



GENDER AND COMMUNICATION INFLUENCE AND PERSONALITY

Susan Croft, ASC
Training

MODULE ONE GENDER AND COMMUNICATION


MEN AND WOMEN
IN THE
WORKPLACE



'REPORT' vs. 'RAPPORT' SPEAK

Men use language to preserve their independence and maintain their position in a group. Women use language to create connections and build relationships


HOW MEN TALK

- SHORTER SENTENCES
 - ONE THOUGHT AT A TIME
 - TAKE TURNS WHEN TALKING
 - LITTLE VOICE INTONATION
 - TALK LITERALLY & DIRECTLY
 - TALK SILENTLY TO THEMSELVES
 - LISTEN LIKE STATUES!
- 

HOW WOMEN TALK


- MULTI-TRACK
- SPEAK, LISTEN AND OBSERVE BODY LANGUAGE ALL AT SAME TIME
- MANY VOICE INTONATIONS
- USE MORE WORDS (on average 22,000 per day versus men's 7,000)
- TALK EMOTIVELY
- ACTIVELY LISTEN
- THINK OUT LOUD

HOW TO GET MEN TO LISTEN


- MAKE A SPECIFIC TIME
 - SET AN AGENDA
 - HAVE FIRM OBJECTIVE/S
 - DON'T USE THE 'SCHOOLGIRL' VOICE
 - STICK TO ONE SUBJECT AT A TIME
- 

BOTTOM LINE:

IT HELPS IF WOMEN HAVE A BETTER UNDERSTANDING OF HOW MEN AND WOMEN DIFFER IN THE WORK WORLD AND HAVE ABILITY TO SWITCH GEARS TO SUIT VARIOUS SITUATIONS AND STYLES




HOW NOT TO ACCEPT CREDIT

- It was really nothing
 - I was just lucky
 - It was not really me
 - I tried my best
 - Rather : a simple thank you
- 

MODULE TWO: GETTING HEARD IN THE WORKPLACE



KEY ELEMENTS OF COMMUNICATION

- Message
 - Medium
 - Audience
 - Sender
 - Which is the most important?
- 

Trust and Believability



Verbal _____%

Vocal _____%

Visual _____%

100%

GETTING YOUR MESSAGE ACROSS

Inductive Approach

Detail, history, context, story



Bottom Line

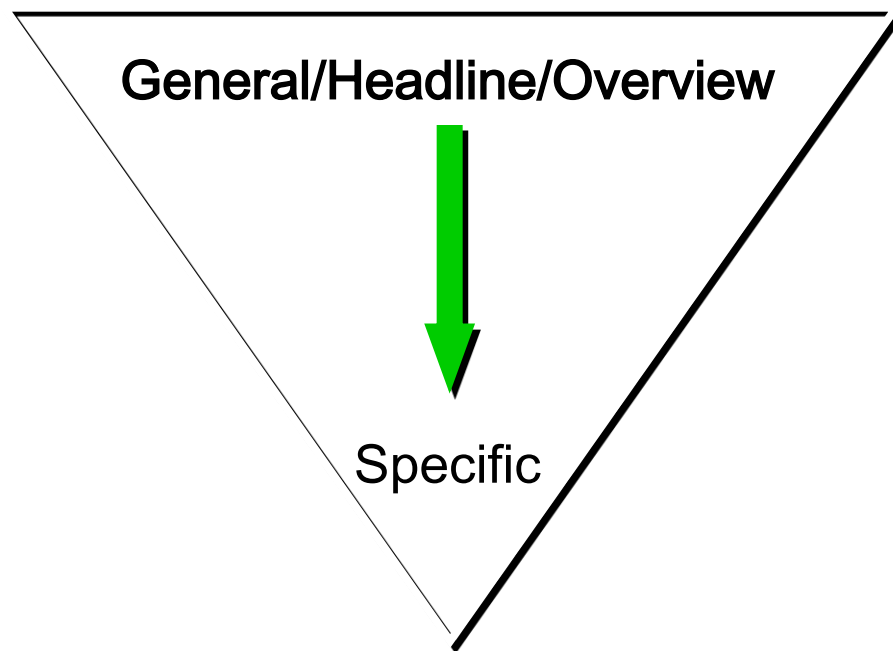
Deductive Approach

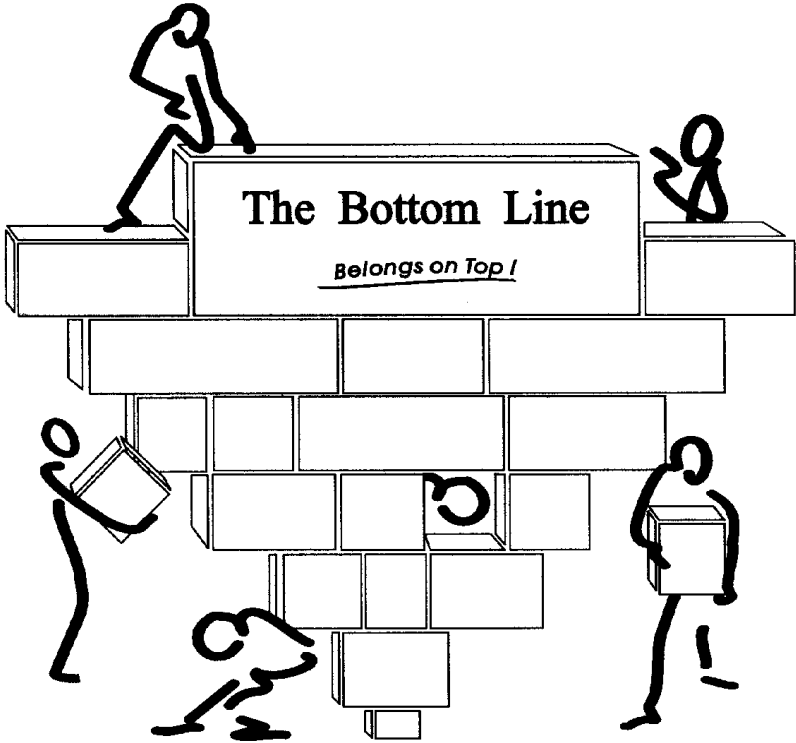
Bottom Line



Specific

A Deductive Approach





TARGET MESSAGING TECHNIQUE

- 20 – 25 seconds
- 3-4 succinct sentences
- Incorporate the question or issue in your answer
- Focus on needs and interests of the other person – ‘you-centric’ rather than ‘me/we centric’
- Be headline driven – deductive vs inductive
- Avoid jargon
- Use the ‘Rule of 2 or 3’

WHAT'S YOUR USP?

**YOUR UNIQUE SELLING/NEGOTIATING
PROPOSITION**



TARGET MESSAGING PRACTICE



➔ MODULE THREE

INFLUENCE AND PERSONALITY TYPES

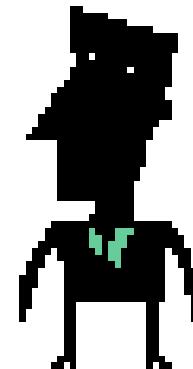
'frames of reference'

The lenses through which we view the world



Response

The success of any communication you make
is judged by the response you create





NEURO-LINGUISTIC PROGRAMMING (NLP)

AUDITORY

VISUAL

TACTILE/KINAESTHETIC

Expressive (tell/emote)

Good
communicator

Talks about
feelings

Confident

Active

Enthusiastic

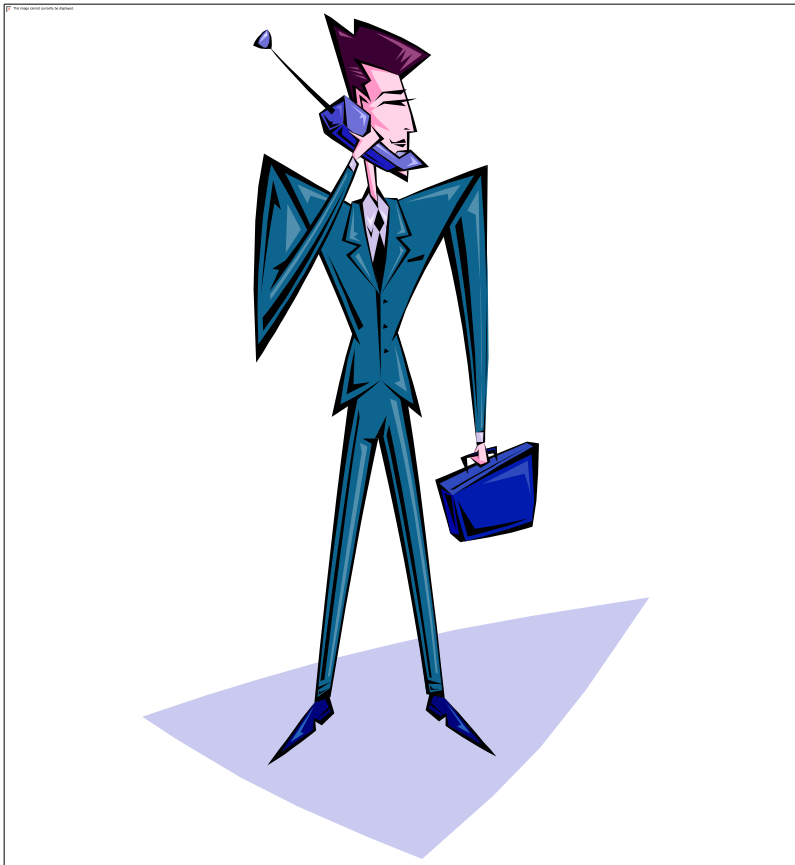
A central focus
in groups

Hot button:

**'Get
Recognised!'**



Driver (tell/control)



Dynamic

Able to get things done

In control

Purposeful

Forceful

Confident

Hot button:
'Get it done!'

Amiable (ask/emote)



Supports

Caring
listener

Builds
relationships

Concern for
welfare of
others

Mild
mannered

Good team
player

**Hot button:
Get along
with each
other'**

Analytical (ask/control)

Thinks
before
speaking
Clarity of
focus
Detail
oriented
Not
overbearing
Quietly

confident
Purposeful
Hot button:
Get it right!





STYLES WHEN NEGATIVELY PERCEIVED...

Expressive: Attacker

Driver: Dictator

Amiable: Acquiescer

Analytical: Avoider



CLOSING WORDS

- Speak up at work
- Learn to negotiate
- Find a mentor
- Be a coach
- Build your personal brand
- Work on what you fear
- Be confident
- Have a vision
- Be generous to others
- Be good to yourself

THANK YOU!

SUSAN CROFT
www.asctraining.net
scroft@asctraining.net