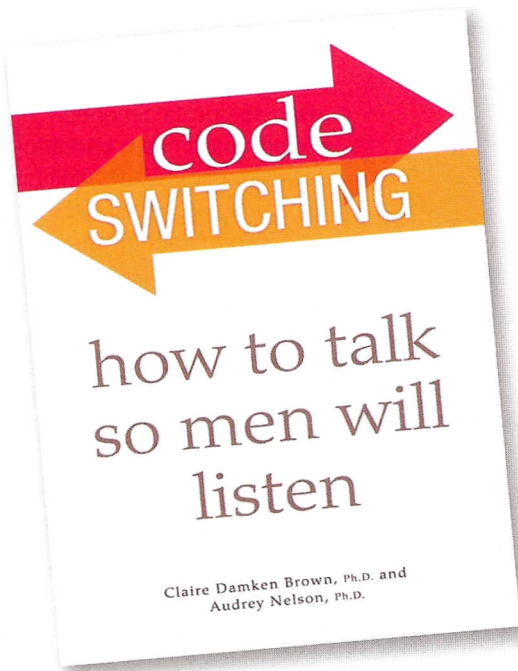


# Be Heard!

## Talking Techniques That Work



**It's no secret, men and women communicate differently.**

We have our own unique styles. Some might even say we have our own language, albeit verbal or nonverbal. Nonetheless, man or woman, we just want to be heard. We want to know our message has come across.

Then, when you add important careers and paychecks to the mix, clear communication becomes even more crucial—from the mailroom to the boardroom. But, is your style holding you back, or falling on deaf ears?

These are tough questions that can really force a person to look inward. Rather than telling business women to be more like business men, and vice-a-versa—a recipe for failure—two renown communication experts, Claire Damken Brown, Ph.D. and Audrey Nelson, Ph.D., who have spent years coaching women through communication pitfalls, say you can effectively deliver a message, in your own way, by following a few simple guidelines.

We enlisted their help, and advice from their new book entitled “Code Switching: How to Talk So Men Will Listen.” In lieu of carrying around a bullhorn at work, which I’m sure some of you have been tempted to do, try this four-step plan, instead—learning what to say, how to say it and how to act while speaking for maximum effectiveness in the workplace. It might just help you get the respect you deserve. —PW

### “Code Switching: How to Talk So Men Will Listen” 4 Step Plan

by Audrey Nelson, Ph.D.

**1. Code switch:** Develop a self-awareness of how you phrase your requests. If you routinely employ indirect compound forms of speech, you will not be able to elicit cooperation from your co-workers.

**2. Code switch:** Women, be the first to speak. This is a bold act and commands attention. You also have the opportunity to set the tone of the interaction and meeting. People will be more likely to sit up and take notice.

#### EXPLANATION:

**Why women struggle with requests**

Asking someone to do something for you requires assertiveness. Remember, women tend to focus on others. They do for others. In contrast, most men employ imperatives:

“I need this now!” This is a command. The strategy of compound requests works like this: the more words a woman uses, the more the request is softened. It is a polite form of speech. But, the request becomes, “Will you do this now?”

#### How Language Styles May Vary:

- |  |    |   |
|--|----|---|
| Men  | VS | Women   |
| <ul style="list-style-type: none"> <li>- Impart Information</li> <li>- Build Territory</li> <li>- Use Power Plays</li> </ul> |    | <ul style="list-style-type: none"> <li>- Build or Indicate Relationship</li> <li>- Share and Build Rapport</li> <li>- Attempt to Build Credibility</li> </ul> |

INFOLINK: [www.CodeSwitching.biz](http://www.CodeSwitching.biz)

Courtesy: Code Switching: How to Talk So Men Will Listen

