

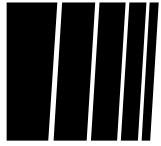
# 10 STRATEGIES FOR WOMEN

*when doing business with men*



1. Promote yourself. Let others know your achievements, results and ideas before someone else takes credit for them!
2. Speak up! Do not allow men to interrupt you or use intimidating behaviour. Stand up for yourself.
3. Avoid using tag endings that make you sound unsure of yourself such as "don't you think?", "isn't it?" and "is that OK?"
4. Focus on being logical in the way you present your information and avoid giving unnecessary details (storytelling).
5. Avoid discussing anything too personal. Instead talk about job-related issues and current affairs.
6. Tell it how it is. Do not dilute your comments or criticism. Men get confused if you try to 'soften' your feedback by focusing first on what they did right or what you liked. Be direct.
7. Don't try to be one of the boys - they don't like it.
8. Stop saying "I'm sorry" just to be polite. Only apologise if you are wrong.
9. Monitor your body language and facial expressions. Be aware of giggling or smiling when it's not appropriate.
10. Don't take male comments so personally. They don't, and can't understand why you do! Learn to separate business matters from your personal feelings.

*With compliments of Candy Tymson, from her latest book,  
'Gender Games: Doing Business with the Opposite Sex'*



# 10 STRATEGIES FOR MEN

*when doing business with women*



1. Invest time in building rapport.
2. Focus on being 'more polite' by using words such as "please" and "thank you" when making a request or giving an order.
3. Avoid monopolising conversations, speaking for the woman or interrupting her.
4. Be aware that because relationships are important to women they tend to take things more personally. What you consider is just direct communication can seem harsh to them.
5. Respect her abilities. Most women take their work responsibilities very seriously and expect you to take them seriously.
6. Don't call a woman names like "sweetheart", "honey", "dear" or "darling". Unless they know you very well they will probably think you are chauvinistic and condescending.
7. Control any outbursts of anger or frustration. Women are uncomfortable when men yell and curse.
8. Pay attention when women are speaking. Use good eye contact, nod and use 'I'm listening' type of sounds like "uhuh".
9. Encourage women to speak more succinctly by asking questions or bringing them back to the point.
10. Be aware of the subconscious influence of your mother! If you have a negative reaction to a woman at work notice if you are responding to things about her that remind you of your mother.

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