

# 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 book,  
'Gender Games: Doing Business with the Opposite Sex'*