WOMEN | PERSONAL GROWTH | VALUES | VISION

# Embrace and Acknowledge what makes Women Unique

*How women interact and communicate with each other that is different than men*

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When creating a woman's organization, *Mastery for Women*, we looked at how women interact and communicate with each other that is different than men. The dynamics are complex and just like with anything else personalities and human nature are involved.

**Men and women move through business and organizational environments differently.** Very few women have had strong women leaders to model their behavior after. Thus when in a co-ed environment women tend to go back to what is familiar and respond in a masculine way. Meaning the ability to project strength and confidence, while hiding what we are feeling.

> **Men tend to identify a problem and attempt to solve it straight away. That can work for a woman too, but will not serve her as well. It doesn't utilize all of her feminine qualities and maximize her true self.**

A woman that engages empathy – the ability to recognize, experience and be sensitive to what others are feeling – can be a much more powerful communicator.

**Women are natural communicators and collaborators.** Look on any playground and you will see boys climbing and interacting in a more physical way, while little girls will be quiet, sitting in a circle or hovering together sharing in conversation. How often have you seen a little girl take another child's hand and lead them somewhere? Those are extreme examples. However, they hold true over time.

> **The key for us was to examine how to support and encourage the communicative/collaborative behavior and to make it balanced and beneficial to everyone involved.**

One of Mastery for Women's main goals is to provide a safe, loving, nurturing environment for women to feel safe and transparent. When that is achieved women thrive. They feel supported and contribute.

When creating this environment we have to remember to set the culture in the organization or relationship. As we developed our Women's organization, *Mastery for Women*, it was essential to make sure that our leadership embraced the culture and the expectations were clear. We rely on our leadership to keep the space consistent and free for women to be present and feel safe. It has to be spoken and a priority.

Safety addresses and eliminates many of what we call today the, "mean girl" traits. Those are normally defense mechanisms and/or offensive/predatory behaviors. It is not possible for those behaviors to authentically co-exist in an empathetic, transparent culture. Our leaders are committed to creating and maintaining that safe place for women to thrive. Therefore, women that embrace those negative behaviors do not fit and move on…

Now that Mastery for Women has created that safe place for women to share and be authentic…communication and expression are open.

**We need to acknowledge and foster the second most important factor that helps women to thrive – relationships and collaboration.** It has been said, that for a man to live a longer life he should have a

wife… and for a woman to live a longer, healthier life she should have strong female friendships.

> **Women should be encouraged to communicate while showing empathy and concern; which often means being transparent and sharing their story. It builds trust and trust builds relationships.**

Relationships are the second factor. Opportunities should be afforded for women to bond and connect. These things will strengthen a woman's quality of life and bring balance. This benefits the individual and the group as a whole. Women will be happier, more connected and more committed to what ever it is that they are doing.

*Mastery for Women's* organizational culture is setting the intention and blueprint for our group and hopefully it will move it into their businesses and lives.

Women will support, and foster each other and then - thrive and prosper…

> **As women we automatically connect people and resources…**

whether it is at PTA, Book club, giving directions on the street or pointing someone to the right aisle in a grocery store…. We are connectors… It is innate and will flourish in a healthy environment. This is a golden ticket for businesses if it is embraced and acknowledge.

So whether it is an entrepreneur, business executive, working mother, networking or social based organization – the goal is the same - to maximize the potential and experience for all of those involved. When women are valued and their differences are acknowledged and appreciated everyone benefits. Women need to feel safe, they need to be able to express themselves and internalize as women communicate with

them. They need to build and foster relationships in order to thrive, be prosperous and balanced.

These views do not in any way suggest that gender ensures or precludes specific qualities. These are generalizations that have been researched and proven over time. It does not mean that a man cannot be a connector or empathize like women… It only illustrates the general qualities and requirements that can assist in making a more interactive and healthy environment to support the women within organizations…. And in life…

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**Kimberly Reyes** resides in San Francisco, California. She has been running her own Interior Design firm in the San Francisco Bay Area for the last 4 years and previously in several other states. Kimberly has been lucky enough to have lived all over the country and traveled extensively around the world. This has given her a world view that lends itself to her success within a diverse women's organization. As a philanthropist and motivated contributor regarding women's issues Kimberly is passionate about Mastery for Women.

**Successful Entrepreneur**
The entrepreneurial spirit was developed in Kimberly at a very early age. She was raised by two entrepreneurs in a family – home based business. She has also had the good fortune of starting and developing several businesses as a successful entrepreneur over the last 25 years. Along the way she has had the opportunity to train and develop other women entrepreneurs. Kimberly's area of subject matter expertise SME is on networking, building collaborative business relationships, women's team building, and as a heart centered strategic advisor.

**Accomplished Presenter, Public Speaker and Contributor**
Starting 25 years ago, Kimberly was training and developing a sales force on a national stage. Over the decades she continues to motivate, connect, and support as a popular presenter and National Call in Host.

**Education**
UC Davis - B.S. Psychology with a minor in training and development

Old Dominion University – B.S. Business Administration