



# Gender Dynamics: HeSaid—SheHeard

## The Secret to Being heard and valued in the workplace

What you don't understand about men can impede your effectiveness, job satisfaction, and ultimately, your professional success.

Simply put: Men and women communicate very differently. Being able to communicate well across genders is a huge factor in your ability to:

- ◆ **Being heard—even in a room full of men**
- ◆ **Have your contributions appreciated**
- ◆ **Be a strong, requested team member**
- ◆ **Gain recognition as a leader**
- ◆ **Sell your ideas**
- ◆ **Drive projects to finish**
- ◆ **Reduce workplace friction**
- ◆ **Increase job satisfaction**
- ◆ **Achieve your goals for yourself and your organization**

*"This course was the most valuable executive training I have done in the last twenty years! It changed so many of my assumptions about how to communicate and work effectively with men..—L Shenkar, CEO, Artemis Project*

### Join us for this results-focused full-day workshop for women only:

- ◆ Discover hidden rules that govern men's behavior at work. (It's like getting a secret decoder ring!)
- ◆ Learn how your interactions with men may inadvertently undermine your credibility and sabotage your success.
- ◆ Develop practical skills and learn powerful techniques that will significantly improve your ability to communicate effectively.
- ◆ Discuss strategies to address the specific challenges in your own interactions with managers, colleagues, and team members.

### Workshop Agenda

#### Men: Women—Viva la Difference

- ◆ Male/Female brains, naturally different
- ◆ What he says, what you hear
- ◆ What you say, what he hears (Why you're misunderstood.)

#### Cost/Opportunity—The Bottom Line

- ◆ The high price of being unheard (for both you and your organization)
- ◆ Miscommunication; missed opportunities
- ◆ Friction, stress, and high health costs
- ◆ Better teamwork = extraordinary results

#### The "foreign" culture of men

- ◆ Three guiding precepts for men—and how they rule their behavior in work and life
- ◆ The game, and the object of the game: His view vs. your view
- ◆ 10 Things you may do that are taboo in the culture of men

#### Skills, strategies, possibilities

- ◆ New approaches to communication
- ◆ Being assertive without being hostile
- ◆ Addressing and resolving issues
- ◆ Idea sharing, practice and feedback
- ◆ Extending learnings, expanding success

*"Mike gave us an insider's view on what makes men tick and why women often feel excluded from the team. Though his simple, non-threatening approach I'm learning to make effective changes in my interactions with men."*

**Shelly Gordon Sr. VP, G2 Comm**





## Communication / Collaboration Skills Workshop for Women

### Who should take this class?

Every woman who reports to a man, manages men, or works with men on cross functional teams will gain valuable insight from this class.

### Why should I take this class?

You personally benefit from understanding hidden dynamics and improving your communication skills in many ways. In this workshop you'll learn how to:

- ◆ **Express your ideas so they heard and you are valued for your contribution.**
- ◆ **Become a requested and respected team member.**
- ◆ **Advance your leadership skills and gain recognition as a leader.**
- ◆ **Reduce your stress and increase your success.**
- ◆ **Enhance collaboration, accelerate projects, and improve results.**
- ◆ **Create a positive, inclusive environment where you and others are motivated to do your best work.**

Not surprising, many workshop attendees report that their new communication skills also helped to improve their personal relationships.

*"Using the tools taught in the class taught me that I can keep my femininity and still be an effective leader".*

**Randi Quaid, Mgr, GM**

### How does this benefit my company?

Advancing your communication skills and educating you on how to create a positive, inclusive work environment benefits your company in many ways. The insights you gain in this workshop will help:

- ◆ Improve morale and motivation
- ◆ Advance innovation
- ◆ Foster greater teamwork
- ◆ Retain key employees
- ◆ Reduce friction, stress, healthcare cost
- ◆ Increase productivity and profitability
- ◆ Drive extraordinary results

Companies like Cisco, HP, Abbott Labs, FedEx, Adobe, etc. regularly send employees to Mike's workshops, as they see real business value from what he teaches.

### Why is this class only for women?

This workshop is designed to address gender-related communication challenges from a woman's perspective. Having women only in attendance allows us to more openly discuss the unique issues women face in the workplace. This helps you get the most value from the material

Mike covers the same topic in men-only workshops as well as workshops that are open to all.

*"Simply the most effective class I have ever taken in my career!" -*

**S. Dunn, HR, Cisco Systems**



### About Michael Johnson

Michael Johnson is an insightful and engaging motivational speaker and corporate trainer. He has helped thousands of people understand how gender and cultural differences affect communication in business, and how to bridge these differences to achieve greater personal and professional success.

Mike brings a unique personal and professional background to his training. A former sales professional, he holds a BS in Mathematics, an MS in engineering, and is also a Master Practitioner and Certified Trainer in Neuropsychology and Linguistics.

Mike is the author of ***Cracking the Boy's Club Code: "The Woman's Guide to Being heard and valued in the Workplace"*** and ***"Getting the Business Breakthroughs You Want."*** He teaches communication courses at Haas Graduate School and UCSC.

