



TOP TEN TIPS FOR WOMEN IN THE WORKPLACE

- 1. DON'T BE AFRAID TO SAY "NO".** The research shows that women tend to take on more and more. Focus on prioritizing – doing fewer things better – and if you need to say no to a request, do so with confidence, not apologies.
- 2. STAND UP FOR YOURSELF.** Don't be cowed by louder or more aggressive colleagues. Force yourself to speak up and defend your point of view. Stay calm yet firm and you will be respected for it.
- 3. BE CONFIDENT.** In her book, *The Confidence Code*, co-author Katty Kay says that those who get ahead in life aren't necessarily the most competent but instead the most confident. The research shows that women tend to focus strongly on competence.
- 4. BE "ONE OF THE GUYS."** Don't change who you are, but adapt your style a bit. A male-dominated culture often tends to be heavy on the banter – and as long as what they're saying isn't offensive, play along. If their sarcasm gets off-putting, it's helpful to have a few sharp comebacks in your pocket.
- 5. FOCUS ON SOLUTIONS.** Men are generally conditioned to act, and so their communication style tends to be more to the point. Keep your phrases or requests focused and solution-oriented and men will hear you better.
- 6. USE DECLARATIVE STATEMENTS.** Women are more likely to phrase requests or opinions as suggestions or questions, with the objective of being more collaborative. Men will often state their ask as a demand or their opinion as fact.
- 7. BE SPECIFIC WITH FEEDBACK.** This is especially important if you're in a management role, many men are hard-wired to tune out criticism. Rather than generalities, offer specific action items for them to change or do.
- 8. FIND COMMON GROUND.** Talking about your kids or a mutual interest in movies can shift the way you communicate and create an overall better working relationship.
- 9. DON'T TAKE THINGS PERSONALLY.** Men do make blunders in communicating with women, but for the most part they don't actively try to alienate their female colleagues. Don't take perceived tactlessness personally. But do feel free to treat it as a coaching moment.
- 10. BE YOURSELF.** Observe and learn the different gender norms, perceptions and behaviors of women and men. Decide if and when you adapt your style. However, be authentic and remain who you are - an amazing woman!