



ADVANCING WOMEN, ADVANCING BUSINESS

FACT

- Perception influences the way men and women interact with each other.
- To rise into leadership, one must be perceived as a leader.
- Research demonstrates that men share unspoken perceptions and expectations that are often different from those of women, which may unintentionally hinder women from being perceived as the leaders they are.

He thinks, "If you think you deserve a raise, you need to ask for it."



She thinks, "If you are doing your job as my manager, I shouldn't have to ask."

He perceives someone pushing a point as becoming argumentative and "a pain."



She's showing her passion for her work and selling her point to accomplish a business objective.

He believes the presence of emotion implies that logic has ceased.



She believes she can have strong emotions and still be thinking perfectly clearly.

He is frustrated with those who take things personally.



Being personally invested is a signal of commitment and being 'all-in'.

He perceives flextime or working from home as special accommodations and not necessarily ideal for the team.



She believes insisting on on-site work is micromanaging and flextime is no big deal as long as people get the job done with excellence.

He gets irritated with hearing details before the bottom line and assumes the person has thought it through.



In her mind, giving details before sharing the bottom line demonstrates they have thought it through.

WHAT IF YOU COULD

remove these obstacles and **equip women to thrive and advance** in a male-led business without bashing men?

FINALLY,
YOU
CAN!

INTRODUCING A UNIQUELY DIFFERENT WOMEN'S LEADERSHIP PROGRAM.

PERCEPTIONS COACHING has developed an innovative program, based on years of research that reveals men's perceptions and expectations so women can overcome the unintentional gender gap, increase their influence, and position themselves to rise in the leadership pipeline.

WHO THIS BENEFITS

All of us! Corporations that want to increase the number of women in leadership, individual women who want to harness greater influence and be perceived as a leader in the workplace, and any man who works with professional women will all see immediate and positive change.

WHAT IT IS

The groundbreaking PERCEPTIONS COACHING workshop meets every two weeks for eight innovative, 2-hour coaching sessions working with a seasoned coach alongside 6-8 other professional women. As each session builds for the next, participating in all eight sessions is critical for learning success.

COMPANIES WITH DIVERSITY IN LEADERSHIP DRIVE IMPROVED FINANCIAL PERFORMANCE AND EXPERIENCE KEY BUSINESS ADVANTAGES.

HOW IS PERCEPTIONS COACHING DIFFERENT?



We examine how men think and engage in the workplace to help women see cultural differences that could be affecting their outcomes. Knowledge is power, and each woman can make informed decisions about what, if anything, to do with it.



This win-win, bottom-up approach is respectful to men and empowers women to manage how they are perceived and their own trajectory, rather than waiting for men and programs to accommodate the 'woman in the room'.



Our program is based on nationally-representative surveys, interviews with more than 8,000 men, and key neuroscience, as revealed in the book *The Male Factor: The Unwritten Rules, Misperceptions, and Secret Beliefs of Men in the Workplace*

THE PROCESS

In a safe but challenging peer group you will gain ultra-practical knowledge and expertise with fellow group members through role-play, case studies from actual business scenarios, interviews, peer coaching and experienced coaching guidance for immediate take-home value. PERCEPTIONS COACHING is high energy, hands-on learning.

HOW DO I GET ON BOARD?

Please contact us for a schedule of available class times and locations. Personalized groups can be customized at a location and time of your choice for a minimum of 6 participants.

Contact Cindy at ccohn@perceptionscoach.com or visit us at www.perceptionscoach.com