

**Title:** The Power Dead-Even Rule

**Production Company:** CorVision Media

**Reorder Information:** [www.corvision.com](http://www.corvision.com) or 1-800-537-3130

**Length:** 36 Minutes

**Synopsis:**

Women and men communicate most effectively when they understand the cultural differences unique to each gender. For many men and women, the world would be a much simpler place if men only had to communicate with men and women only had to communicate with women. Why? Because each gender is a culture unto itself, raised with basic rules of conduct “instinctively” known to all adult members of that gender. Consequently, what seems natural to one gender culture can seem mysterious and baffling to another.

Gender segregation is neither desirable nor realistic in today’s world. Men and women working together at all levels of society must communicate with each other as effectively as possible. Otherwise, the best intentions of each gender can and will be misinterpreted to the detriment of all parties to the communication process.

The purpose of the “POWER DEAD-EVEN RULE” program is to promote the best possible communication between men and women in the workplace. As we move between male and female cultures, we sometimes have to change how we behave (we need to “speak” the language of the other gender) if we hope to make people understand what we want and need from them in any given situation.