WOMEN WORKING WITH MEN



Gender Differences

Women Working With Men

(1 of 9)

It is important to consider your male client in a “one-up position” on the corporate line of status.

As a buyer, he should be treated in the following manner:

Women Working With Men

(2 of 9)

Briefly Engage in Small Talk

Men possess less need for personal information.

Instead, discuss industry-related topics in order to establish your credibility.

Women Working With Men

(3 of 9)

Briefly Engage in Small Talk

Be sensitive to his schedule.

Express your objective, and understand his objective clearly.

Women Working With Men

(4 of 9)

Plan Questions Ahead of Time

Determine information you want to know before hand.

Categorize questions for easier flow.

Women Working With Men

(5 of 9)

Plan Questions Ahead of Time

Category examples could include:

Business strategy.

Market strategy.

Business opportunities.

Women Working With Men

(6 of 9)

Elicit Information with Questions

Ask direct, succinct questions.

Ask anything necessary to help you better understand the problem you are determined to help him with.

Women Working With Men

(7 of 9)

Listen Without Interrupting

Do not finish his sentences.

Make him feel important by showing genuine interest.

Women Working With Men

(8 of 9)

Listen Without Interrupting

Be patient.

Allow him time to think
about your questions before
answering.

Gender Differences

Women Working With Men

(9 of 9)

Present Solutions Clearly

Make recommendations assertively.



Do not use such phrases as “I’m not positive...”



Sound convinced yourself.



Be concise, but make sure he is convinced that you can do the job.



MEN WORKING WITH WOMEN



Men Working with Women

(1 of 8)

Present Solutions Clearly


Good rapport is essential.

Women like to feel personally connected to you in addition to feeling the connection that her company shares with your company.

Men Working with Women

(2 of 8)

Get to Know Her Company



Research the client or prospective client.

Examine what is working well between your companies.

Men Working with Women

(3 of 8)

Get to Know Her Company

Analyze what needs to be improved.

Determine, if applicable, why the client has defected.

Men Working with Women

(4 of 8)

Plan Neutral Small Talk

Pave the way for the business part of the meeting.

Remember that even in business transactions, people buy from people.

Men Working with Women

(5 of 8)

Plan Neutral Small Talk

Establish a personal connection.

Focus on gender neutral topics such as vacations or family.

Men Working with Women

(6 of 8)

Share Relevant Personal Information


Show that you have common interests with your client.

However, be sure not to shift the focus of the conversation on you.

Men Working with Women

(7 of 8)

Ask Open Questions



Encourage your client
to explain her
company's business
needs and interests.

Do not assume
you know what
your clients
business issues
are.

Ask about issues,
and wait to
hear her answers.

Men Working with Women

(8 of 8)

Listen Carefully to Answers



Be patient.

Pay attention to
pertinent details.

Be respectful
(Remember, you
are trying to win
her business).

FEMALES IN BUSINESS



Females in Business

(1 of 3)

About half of all privately held companies in the United States are majority-owned by women.

These companies contribute about 2.5 trillion in sales and employ about 19 million people in the United States.

Females in Business

(2 of 3)

The primary reason people will stay at a job is not monetary incentives. Rather, it is their relationships with the people there.

Women tend to focus more on building relationships and can therefore be crucial in providing a talented and cost-effective work group and team.

Females in Business

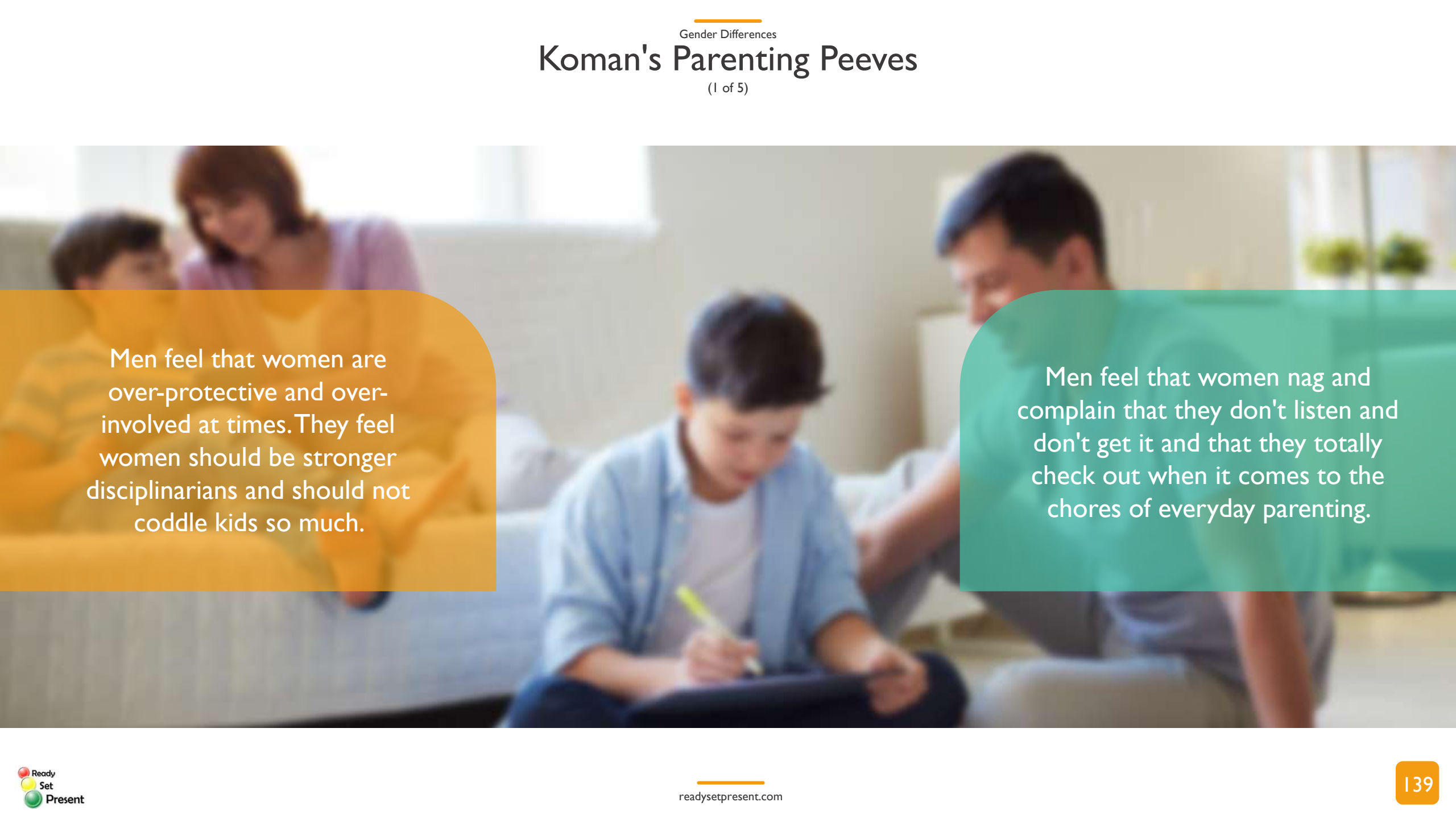
(3 of 3)

Women are receiving a better education, and an even larger percentage of women are being educated than ever before.

Because of this increase in education, women now possess the traditionally “male” skills, such as quantitative ability, thus making women more prepared for a variety of jobs and roles.

Koman's Parenting Peeves

(1 of 5)

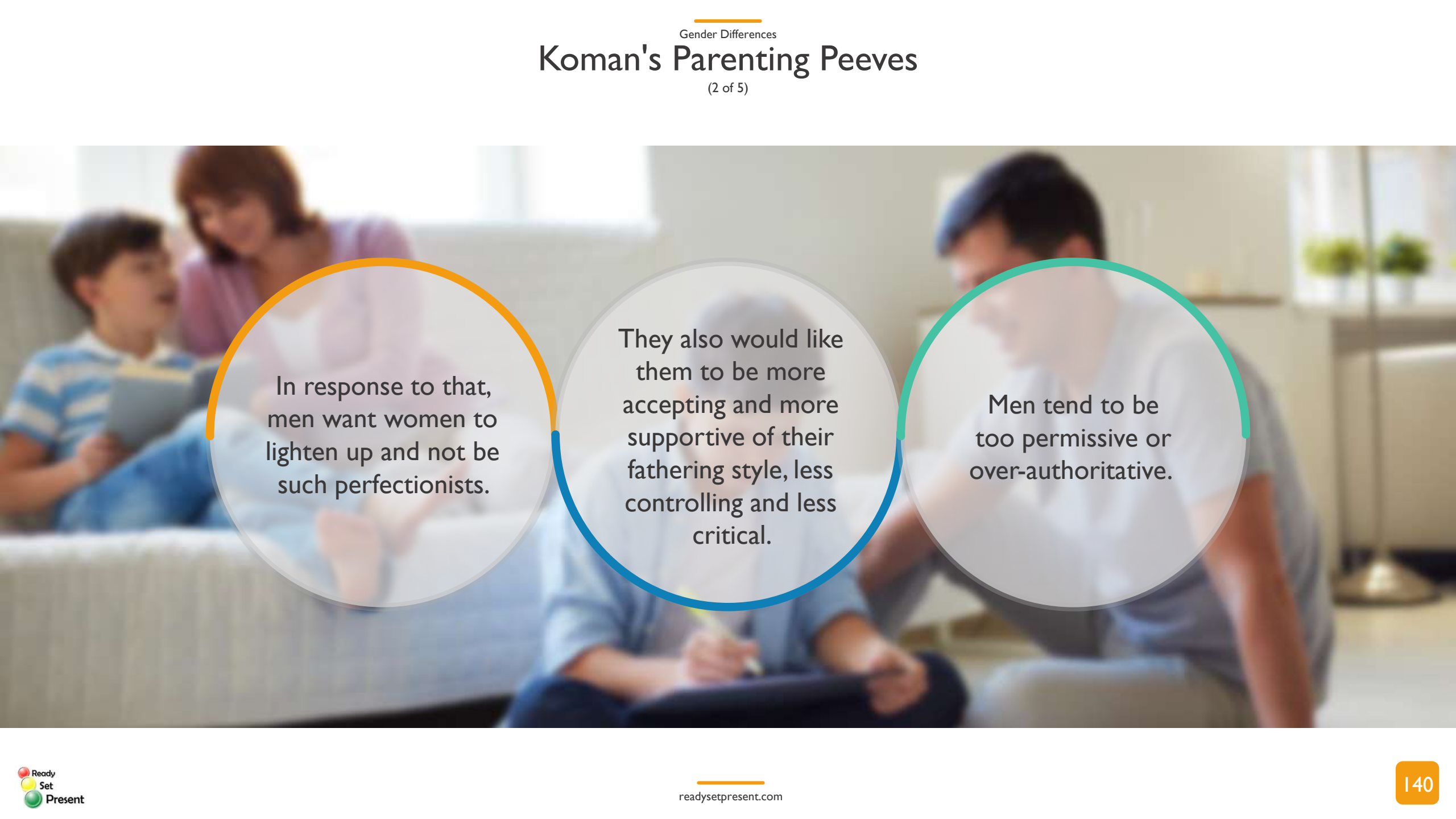


Men feel that women are over-protective and over-involved at times. They feel women should be stronger disciplinarians and should not coddle kids so much.

Men feel that women nag and complain that they don't listen and don't get it and that they totally check out when it comes to the chores of everyday parenting.

Koman's Parenting Peeves

(2 of 5)



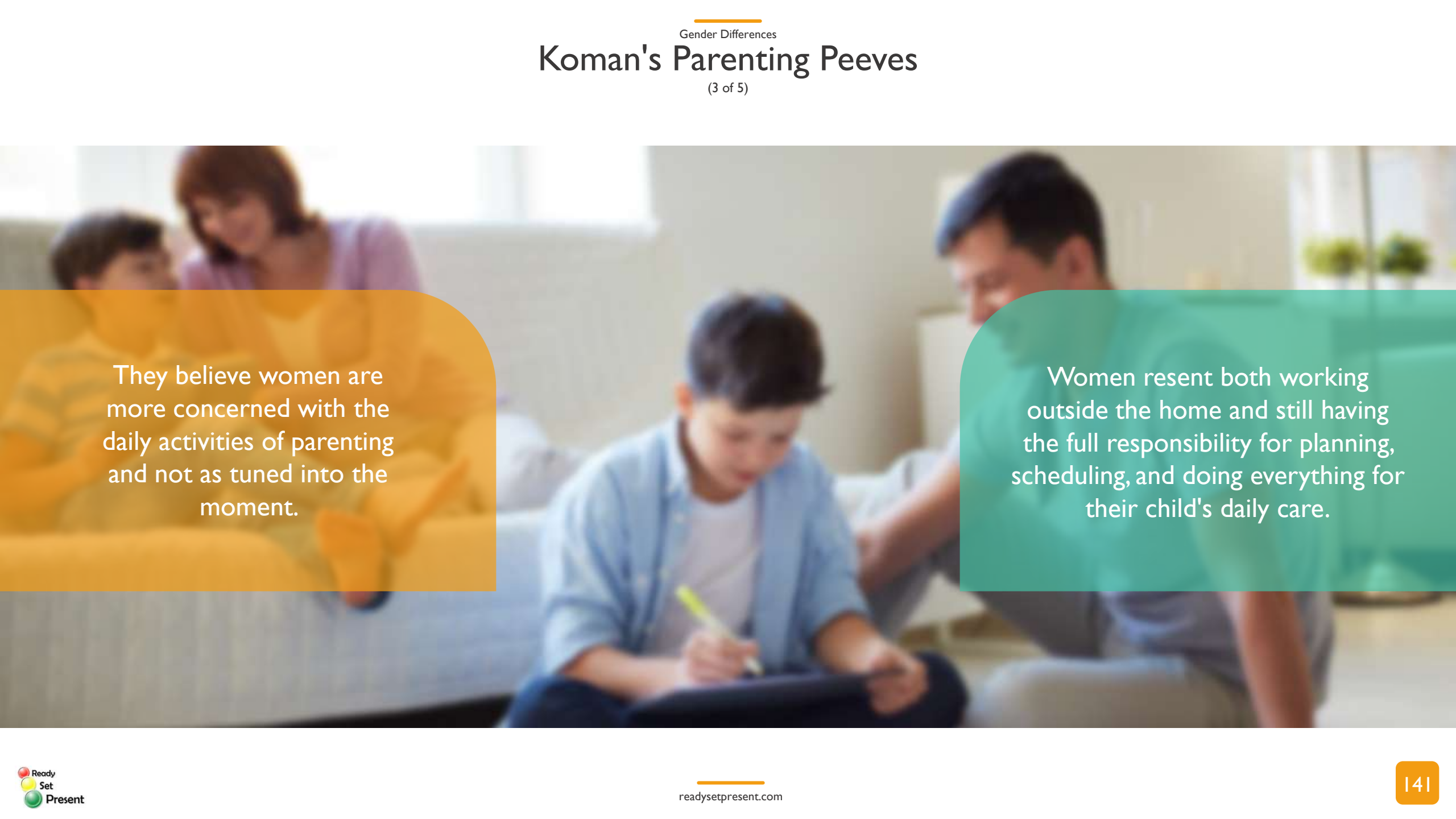
In response to that, men want women to lighten up and not be such perfectionists.

They also would like them to be more accepting and more supportive of their fathering style, less controlling and less critical.

Men tend to be too permissive or over-authoritative.

Koman's Parenting Peeves

(3 of 5)

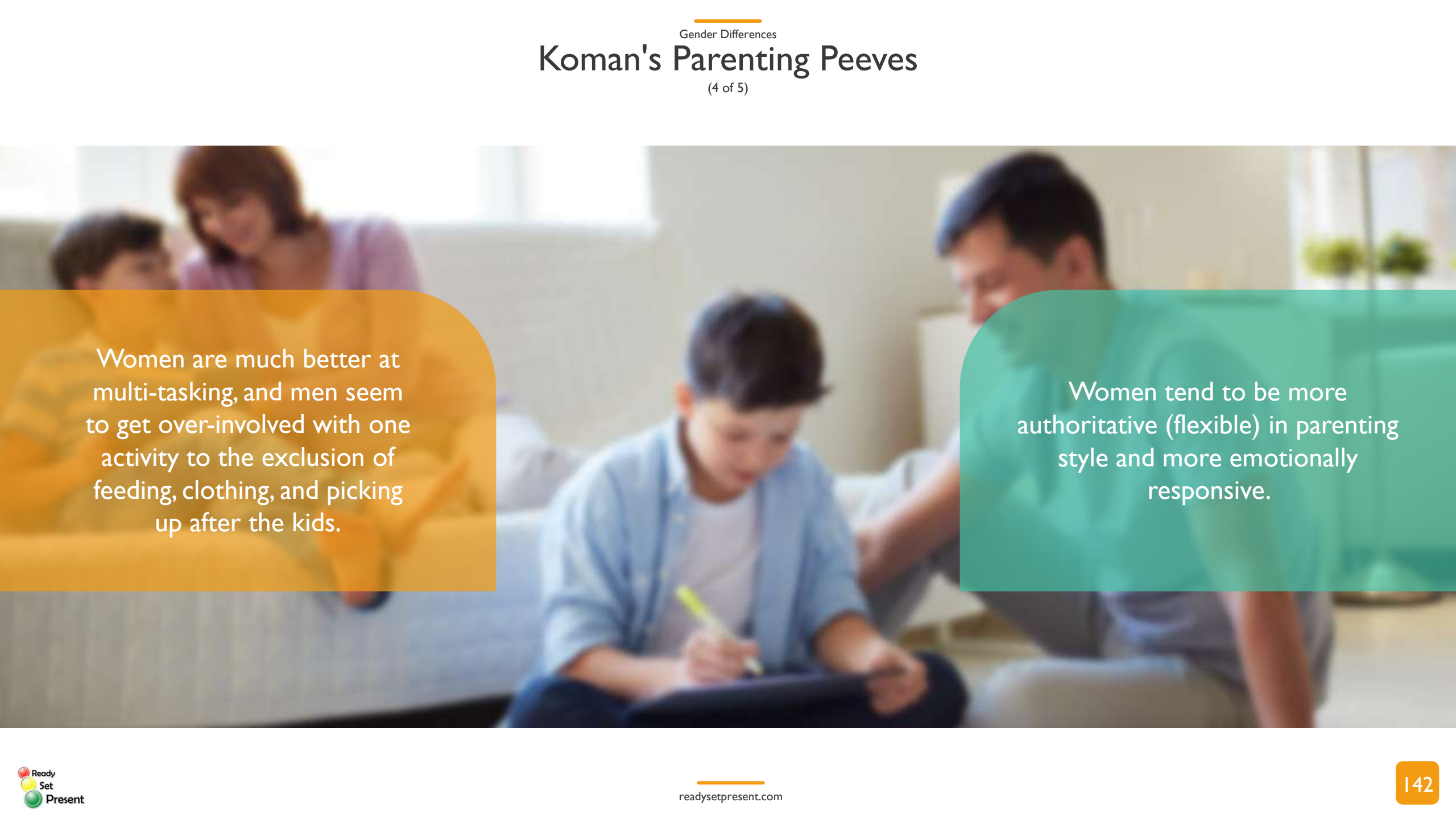


They believe women are more concerned with the daily activities of parenting and not as tuned into the moment.

Women resent both working outside the home and still having the full responsibility for planning, scheduling, and doing everything for their child's daily care.

Koman's Parenting Peeves

(4 of 5)

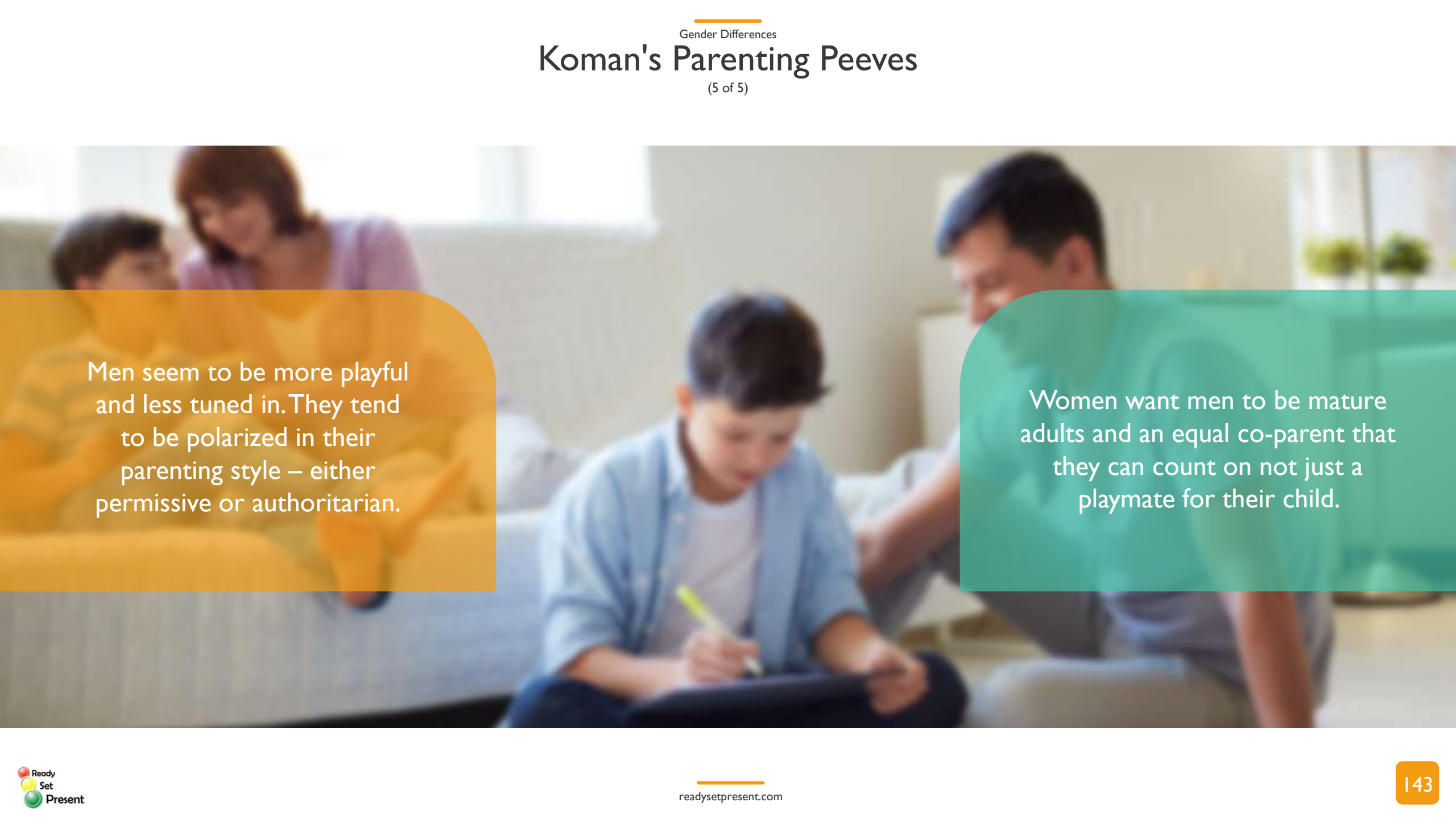


Women are much better at multi-tasking, and men seem to get over-involved with one activity to the exclusion of feeding, clothing, and picking up after the kids.

Women tend to be more authoritative (flexible) in parenting style and more emotionally responsive.

Koman's Parenting Peeves

(5 of 5)




Men seem to be more playful and less tuned in. They tend to be polarized in their parenting style – either permissive or authoritarian.

Women want men to be mature adults and an equal co-parent that they can count on not just a playmate for their child.

Differences in Marriages

(1 of 2)

Women are typically the experts in “rapport talk”:



Type of communication that builds, maintains, and strengthens relationships.

Reflects skills of talking, nurturing, expressing emotions, providing empathy, and giving support.

Differences in Marriages

(2 of 2)

Men are typically the experts in “report talk:”

Types of communication that analyzes issues and solve problems.

Reflects skills of being competitive, lacking sentimentality, analyzing, and focusing aggressively on task accomplishment.

COMMON MISUNDERSTANDINGS IN MARRIAGES



Common Misunderstandings in Marriages

(1 of 6)

Misunderstanding #1

He: I'm really tired. I have so much work to do – I don't know how I'm going to get it done!

She: Me, too. There just aren't enough hours in the day!

He: There you go again! You never think my contributions to this marriage are good enough!

Common Misunderstandings in Marriages

(2 of 6)

Misunderstanding #1

She is trying to communicate something like "We're partners and share similar experiences."

Her intended "between the lines" message is: "I understand what you're going through. You're not alone."

Common Misunderstandings in Marriages

(3 of 6)

Misunderstanding #1



The "between the lines" message he hears emphasizes competition for status: "What are you complaining about? You aren't any better than I am!" or "Your contributions to our marriage aren't any more significant than mine!"

Common Misunderstandings in Marriages

(4 of 6)

Misunderstanding #2

She: I'm really tired. I have so much work to do — I don't know how I'm going to get it done!


He: Why don't you take a day off and rest, if you're so tired?

She: (sarcastically)
Thanks a lot! You think my contribution to this household is so trivial that I can do nothing and the difference won't even be noticed?

Common Misunderstandings in Marriages

(5 of 6)

Misunderstanding #2



He is trying to communicate something like "Oh, you need advice and analysis? I'll focus on the details and facts, and offer a solution."

His intended "between the lines" message is: "I will help you solve your problem because I think I know something that might help."

Common Misunderstandings in Marriages

(6 of 6)

Misunderstanding #2



The "between the lines" message she hears him saying: "I don't want to understand your feelings. I'm different from you, and I know what you should do."

COMMUNICATION BETWEEN SPOUSES



Communication Between Spouses

(1 of 6)

Most marital problems stem directly or indirectly from difficulties in communication.

This issue is immediately a big and complex task.

Communication Between Spouses

(2 of 6)

Some loving couples struggle with it, and despite their best intentions, fail.

Underlying many marital anxieties and tensions is that one or both spouses believe they aren't getting enough time or attention from the other.

Communication Between Spouses

(3 of 6)

A Better Way

Identify your anger and frustrations.

Learn to fight fairly.

Choose your battles carefully.

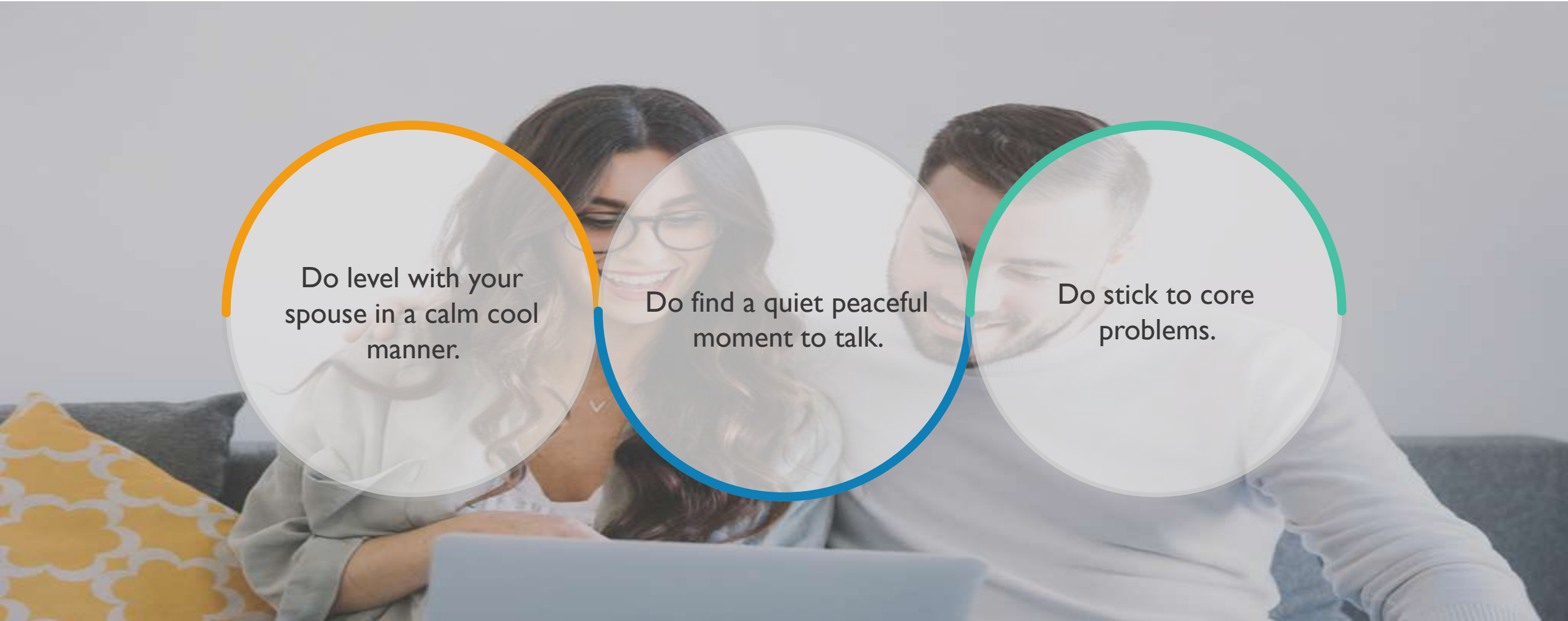
Tackle problems promptly.

Model healthy relationships.

Communication Between Spouses

(4 of 6)

Do's



Do level with your spouse in a calm cool manner.

Do find a quiet peaceful moment to talk.

Do stick to core problems.

Communication Between Spouses

(5 of 6)

Do's

Do focus on issues,
not on who's at fault.

Do empathize with your
partner's feelings of
anger and resentment.

Do look at both sides
of the issues you're
facing.

Communication Between Spouses

(6 of 6)

Don't's

Don't try to communicate when you're tired and/or stressed.

Don't use unfair fighting tactics such as accusing, blaming, etc.

Don't try to accept all the blame.

Parenting as Partners

Parents have to stay tuned into each other and have open communication.

Parenting conflict causes stress for the children.

Parental conflict stresses your marriage.

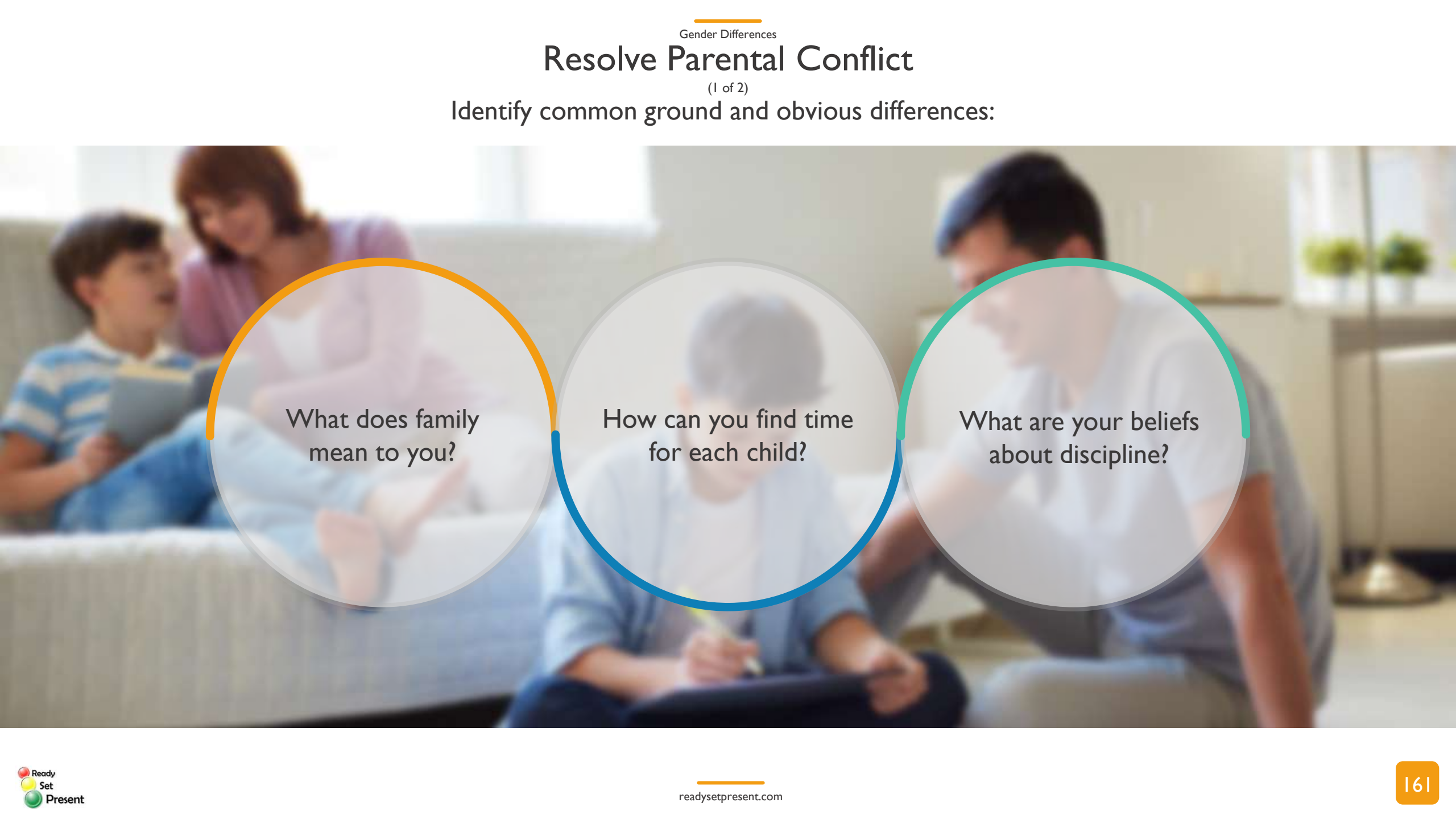
Children learn to manipulate parents.

If parents don't side together the kids will definitely figure out how to play one parent over the next.

Resolve Parental Conflict

(1 of 2)

Identify common ground and obvious differences:



What does family
mean to you?

How can you find time
for each child?

What are your beliefs
about discipline?

Gender Differences

Resolve Parental Conflict

(2 of 2)

What about a child's social life?

Education?

What lifestyle do you feel is healthy for nurturing a family?

What would you like to achieve as a family?

Interesting Gender Statistics

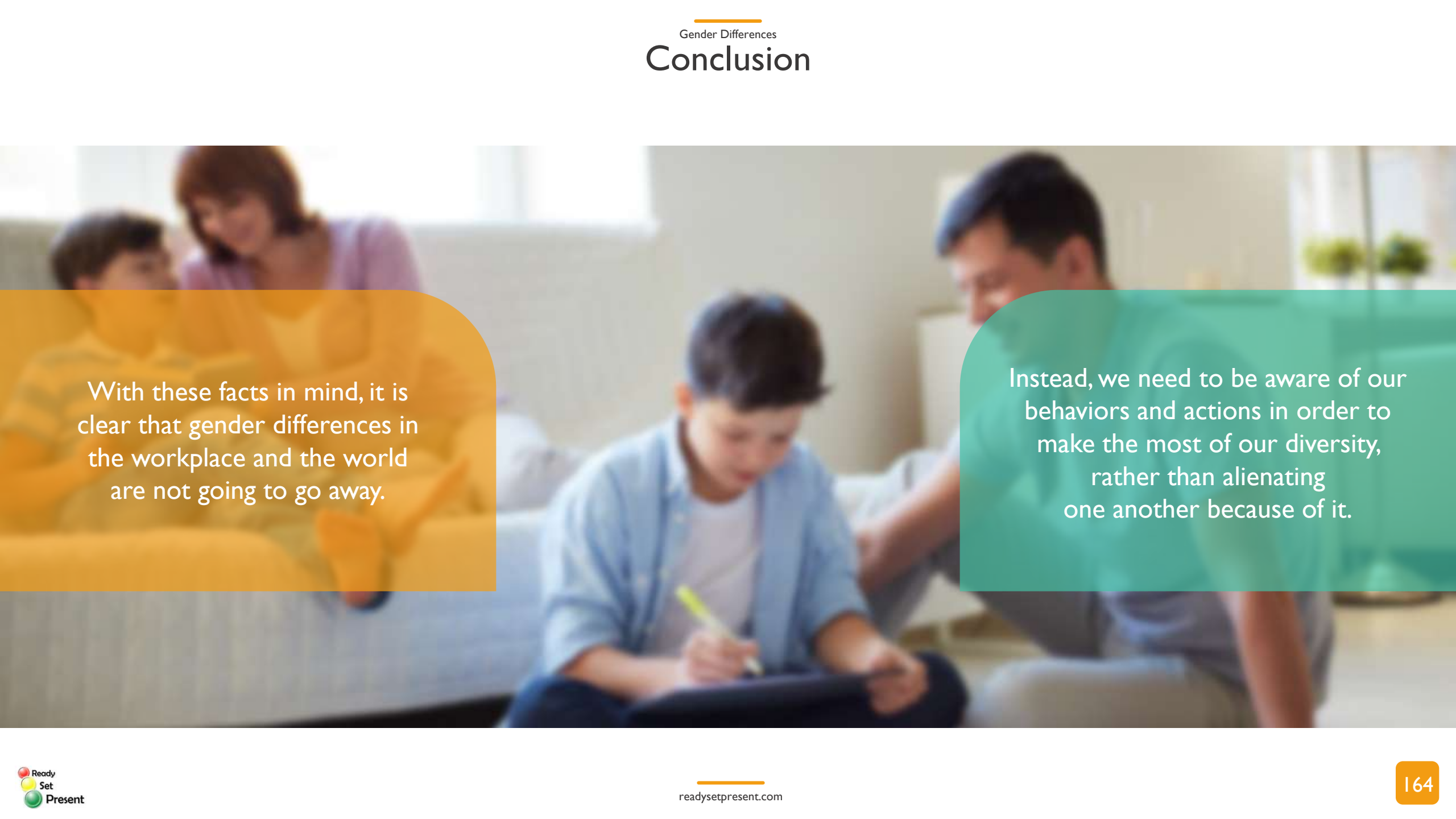
72% of men prefer to sell to women.

59% of women prefer to sell to men.

Men have the most trouble with listening.

Women find presenting and questioning most difficult.

Source: Survey of Sales Professionals.



With these facts in mind, it is clear that gender differences in the workplace and the world are not going to go away.

Instead, we need to be aware of our behaviors and actions in order to make the most of our diversity, rather than alienating one another because of it.

WHAT IS YOUR NEXT STEP



Gender Differences

Action Plan

What are you going to
take action on?

Start with the three
easiest items.

Action Steps

(1 of 4)

List specific behaviors.

Be as systematic as possible.

Rank the behaviors in terms of their complexity or degree of difficulty.

Rank the behaviors in terms of chronological order.

Action Steps

(2 of 4)

Begin with the least difficult behavior.



Advance to a more difficult behavior.



Break difficult behavior down into several smaller behaviors.



Attach time limits to each behavior.



Action Steps

(3 of 4)

Repeat specific behavior until mastered.

Review all previous behaviors.

Advance to next most difficult behavior.

Measure and evaluate.

Keep records (preferably visual).

Action Steps

(4 of 4)

Reinforce through reward and punishment.

Use visual reminders (pictures, charts, etc.)

Remember: "A small goal is enough!"

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