

# Gender Diversity in the Workplace

**Don't miss our upcoming session at the NACS Show on Friday, November 9th at 8am ET, Room B405 Georgia World Congress Center - Atlanta, GA**

## Focus: Gender Cultural Differences

Cultural Differences between the genders begin the minute we are born. There are actually traits and characteristics which are hard-wired in to each of us from inception. These differences are further intensified by gender specific societal influences. Behaviors are then transferred into the workforce, sometimes creating a challenging work environment. Understanding, accepting, and valuing these differences will create a more productive workplace. When companies embrace diverse professional styles, they begin to grow and utilize each individual's talent more effectively, ultimately increasing productivity.

As infants, parents are more responsive to a girls cry than a boys. As small children, boys are taught to be tough and girls are taught to be nice. In education, boys are praised more for academic achievement than girls. In play, boys compete with each other while girls try to play fair and give everyone a chance. These behaviors are encouraged as the norm and are carried over into every aspect of life, including the workplace.

In business, when men and women are given the same task to accomplish, they go about it in very different ways. Women tend use a process focus, discussing the decision with their peers before moving forward. Men, on the other hand other hand, are more end game focused. Usually making their decision based on their collective knowledge in a timely fashion. That's not to say that men go after goals more than women. Both genders are goal focused. It's just how they approach the goal that's different. Working together

**“When men and women understand and value each others cultures they will be more successful both personally and professionally.”**

as a team has different meanings for most males and females. Often being a team player means completing the tasks assigned without question, to most men. Whereas, women find that being a team player is one of sharing ideas and collaborating to accomplish the task at hand.

We see this played out even further in leadership styles where men are comfortable with Command and Control leadership styles, and women have a level of comfort with an Involvement Leadership approach. Both is needed in today's work environment and the most successful leaders utilize each style when most appropriate to maximize their effectiveness.

The cultural differences are many; however, when the genders understand and value each other, they will see more success both personally and professionally.

Certified In: **GenderSpeak** Workshop & **BIRKMAN** Coaching Partners

## EXECUINSIGHT offers Gender Diversity Training

In this research-based, dynamic, humorous and interactive session men and women will learn to recognize work style differences, value them and implement solutions to achieve success. Utilizing proven strategies and research, **ExecuInsight, LLC** can bring you the highest quality in motivational keynote sessions and/or training. For more information or to schedule a training session please visit our website at [www.execuinsight.com](http://www.execuinsight.com) or call 512-864-9952.

## Article Preview: Women Working with Women

In workplace, 95% of women have been sabotaged by another woman at some point in their career. In addition, women in business would prefer to have a male boss 2:1. In the December issue we will explore why women have this natural tendency and how this can affect your company's success.



## Upcoming Events

Join us at the NACS Show on Friday November 9th at 8am ET in room B405 in the Georgia World Congress Center - Atlanta, GA

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*ExecuInsight recognizes the organizational challenges of today's ever-changing business environment; let us help you understand how gender differences and behavioral dynamics could be affecting your bottom line.*

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