

## 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. Both entertaining and immediately useful, this 2- to 4-hour dramatized session will help participants understand how 22 basic differences in communication styles either hinder or improve these cross-gender relationships—with customers, coworkers, and supervisors.

### 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. Participant handouts, assessments, and job-aid cards are also included.

### Class Size

To be determined by client objectives