

# DIANNA BOOHER, CSP, CPAE

**AUTHOR ■ SPEAKER ■ CONSULTANT**

***INCREASING PRODUCTIVITY  
THROUGH EFFECTIVE COMMUNICATION***

## **THE GENDER COMMUNICATION GAP: "DID YOU HEAR WHAT I THINK I SAID?"**

Miscommunication between genders can cause stress, strain relationships, generate mistrust, affect job performance, and in some cases, even result in lawsuits. Both entertaining and immediately useful, this dramatized presentation will help audiences understand how 22 basic differences in communication styles either hinder or improve these cross-gender relationships—with customers, coworkers, and teammates.

### **Audiences will learn to—**

- Explore gender influences on conversational misunderstandings
- Distinguish between statements, questions, and objections and respond to each appropriately
- Identify invalid and unstated assumptions
- Listen to messages as well as words
- Question others without eliciting hostile responses
- Distinguish between directives and preferences

### **Alternate titles:**

Managing, Communicating, and Influencing Across Gender Lines

### **Supplementary Materials to Reinforce Learning:**

Book: *Communicate With Confidence!* (McGraw-Hill)

A nationally recognized business communication expert, Dianna is the author of more than 40 books, including more than 20 on communication topics (Simon & Schuster/Pocket Books, Random House/Ballantine, Warner, McGraw-Hill). Her work has been excerpted, reviewed, and featured in media such as *Good Morning America*, *The Wall Street Journal*, *The New York Times*, CNN, CNBC, *USA Today*, *Forbes*, National Public Radio, *Bloomberg*, *Boardroom Reports*, *Investors Business Daily*, Fox Family Network, *Washington Post*, *New York Newsday*, *Los Angeles Times*, *Chicago Tribune*, *Success*, and *Entrepreneur*, among other national radio, TV, and newspapers. Britannica, Nightingale-Conant, Thomson Corporation, American Media, and InterCom also have produced video, audio, and software series based on several of her business titles.



"The seminars you gave here last month received rave reviews." —*M. Elizabeth Rader, Director, Deloitte & Touche LLP*

"Very nicely done. There were only positive comments from the staff, and I hear of enthusiastic anticipation from those who will be attending the two-day sessions." —*Richard L. Brown, President and CEO, Houston General Insurance Company*

"In seventeen years, I have never seen critiques turned in where all of the attendees felt the session was a valuable investment of their time. It is great to know people like you are available to share your expertise." —*William C. Walkup, Jr., IBM*

"Your keynote address during the Opening General Session kicked off our conference to an awesome start!...You brought exceptional value to our attendees." —*Dan Maddux, Executive Director, American Payroll Association*

