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“He Says; She Says”

Communicating Effectively with the Opposite Sex



Understanding gender differences contributes to...

- ✓ Successful careers
- ✓ Happy family life
- ✓ Lifetime friendships

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Sometimes,
do you want to ...?



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Why?

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Our similarities:

- Have **male + female** behaviors.
- Want **respect + affection.**



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Our differences:

- World view
- Decision making
- Communication style



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Difference #1: The way we view the world

Men = CAVE



Difference #1: The way
we view the world

Women = COMMUNITY



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Difference #2: The way we make decisions

Women

Friends/
Colleagues



The **PERFECT**
Decision

Men

Advertising/
Experience



A **GOOD**
Decision

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Difference #3: The way we communicate

- Style
- Content
- Perceptions
- Tips



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Communication Style

Men

- Seek status
- Fight for fun
- Make a point, then explain

Women

- Seek connection
- Fight to protect
- Give background, then make the point

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Communication Content

Men

- Transactional
- Facts and statistics
- Offer solutions

Women

- Contextual
- Observation, comment
- Offer support

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Perceptions

Men say Women...

- Are emotional
- Complain
- Talk too much
- Manipulate

Women say Men...

- Don't listen
- Don't respond
- Talk too little
- Control

Tips for women...

- Don't treat him like a girlfriend.
- Assert yourself.
- Don't whine or criticize.
- Don't make him guess.
- Negotiate well.

Tips for men...

- Listen to understand.
- Ask for clarification.
- Be patient.
- Suggest, don't order.
- Engage, don't withdraw.



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To know more...

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