# In the Beginning G-d Created Man and Woman and it Was Good......

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Women have fought a tough battle to achieve the respect they deserve in the workplace in having gained the right to vote, overcoming gender discrimination, striving for equal pay for equal work with the passing of the Lilly Ledbetter law.  This year a record number of women are in the CEO position at Fortune 500 companies.  Women have “broken the glass ceiling” however, there is still a need to be heard in many organizations.  They must speak a language that will gain them an audience.                                         [](http://uniquepathways.websitehabitat.com/wp-content/uploads/sites/21/2012/10/Adam-nEve.jpg)My father once told me, “As a woman in a meeting, never start your discussion with: I’m sorry but….”This he told me in the “70s.  I haven’t apologized for anything since!!  Actually I weigh my words to make certain they are of value to all concerned and leave people open to offer their own input. I have kept those words of advice in my mind.  I see where the “I’m sorry but…” can be misconstrued as weakness and insecurity. We are now in a completely new century.  I am quite a bit older and wiser, and my father has gone to a better place.  What can women here on earth find as their better place in this time of strong male dominated competitive corporate environments? No, women must not act as men do, however they must know what makes men act the way they do to get a leg up, so to speak.  Obviously, women and men are physically different from one another.  But they are physiologically and emotionally different as well. Women bond, men compete; women discuss, men solve.  Renee Weisman, in her book: Winning in a Man’s World, states that men must understand the fundamental issues that exist. In this way they can be more effective in selling to women, in communicating to and accepting job tasks from women, and simply communicating in an effective non condescending manner in order to create a beneficial atmosphere for productivity. “It is not what you say, but how you say it….”  The tone of voice, the body language, the use of appropriate words all communicate what you really feel.  The hidden agendas show through.  The insecurities are obvious.  The overpowering attitude is predictable.  Authenticity reins true.  Be relaxed in your own body.  Know what you want to say and be ready to listen and open to opposing points with your steadfast reliance on your true self.  Know the goals.   As in a mathematical problem, there are many ways to reach that goal.  As a woman offer your thoughts and back them up with data.  Be prepared to “win them over”.  As a man, learn that women have an intuitive ability at solving problems.  Look for the possibilities in that. And remember, “In the beginning all was good………” I recommend reading Winning in a Man’s World by Renee Weiss.  I also recommend reading my Coaching Tip: **Women are not just from Venus; Men are not just from Mars** in my [Coaching Tips section.](http://uniquepathways.wpannex.com/2012/10/coaching-tip-women-are-not-just-from-venus-men-are-not-just-from-mars/)

# Please email me with your comments: isabel@uniquepathways.com