

MEDIA RELEASE

Date:

CONFUSION REIGNS IN CLASH OF SEXES

Women's tendency to communicate as 'storytellers' and men's reliance on facts and figures is creating expensive misunderstandings and loss of business opportunities in business today according to business communications expert, Candy Tymson.

Author of "*Gender Games: Doing Business With the Opposite Sex*" Candy Tymson will tell **(fill in relevant group & date here)** that women's first priority in business is more likely to be building relationships with colleagues, a stark contrast to the traditionally male preference for information-based decision-making and management.

Such communication styles are causing confusion to reign supreme in business as three generations struggle to understand the opposite sex.

And with women now representing 40 per cent of the workforce, 55 per cent of university graduates and 34 per cent of business owners, avoiding unnecessary breakdowns in communication has become critical, says Ms Tymson.

Compounding the confusion are the different sets of expectations, values and levels of understanding of the opposite sex held by the Traditionalists, Baby Boomers and Generation X.

"Baby Boomers make up 45 per cent of the workforce and many of them don't understand what makes the opposite sex tick. In contrast Generation X-ers are confident and assertive and don't have any gender issues at all," Ms Tymson says.

"Then there are the Traditionalists who make up about 10 per cent of the labour market and many of them wonder why women are in the office at all!"

Ms Tymson says there are several reasons for the different communication styles, including the fact that research shows men operate from one side of their brain while women work from both sides, and of course cultural conditioning.

"An example is the tendency for many women to finish their statements with comments like 'don't you think?' and 'isn't it?' whereas men will simply say 'do this'," she says.

"Translated to a meeting situation, a women will nod her head during a discussion because she relates to what the speaker is saying, while a man will nod as a sign of agreement."

"As a result, these different styles of communication are creating unnecessary breakdowns and putting business in a state of flux.

"The question that all of this raises is - which style makes for a better boss?" /more

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The good news for business is that cultural conditioning may begin to change such traditional gender-based communication styles.

“When I was conducting my research I spoke to kindergarden teachers from the 1950s and 1960s and they said boys then would never approach the dolls’ corner or play house games. But today they do, because the role models at home have changed,” Ms Tymson says.

“Today most couples share the parenting role, sometimes by both working part-time, so that children can form much stronger bonds with both parents - and that is challenging the traditional stereotypes of dad being the provider and mum is the nurturer.

“It will be interesting to see what impact these changes have on these young business professionals of the future.” Tymson said

ENDS....

EDITORS PLEASE NOTE: Candy Tymson’s tips for how men and women should behave when dealing with the opposite sex are provided on the following page.

BACKGROUND NOTE:

Candy Tymson is based in Sydney and is a former Lady Mayoress of Sydney. She has more than twenty-five years experience in public relations and marketing; is a professional speaker and trainer; the author of three books and an experienced and dynamic media personality.

For Further Information:

Contact Name

Phone Nos.

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TIPS FOR WOMEN DEALING WITH MEN:

- Speak up for yourself and promote your ideas and opinions. Don't allow men to interrupt or use intimidating behaviour.
- Avoid using tag endings that make you sound unsure of yourself such as "don't you think?", "isn't it?" and "is that OK?"
- Tell it how it is. Men get confused if you try to 'soften' your feedback by focusing first on what they did right or what you liked. Be direct.
- Monitor your body language and facial expressions. Be aware of giggling or smiling when it's not appropriate.
- Lighten-up. 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.

Compiled by Candy Tymson
www.tymson.com.au

TIPS FOR MEN WHEN DEALING WITH WOMEN

- Invest time in building rapport and be aware that because relationships are important to women they tend to take things more personally.
- Avoid monopolising conversations, speaking for the woman or interrupting her.
- Respect her abilities. Most women take their work responsibilities very seriously and expect you to take them seriously.
- Don't call a woman names such as sweetheart, honey, dear or darling. Unless they know you very well they will probably think you're chauvinistic and condescending.
- 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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