

Leveraging MASCULINE & FEMININE Strengths *for a Better Bottom Line*

IF YOUR COMPANY IS LOOKING FOR WAYS TO RETAIN TOP TALENT, SUSTAIN EMPLOYEE ENGAGEMENT, OR IMPROVE PRODUCTIVITY, CONSIDER...

- **Do you have gender diversity throughout your organization?**
- **Could your business be at a disadvantage due to a lack of diversity in leadership?**
- **Would you like to learn how to be an effective, inclusive leader who can fully engage your whole team?**

Unleash the full potential of your entire workforce — men and women!

Learn to identify and appreciate differences in masculine and feminine approaches to work. You'll then be able to build a corporate culture that engages and leverages the strengths of men and women, fostering positive corporate — and community — action.

You'll leave this thought-provoking presentation with a new understanding of these differences and ideas on how to apply what you've learned to:

- ⇒ Improve working relationships
- ⇒ Build an inclusive culture
- ⇒ Increase customer satisfaction

This lively, interactive session will give you powerful insights into ways you can create workplace cultures that leverage difference for tangible results. We will explore:

- **The business case:** Research shows the bottom-line impact of an inclusive culture and a strong correlation between gender diversity in leadership and superior business results.
- **The challenge:** Women still aren't proportionally represented within the upper levels of many business organizations.
- **The causes:** A lack of engagement often is the culprit. Once you know if and why a portion of your workforce disengages, you can do something about it.
- **The solution:** Become an inclusive leader. Increase your understanding and appreciation of both masculine and feminine approaches to work, and how the strengths of both can propel your bottom line.
- **The result:** Inclusive cultures achieve higher engagement, retention, productivity and profitability.

ABOUT CAROLINE TURNER

Caroline Turner is an expert in gender and generational differences. Her interactive presentation explores the differences in masculine and feminine approaches to working, and how corporations can cultivate these differences to get the very best from their employees. You will leave with a clearer perspective on your own organizational culture as well as tools to leverage differences in your working relationships and interactions with clients.

Caroline is the former senior vice president, general counsel of Coors Brewing Company, where she led the company's legal department, public affairs department and the office of the corporate secretary. She is a former partner in the law firm of Holme Roberts & Owen in Denver, where she specialized in securities law and corporate transactions.

She is the author of *Difference Works: Improving Retention, Productivity and Profitability through Inclusion*.



**Difference
WORKS**

To book Caroline for a workshop or your next keynote event, call 303-320-1443.



DIFFERENCE WORKS

IMPROVING RETENTION, PRODUCTIVITY
AND PROFITABILITY THROUGH INCLUSION

CAROLINE TURNER

LEVERAGING MASCULINE and FEMININE APPROACHES at WORK

Read Caroline's book to discover more ways to leverage masculine and feminine strengths and reap the benefits of higher retention, productivity and profitability.

Difference Works, by speaker, consultant and author Caroline Turner, helps leaders and managers create inclusive cultures that get extraordinary results because men and women achieve them together. *Difference Works* explains how gender diversity positively impacts the bottom line and provides effective tools to tackle the challenges that businesses still face in engaging and retaining women and men alike.

www.Difference-Works.com
303-320-1443

Read what Caroline's clients have to say about her unique and impactful presentation and book!

"A great, easy read! Leveraging and managing gender differences is the key to successfully managing the 21st century workforce. This is a timely book that turns a complex issue to a manageable strategic advantage." — *Ajay Menon, Dean, Colorado State University, College of Business*

"If you're looking for an approach to building more effective relationships among men and women in your workplace, Caroline has it. She has experience, credibility and an approach that works. Her book will help leaders build skills to create inclusive cultures and engage both men and women. Those skills can be applied to leveraging all kinds of differences in the workforce." — *Leo Kiely, retired CEO, MillerCoors Brewing Company*

"Year after year, one of the most powerful components of our WICT executive leadership program is the day-long workshop on masculine/feminine differences at work co-led by Caroline Turner. This book delivers the insights, stories and tools from that workshop, which will help any leader create a workplace that fully engages men and women. Caroline's book ties it all together and reading it has already paid dividends for me." — *Jana Henthorn, former vice president and current chapter advisor of the Rocky Mountain Chapter of Women in Cable Telecommunications, and senior vice president of Academic and Industry Outreach at The Cable Center.*

"It is not easy to convince men – lawyers, in my case – that they must understand and respond to gender differences as a first step to being an effective leader, manager or coworker. This book overcomes that natural skepticism by making a compelling case that is easy to read and to comprehend. I wish I had read it and been able to pass it around to coworkers – both men and women – 30 years ago." — *Dean Salter, former Chair of Executive Committee, Holme Roberts & Owen*