



Entrepreneur, Author & Host
Joanna L. Krotz

**Tune in Thurs., Aug. 7, at
3 pm EDT, 12 noon Pacific,
to participate in my Live Webinar:
Mr + Ms Talk: How to Bridge the
Communications Gap at Work**

**LISTEN TO THE WOMAN'S
PLAYBOOK PODCASTS ON ITUNES,
ANYTIME**

- You'll understand how men and women use markedly different terms and language to achieve the same goals.

- You'll hear why men's and women's brains process information differently.

- Learn about 6 specific work-day scenarios where communications goes off the rails because of cross-gender confusions.

Join us on Thurs, 8/7 for the **Mr. and Ms. Talk** Webinar
@ 3 pm EDT and 12 noon Pacific.



Mr. and Ms. Talk: Bridging the Gender Communications Gap at Work

Presented by

Joanna L. Krotz

Radio Host, Workshop Leader and Multimedia Journalist

(Joanna is the host of The Woman's Playbook, the LIVE Web radio show for women entrepreneurs)

As you've likely experienced, women and men who work together often get tied up in communication knots. That's because the sexes have distinctly different ways of communicating. Such miscues can lead to misunderstandings, missed opportunities and frustrating crosstalk.

Discussions will include:

- How the differences in male and female brains influence perception and abilities
- How issues that involve power, advocacy and managing the troops throw up challenges
- Why requests for action and advice often hit blank walls
- Specific language and suggestions that will improve cross-gender communications



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ON YOUR COMPUTER,
TABLET OR CELL PHONE



Thursday, August 7, 2014

12:05pm - 1:00pm

To Participate Go To:

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For more information contact David Hammers at
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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author
Joanna L. Krotz, offers nationwide
practical advice and real-life strategies to help
women succeed in today's markets.

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