

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.



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