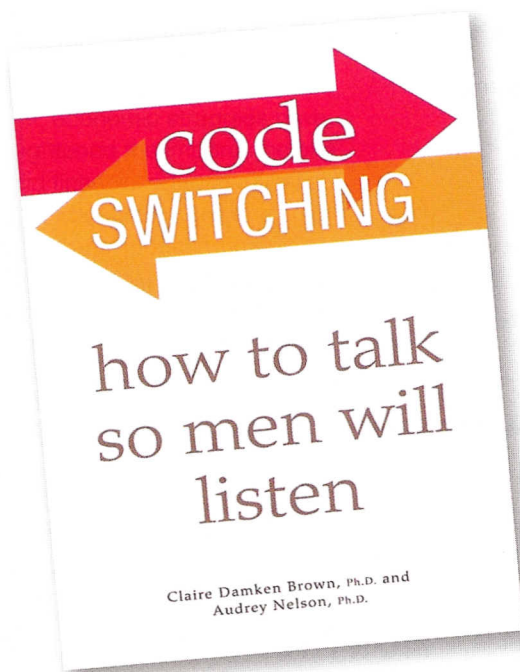


Be Heard!

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
- Impart Information		- Build or Indicate Relationship
- Build Territory		- Share and Build Rapport
- Use Power Plays		- Attempt to Build Credibility

INFOLINK: www.CodeSwitching.biz

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

3. Code switch: Try to express a feeling verbally: use a single word, without over qualifying. "I'm upset." "I'm thrilled." Use metaphors: "I'm so angry I can't see straight." "I'm worried I will rock the boat." Use action: "Right now, I want to run away from this project." "This is so overwhelming that I want to give up."

4. Code switch: Men appreciate a bullet style or concise points and some data, logic, or fact-based information. They are not interested in a lot of "touchy feely" examples—they just tune these out.

EXPLANATION:

Women struggle with the "heart" and "head," or emotional/rational dichotomy.

At work, the scales need to be tipped more to the "head," or rational side. Yes, of course, you can relay your heartfelt concern or passion for an idea, but the rational expression of emotions needs to dominate the overall message. You can be your own emotional manager. *pw*

Audrey Nelson, Ph.D., is a communication consultant, author and business owner.

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About the Authors:



Claire Damken Brown, Ph.D. Founder and president of Damken Brown and Associates, Inc., is a speaker, consultant, and author specializing in Diversity and Equal Employment Opportunity (EEO) strategies, gender communication, sexual harassment prevention, conflict resolution and cultural competency. As a senior manager she spent 16 years at Brown/Nelson Communication directing equal opportunity, affirmative action and diversity organizations at AT&T and Lucent Technologies. Dr. Brown co-edited "Conflict and Diversity" (Hampton Press, 1997) and has lectured and presented workshops across the United States and in Puerto Rico. As Senior Operations Manager at Avaya Inc., she served as president of the nonprofit women's career support group, Women of Avaya, where she implemented and supported women's mentoring programs, career advancement training and a harassment-free workplace.



Audrey Nelson, Ph.D. is an internationally recognized communication consultant and seminar leader and head of Nelson Communication, a corporate communication company. She specializes in interpersonal skills, male/female communication, sexual harassment and discrimination, cultural diversity and conflict management. She has trained thousands of employees on gender communication. She is the author of "You Don't Say: Navigating Nonverbal Communication Between the Sexes," published by Prentice Hall. She was a university professor of communication at San Diego State University and the University of Colorado, Boulder. She has 25 years experience as a consultant, trainer and expert witness in sexual harassment cases, working with a wide range of government and Fortune 50 and 500 companies to improve workplace interactions and communication between men and women, and she has appeared as a communication expert in several recent issues of Cosmopolitan, Redbook, Real Simple, Chic, Men's Health, Women's Health, Colorado Biz, and HRSuccess magazines.