



PERCEPTIONS
COACHING

ARE YOU BEING PERCEIVED AS THE LEADER YOU ARE?



DO YOU WANT

the missing link to building excellent, profitable relationships with male bosses, colleagues, subordinates or customers?

the secret to being true to yourself, and yet have success, influence, and a transforming impact in a male-dominated leadership structure?

to overcome the double standard where a strong man is viewed as assertive, yet a strong woman is viewed as difficult?

INTRODUCING A VERY DIFFERENT TYPE OF WOMEN'S LEADERSHIP PROGRAM

WHAT IT IS

The groundbreaking **PERCEPTIONS COACHING** workshop meets every two weeks for eight innovative, 2-hour coaching sessions. You will work with a seasoned coach alongside a small group of other professional women.

WHAT WILL YOU BUILD

You will walk away with a life-changing understanding of the unspoken thoughts and perceptions of men, and the skill of knowing how to respectfully manage those perceptions at every level in order to be seen as the leader you are.

HOW IS THIS DIFFERENT

Based on nationally-representative surveys and interviews with more than 8,000 men, as revealed in the book *The Male Factor*, this workshop is not just one more "inspirational" women's leadership program.

Interested in joining a coaching group? Contact Cindy Cohn at ccohn@perceptionscoach.com



ASK YOURSELF

What are you willing to invest today to create an immediate, positive impact tomorrow – and transform your career for years to come?

WHAT IS THE COMMITMENT

As each session builds for the next, participating in all eight sessions is important for learning success.

THE PROCESS

Participants will engage in knowledge building, role-play, case studies, skills development, peer coaching and experienced coaching guidance for immediate take-home value.

PERCEPTIONS COACHING is valuable, high energy, and respectful to both men and women. Come prepared to leave your preconceptions at the door, do the work, and support your fellow group members as you learn and grow together.

WHAT WILL YOU LEARN

In a safe but challenging peer group you will gain ultra-practical skills and knowledge, including:

- The subconscious, unwritten rules of men in the workplace
- How to ensure your strengths are clearly seen – and not viewed as weaknesses
- How to avoid hitting men's hidden nerves that most women don't know are there.
- The words and actions that men are most likely to view very differently than you intend.
- What the visual trap is and why you should care
- The signals that change a male colleague's impression of someone from "difficult" to "assertive and competent."
- What matters *just as much* as results (tip: results matter, but it is very wrong to say they are all that matter)
- What "little things" people do that drive men crazy

PERCEPTION
REALLY DOES
CREATE REALITY.

INVEST IN
YOURSELF
TODAY.

perceptionscoach.com

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