



# Gender Communication

2006 CACUBO  
Annual Meeting

Denver, Colorado

*Presented by:*

Deborah Snellen - President

*BUSINESSCLASS*  
*Practical & Relevant business skills*

17713 Wilding Place Drive  
Wildwood, MO 63005  
Phone/Fax: 636-519-8890  
E-Mail: [dsnellen@attglobal.net](mailto:dsnellen@attglobal.net)  
[www.ebusinessclass.com](http://www.ebusinessclass.com)



---

# Gender Communication at Work

---

September '06

Dear Sir(s) or Madam:

Thank you very much for your interest in our programs and the process we have devised to make the programs run more efficiently. We are having an open house to showcase the programs and would like to invite you to attend. You can bring someone else along if you want to. The open house will begin at 8:30. Coffee and pasties will be available. Please RSVP.

Monica  
222-234-2345  
Senior Staff Associate

She said, "The bookkeeper needs help with the billing. How would you feel about helping her out?"

He said, "Fine."

---

---

---

---

---

The productivity of your office has been dropping in the last few months. Your staff just has not seemed that concerned that things are not getting done and you have to continually remind them to have things done on time. They are all fairly new to your department. In the past, it has helped to redefine people's roles.

**Would you:**

\_\_\_\_\_ Make your feelings about the goals very clear and do all you can to help in completing the goals.

\_\_\_\_\_ Avoid confrontation and do not put pressure on people. It is important that they realize the problem and correct it on their own.

\_\_\_\_\_ Act quickly and firmly to correct the problem.

\_\_\_\_\_ Make yourself available for dicussion without being too pushy. Seek consensus on what needs to be done.

---

---

## Gender Communication: Researched Differences

	MEN	WOMEN
Managing up and down	More careful when delivering criticism to boss	More careful when delivering criticism to employee
Indirectness	Indirect when admitting fault or weakness	Indirect when telling others what to do
Equality	Emphasize “pecking order” and status	Value the relationship more than who is in charge of who
Body language	Hold distance, less eye contact, fewer gestures	Stand closer, eye contact, more gestures
Requests	Make commands or directs	Makes requests
Changing subjects	Complete one subject then move to next	May veer off subject
Problem solving	Think about it and want solutions	Articulate thoughts and discuss the problem
Giving feedback	Direct and blunt	Tact and sensitivity
Asking questions	To gather information	To gather information AND to cultivate the relationship
Talking	Report talk Talk more and interrupt Express facts More stories and jokes to negotiate status May initiate conflict	Rapport talk Wait for their turn to talk Share the “experience” Tell stories to downplay themselves Avoid conflict because it threatens relationship

---

---

# Communication Styles

***Circle the 10 communication strategies that best describe your communication style:***

Being direct  
Being brief, concise, clear  
Be logical  
Use data and charts  
Being accurate and specific  
Being prepared to prove  
your position  
Thinking through before  
you communicate  
Having your numbers  
ready and knowing  
them well  
Planning for debate  
and challenge  
Doing your homework

Provide documentation  
Providing an opportunity  
to take notes  
Communicating in a step  
by step format  
Giving examples  
Being consistent  
Staying on track  
Explaining in detail  
Planning your  
communication  
Who, what, when,  
where, how  
Being practical

Talking about the big picture  
Don't worry, be happy  
Brainstorming  
Imagining  
Thinking and talking about  
the future  
Using metaphors  
Using pictures  
Having fun, not too serious  
Ambiguous  
Always moving

Loosen up, not too formal  
or direct  
Establishing rapport  
Personal touches  
Considering other people  
Sharing feelings  
"People focused" attitude  
Paying attention to  
nonverbal communication  
Making your interaction  
"user friendly"  
Being sure to respect feelings  
Making eye contact

---

---

---

## Sources and Resources:

Herrmann, Ned

The Whole Brain Business Book  
www.hbdi.com

Hersey, Paul and Kenneth H. Blanchard  
Situational Leadership

Tannen, Deborah

You Just Don't Understand  
Talking from 9 to 5  
That's Not What I Meant!

"The Power of Talk: Who Gets Heard and Why" - Harvard Business Review Reprint 95510

Tingley, Judith C.

Genderflex: Men and Women Speaking Each Other's Language at Work

Web addresses:

[www.amsc.belvoir.army.mil/ccampus/Learningcurve.....](http://www.amsc.belvoir.army.mil/ccampus/Learningcurve.....) (no longer valid)

[www.afirstlook.com/manual6/ed6man33.pdf#search=%22genderlect%22](http://www.afirstlook.com/manual6/ed6man33.pdf#search=%22genderlect%22) (a PDF)

## Meet Your Presenter

Deborah Snellen is President of Business Class, a company dedicated to training and development options for businesses and organizations. A specialist in management development, organizational development, and communication skills, Deb has provided seminars and speeches nationwide and in Canada. She has been a featured speaker for the Canadian Booksellers' Association, several of the Annual Meetings of the National Association of College Stores (NACS), and the Western Canadian Booksellers' Association in Whistler, British Columbia. She has presented programs at three of the International Conferences of the American Society for Training and Development. She has presented at several CACUBO Professional Development workshops in St. Louis. Deb writes a regular feature for the College Store magazine entitled "The Trainer's Diary." Over 50 of her articles have appeared in the publication.

Mrs. Snellen received a Bachelor of Science in Education from the Honors Division of the College of Education and a Master of Arts degree in Speech Communication with an emphasis in Organizational Communication and Training from the University of Missouri at Columbia. Prior to the formation of Business

Class, she was employed in the field of training for Electronic Data Systems of Plano, Texas. Later, she served as Director of Human Resources for MBS Textbook Exchange, Inc., a nationwide distributor of college textbooks.

In 1994, she became the fourth person in the state of Missouri to be certified to administer and interpret the Herrmann Brain Dominance Instrument, a powerful survey which profiles individual work style and preferences. This tool is used worldwide for communication, teambuilding, and numerous other applications. She will soon achieve Level II Certification, enabling her to officially interpret team and pair profiles.

Mrs. Snellen served as the 2003-2004 President of the University of Missouri Alumni Association, an organization of over 33,000 members worldwide. She is a member of the faculty of the United States Chamber of Commerce where she teaches courses on management and communication skills.

The Snellens enjoy spending time at their second home in Whitefish, Montana.

---