

What's Sex Got To Do With It?

An Instruction Course on How To Communicate Effectively With the Opposite Sex

Join Susan Carnahan as she presents a fair and square approach to the differences in the way men and women communicate. While no one style of speaking is superior or inferior, men and women have different methods of communicating. Susan introduces you to significant brain differences in men and women and then applies this information to the business arena. Learn why men and women work in teams differently, manage and lead people from different vantage points, and negotiate, persuade and reach buying decisions from a favored gender perspective.

Susan will fairly and insightfully address factual differences in gender communication, touching on:

- **Pop Quiz: How Well Do You Really Know the Opposite Sex?**
- **Examination From the Neck On Up**
- **Men Read Newspapers, Not Minds**
- **Nature vs. Nurture, and Which Counts More**
- **Body Language Differences: Eye Contact, Head Nodding, Reflecting Skills and the Use of Space**
- **Negotiation and the Gender Divide**
- **Leadership and the Gender Divide**

Aside from Susan's entertaining, light hearted and real-life examples, what makes this address particularly engaging is the learning experience she brings to her talk. The audience will leave with usable techniques they can put to work in any personal or professional relationship, and a new outlook on the differences in the way the opposite sex communicates with each other.

*"Susan is the finest speaker I have had the pleasure of listening to—
Authoritative, animated, exciting, and
thoroughly entertaining."*

**Linda Berman, Vice President
Ramback Associates, Inc.**

**YOU WILL
BENEFIT
FROM THIS
PROGRAM
IF ...**

You've ever thought you knew what you said, but he or she didn't hear it that way.

You delegate a project with what you think are clear instructions only to find that the job gets done wrong.

You voice an idea in a meeting which is ignored, only to find someone else saying the same thing and getting the credit.

Sometimes it seems you are not getting heard, not getting credit for your efforts, or not effectively persuading people to go along with your ideas.

You speak ... but no one hears.

Susan!