



HE SAID, SHE SAID

COURSE DESCRIPTION

Although men and women have been working side by side in the United States for generations, effective gender communication in the workplace remains a challenge for many individuals. Therefore, this session is designed to help participants better recognize and understand the differences (and similarities) in the communication behaviors that men and women typically bring to the workplace. Participants also will learn specific communication techniques to help them engage in more effective gender communication in the workplace. This often-sensitive subject is presented in a neutral, non-judgmental way and is based on the findings of research from multiple perspectives.

COURSE OBJECTIVES

Upon completion of this program, participants will be able to:

- Understand the differences (and similarities) in the communication behaviors that men and women typically bring to the workplace;
- Leverage their individual gender-communication strengths, while compensating for their gender-communication weaknesses, as identified by the “*Gender Communication*” assessment; and
- Apply specific tips and techniques to communicate more effectively in the workplace, including effective emotional self-awareness and self-expression, active listening, empathy, two-sided appeals, and The CONNECT Model™.

For more information – or to schedule a workshop – contact Marathon Leadership® today!



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