



**ASHER**  
GLOBAL LEADERS IN SALES STRATEGIES.

## Increase Your Organization's Effectiveness Through Improved Communication Between Genders

### GENDER COMMUNICATION WORKSHOP

People communicate with each other primarily through three methods:

- **VOCALLY** - (*how we sound*)
- **VISUALLY** - (*non-verbal signals from the eyes, face, hands, arms, legs and body angle*)
- **VERBALLY** - (*what we say*)

Men and women have their own way of communicating based on how boys and girls play as they grow up. In general, boys participate in organized games where competition is one of the main metrics of success. Girls participate in smaller groups and change the rules as they go along to encourage participation by all. Relationships are the main metrics of success. These differences in upbringing account for some of the different means by which men and women communicate.

### How will your organization benefit from attending a **GENDER COMMUNICATION WORKSHOP**?

When men and women communicate and understand each other better, they work better together and effectiveness is increased, leading to top and bottom line growth for the organization.



### WHO BENEFITS FROM THIS WORKSHOP?

- » Salespeople
- » Marketing Executives
- » Information Technology Professionals
- » Customer Service Representatives
- » Program/Project Managers
- » Executives/Managers
- » Government Managers
- » Engineers & Analysts
- » Recruiters
- » Attorneys

### CONTACT

For more information  
or to enroll in an upcoming  
**GENDER COMMUNICATIONS  
WORKSHOP**

CALL (202) 742-6639