

## The Gender Communication Gap

Miscommunication between genders can cause stress, strain relationships, generate mistrust, affect job performance, and in some cases, even result in lawsuits. This 2- to 4-hour workshop will help participants understand how 22 basic differences in communication styles either hinder or improve these cross-gender relationships—with customers, coworkers, and teammates.

### Key Objectives

- Explore gender influences on conversational misunderstandings
- Distinguish between statements, questions, and objections and respond to each more appropriately
- Identify invalid and unstated assumptions
- Listen to messages as well as words
- Question others without eliciting hostile responses

### Who Should Attend

Team leaders and members, salespeople, managers

### Materials/Texts

Participants will receive copies of *Communicate with Confidence®! How to Say It Right the First Time and Every Time* (McGraw-Hill) by Dianna Booher.

### Class Size

To be determined by client objectives