

JANE SANDERS

GenderSmart® Solutions • www.janesanders.com

GET GENDERSMART®

Gender Communication for
Recruiting and Retention

Sponsored by **MassMutual**

LAMP 2009
“Lead Your Team To Growth”

GenderSmart® Solutions

P.O. Box 6033, Malibu, CA 90264

(310) 589-2212 Tel

(877) 343-2150 Toll-free

(310) 589-2213 Fax

Email: jane@janesanders.com

www.janesanders.com

Author of

GENDERSMART®

Solving the Communication Puzzle
Between Men and Women

Published in 5 languages

GET GENDERSMART®

Gender Communication for
Recruiting and Retention

WHAT MOTIVATES WOMEN

- Flexibility and freedom
- Fulfillment from helping people in a meaningful way
- To feel supported and connected
- To be respected and taken seriously
- Equal pay
- Genuine opportunity
- To be treated fairly and equally
- To work for ethical, moral companies

=

SECURITY - physical, **emotional***, financial

THE BUSINESS CASE: WOMEN...

- Control over 80% of purchase decisions
- Start businesses 2-1 compared to men
- Live longer, increasing sole asset control
- Are more likely to employ a fin. svcs. professional
- Are twice as likely to choose a female fin. svcs. prof.
- Are generally better communicators & readers of sales cues
- Have huge untapped natural market
- Can be very successful as fin. svcs. professionals
- Have longer sales cycle/higher closing rate
- Get to emotional pain level easier
- Refer more women agents/FRs
- Give twice as many client referrals
- Take coaching, training more seriously
- Can make high \$ once past 2-3 years

SOURCES: Spectrum Group Study 3/04; Women in Philanthropy 3/03; Aetna Retirements Services 1997; Medelia Communication 2000; Prudential Financial Literacy Survey 2004; Harvard Economist 2000; FS Sales Managers interviews.



GET GENDERSMART®

Gender Communication for
Recruiting and Retention

BIOLOGICAL DIFFERENCES

- Every physiological system in the human body varies between men and women.
- The emotional and verbal areas of women's brains are larger than men's, with more connections between them.
- Men have 10-100 times more testosterone.
- Women's brains circulate more oxytocin - a bonding chemical.
- Men's brains slow down more easily, especially when verbally overwhelmed.

And many many more differences...

BEHAVIORAL DIFFERENCES

(Also management, teamwork, coaching, sales style differences...)

Both men and women are a blend of masculine and feminine styles. Most men have a predominantly masculine style, and most women a predominantly feminine style...but not always. THERE ARE ALWAYS EXCEPTIONS TO THE RULE.

Masculine/Men

- Independence
- Status
- Competition and superiority

Feminine/Women

- Consensus and collaboration
- Connection
- Harmony

The most impactful, far-reaching behavioral difference is **status vs. connection**.



GET GENDERSMART[®]

Gender Communication for
Recruiting and Retention

SPECIFIC COMMUNICATION DIFFERENCES

Notice how you may be misperceiving someone's style, AND, how someone may be misperceiving your style. Here are just a few of many style differences:

Masculine Style

- Brief, focused, few details
- Give less emotional support
- Difficult to ask for help
- Avoid eye contact

Feminine Style

- Discuss decisions; use consensus
- Don't boast or sell themselves
- Discuss problems and feelings; more verbal
- Use tag questions, apologies, disclaimers, indirect requests

Feminine Perception

- Intentionally withhold info; rude; power play
- Men don't listen or don't care
- Aloof, know-it-all, reckless, stubborn, waste time
- Don't listen; avoid connection

Masculine Perception

- Indecisive, insecure, incompetent
- Insecure, men underestimate them
- Too emotional, weak, troubled
- Less credible, weak, vague, less managerial

A FEW INTERVIEW TIPS

- Let her lead the conversation, generally
- Ask questions, be sincerely interested
- Accept her different thought process (more time, questions, seemingly nonlinear)
- Use feeling words; empathize; show respect/care
- Listen to her concerns; don't be defensive
- Don't push solutions; apologize for even little misunderstandings



GET GENDERSMART[®]

Gender Communication for
Recruiting and Retention

RECRUITING TIPS (A FEW): Think Relationship, Connection, and Emotional Security:

- Plan for a longer process; longer meetings/interviews and more of them.
- Discuss flexibility AND it's potential impact on income. (flexible schedule does not mean lack of commitment)
- Stress the helping, fulfillment, and relationship elements of the career.
- Determine if they have enough support from home and their VIP, which may not be their spouse.
- Maintain eye contact without staring; really listen.

General Profile of Successful Female Financial Services Professionals

- History of success, self-starter; entrepreneurial drive; career-oriented lifestyle; one other active lifestyle indicator
- 4-year degree or higher; 30-50 years old
- Sales experience ideal; also teachers, bankers; income under \$150,000
- Focus on life insurance (family/emotional sale); also disability and LTC

GET GENDERSMART®

Gender Communication for
Recruiting and Retention

COACHING/MANAGING TIPS (A FEW): **Think Relationship, Connection, and Emotional Security**

- Time with you translates to higher confidence and activity
- Offer as much training as possible
- Schedule meetings later to allow time for family duties
- Provide a lot of joint work, study and discussion groups, role-playing
- Explain the why's; encourage her to identify her problem areas and goals
- Make sure she knows you care; ask her what behavior would help her see that
- Build trust_and relationship through communication
- Support family and school events and obligations; get to know their family
- Be genuine - women sense insincerity
- Encourage community involvement; give 1-2 days / year for volunteer activities consistent w/ agency values
- Make your office or agency a fun place to work!





As an expert in gender issues, Jane Sanders offers consulting, speaking, training, and coaching services on gender communication, retention and advancement of women, leadership confidence, and life and career planning. With an uncanny ability to connect quickly with her audiences, Jane Sanders uses expertise, warmth, and believability to inspire people to make positive changes in their professional lives. Rich with specific how-to's, Jane's programs are provocative, results-oriented, and highly interactive.

TOPICS

- "GenderSmart®: Improving Results with Gender-Savvy Communication"
- "Authentic Leadership — The Confidence Connection"
- "From Stuck To Stellar! Action Planning for Life and Career"
- "Get GenderSmart®: How To Work With Women for Recruiting & Retention Results"
- "From Pain To Polish: Powerful Presentations"
- "Persuasive Communication Skills for Difficult People Discussions"

CLIENTS INCLUDE

MassMutual
 Prudential Financial
 Ameriprise Financial Services
 Thrivent Financial for Lutherans
 GAMA
 US Steel Corporation
 Deloitte & Touche LLP
 Nestlé Foods
 Ford Motor Company
 Toyota Motor Sales
 Anheuser Busch
 Chevron
 Countrywide Financial
 Choice Hotels
 Shangri-La Hotels
 Northrop Grumman
 Boeing
 National Shoe Retailers Assoc.
 National Fleet Administrators Assoc.
 National Assoc. of Elevator Contractors
 Medical Group Management Assoc.
 Hibernia National Bank
 American Society of Assoc. Administrators
 Society of Human Resources
 Management
 Meeting Professionals International
 and many more...

CLIENT COMMENTS

- "Engaging, insightful, unique, fun! Thanks so much for your powerful and effective programs."
 JON WUEBBEN, BRAND SPECIALIST, FORD MOTOR COMPANY
- "Terrific! I have heard nothing but positive feedback."
 DIANA RUDDICK, VICE PRESIDENT, MASSMUTUAL
- "Outstanding workshop...engaging, relevant, interactive...very positive reaction...right on target...many thanks for a job well done."
 HELEN GALT, COMPANY ACTUARY, PRUDENTIAL FINANCIAL
- "Informative and enlightening; truly a learning experience!" "All feedback has been extremely positive!"
 JOHN CULVER AND TRACEY ROSS-WATMORE, NESTLÉ USA
- "I'm impressed with the results! All executives and managers greatly benefited from your insightful session."
 RON SERVINE, DIRECTOR OF OD & TRAINING, US SALES CORP.
- "You received the highest ratings of all sessions!"
 CATHERINE IZZI, AMERICAN BLOOD RESOURCES ASSOCIATION
- "A 12 on a 10 scale!" "Fabulous!" "A 10 all the way!"
 "Jane knew about us!" "Please bring Jane back!"
 VARIOUS AUDIENCE COMMENTS

Consulting • Speaking • Training • Facilitation



Additional Resources:

GenderSmart Tips - free monthly ezine (sign up at www.janesanders.com)

"GenderSmart - Solving The Communication Puzzle Between Men and Women" by Jane Sanders

"The Female Brain" by Louann Brizendine

"Leadership and The Sexes" by Barbara Annis

"Talking From 9 To 5" by Deborah Tannen

"Off-Ramps and On-Ramps" by Sylvia Hewlitt

"Why Women Mean Business" by Avivah Wittenberg-Cox and Alison Maitland

"In The Company of Women" by Pat Heim and Susan Murphy

"Don't Think Pink" by Lisa Johnson and Andrea Learned

"Get More REerrals Now!" by Bill Cates, The Referral Coach

GET GENDERSMART®

Gender Communication for
Recruiting and Retention

GenderSmart® Solutions

P.O. Box 6033, Malibu, CA 90264

(310) 589-2212 Tel

(877) 343-2150 Toll-free

(310) 589-2213 Fax

Email: jane@janesanders.com

www.janesanders.com

Author of

GENDERSMART®

Solving the Communication Puzzle
Between Men and Women

Published in 5 languages