

Summary of a Conversation that Matters: **What is our USP?**

Held during Entrepreneurial Spirit of
Women Conference August 2010

THE TOPIC

Do women have an intrinsic value in the workplace and if so what is it?

In other words what is our unique selling proposition (USP)?

SETTING THE SCENE - 1

- ❑ When we are in business we know it is not enough to create a product or service. It must be desired by the market in order to sell.
- ❑ To sell it we define its value – its USP.

SETTING THE SCENE - 2

- We want to see fair representation of women at all levels of business.
- Do we want to achieve this through laws? By forcing employers? To be labelled as token appointees?
- Or do we want women in business because they deserve to be there?

SETTING THE SCENE - 3

- ❑ “A person persuaded against their will is of the same opinion still.”

- ❑ Let us find what our unique value is.



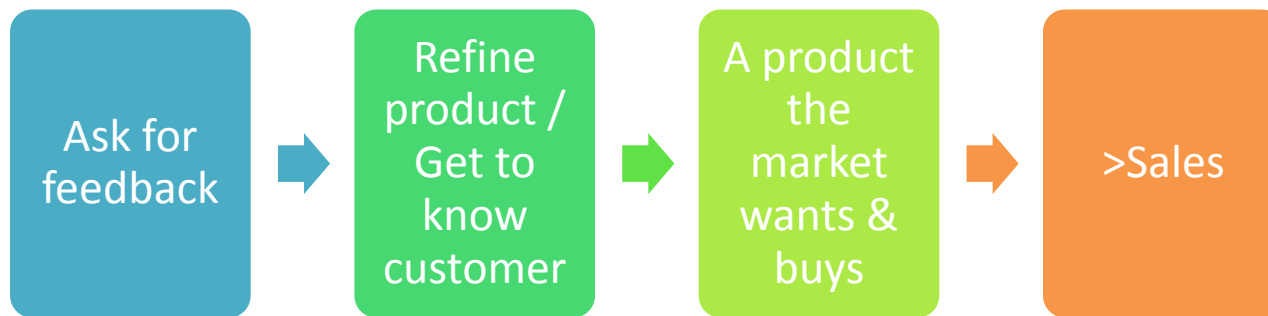
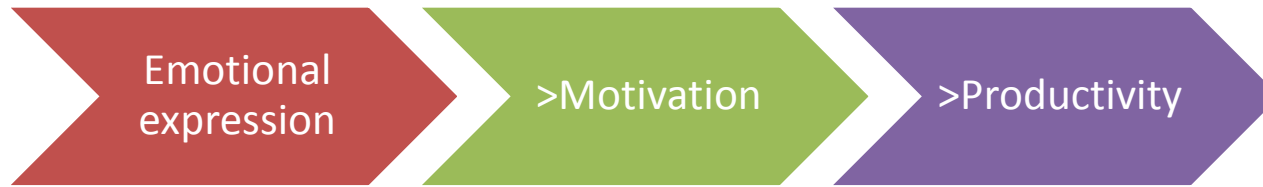
HOW DOES
BUSINESS
BENEFIT



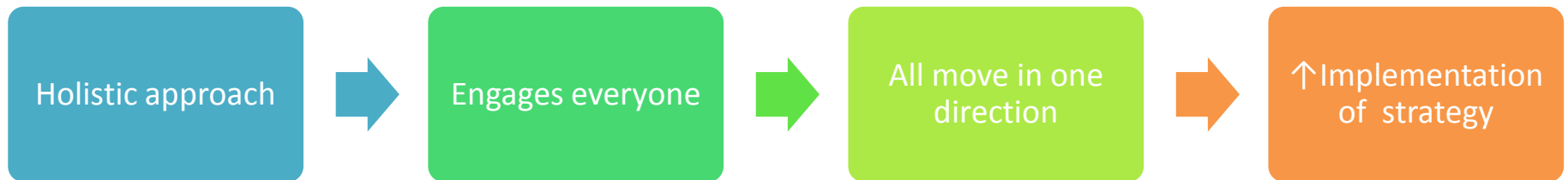
FROM THE FEMALE DIFFERENCE?

Question 2

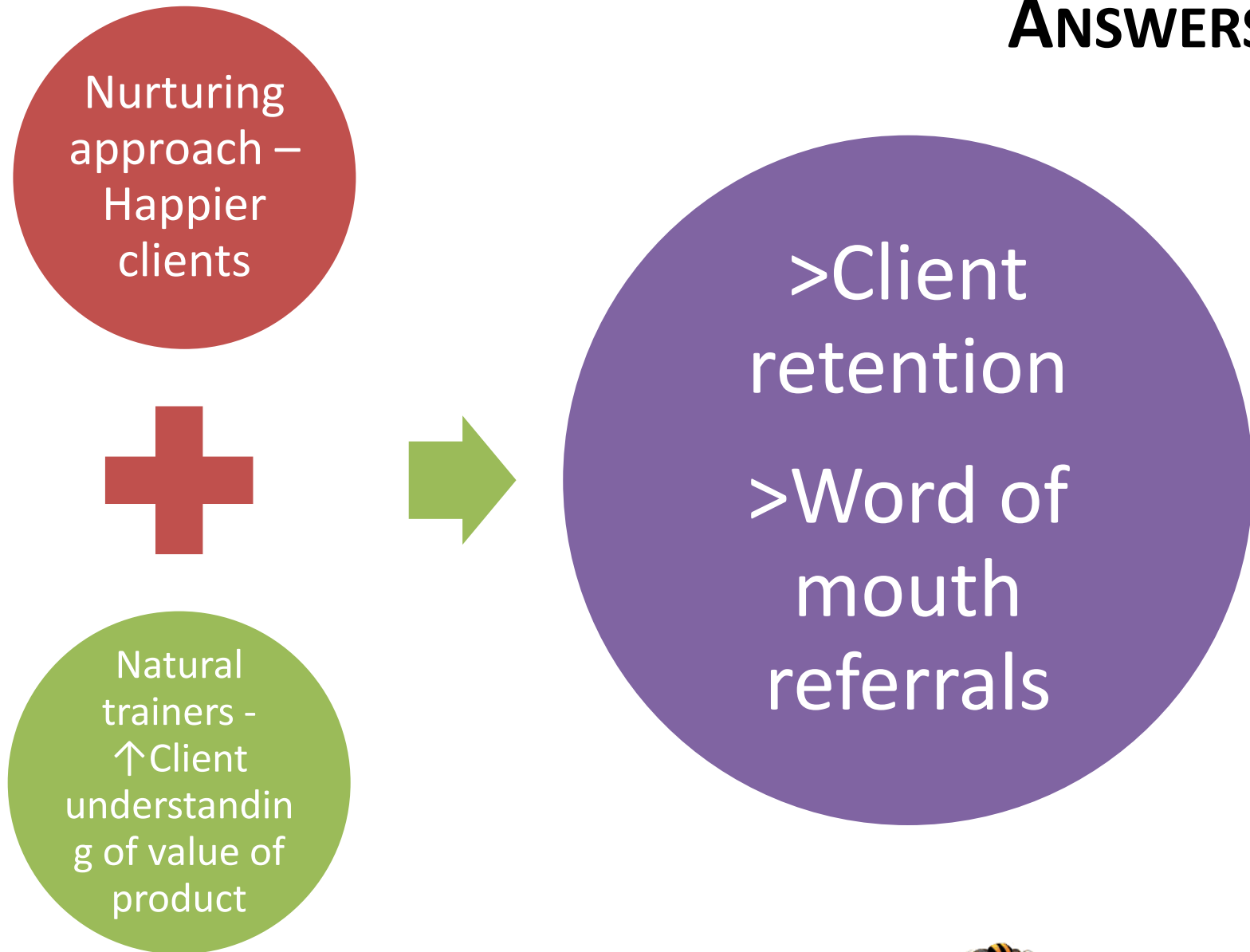
ANSWERS - 1



ANSWERS - 2



ANSWERS - 3



ANSWERS - 4

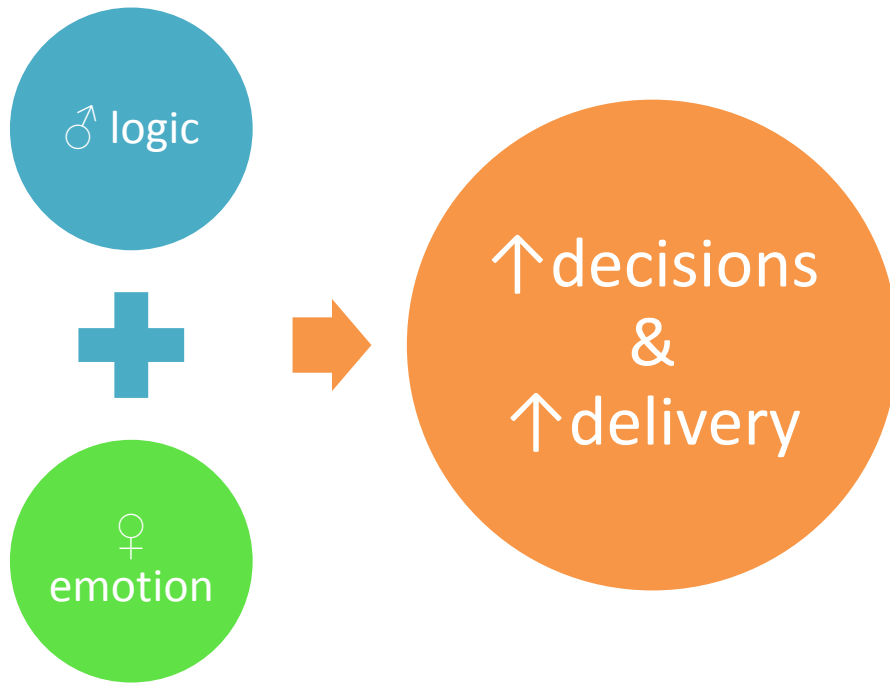


IN WHAT WAYS CAN MEN
AND WOMEN WORKING
TOGETHER,
BE BETTER
THAN
EITHER
WORKING
ALONE?



Question 3

ANSWERS - 1



ANSWERS - 2

Strategy +
intuition !!!

Openers
+ closers

Understand
your market -
♂ & ♀

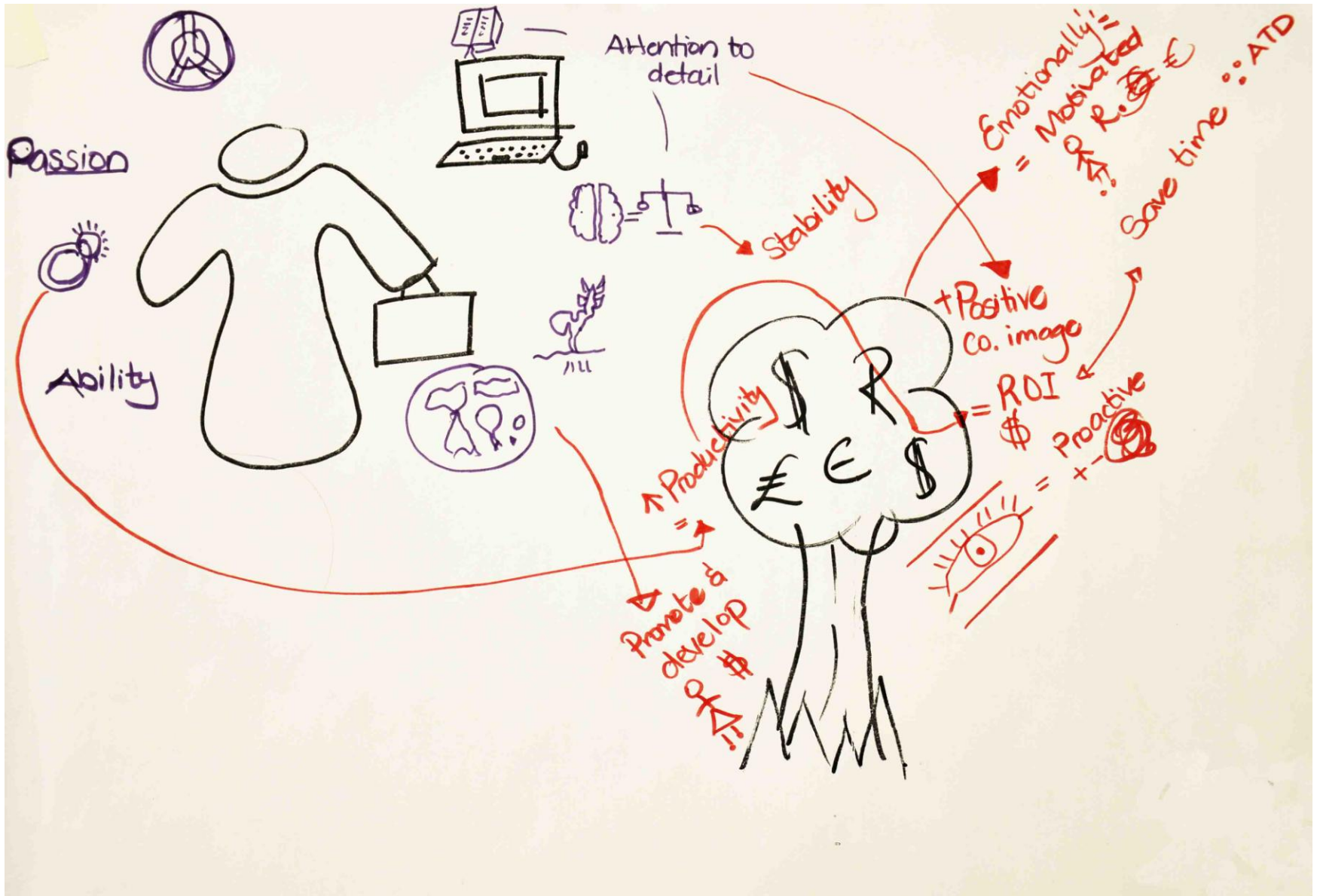
♂ + ♀ =
more!

Complementary
strengths

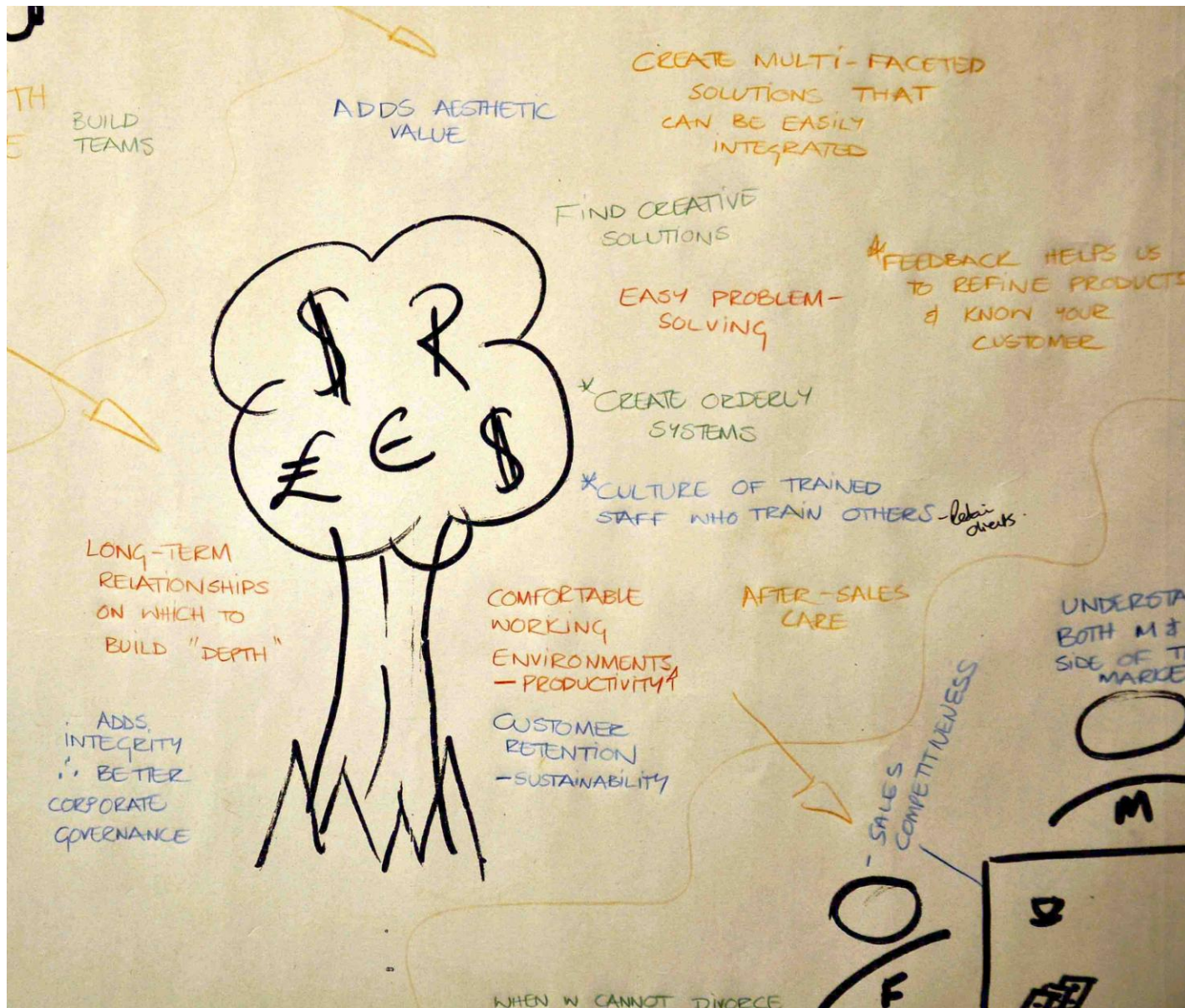


ANSWERS - 3

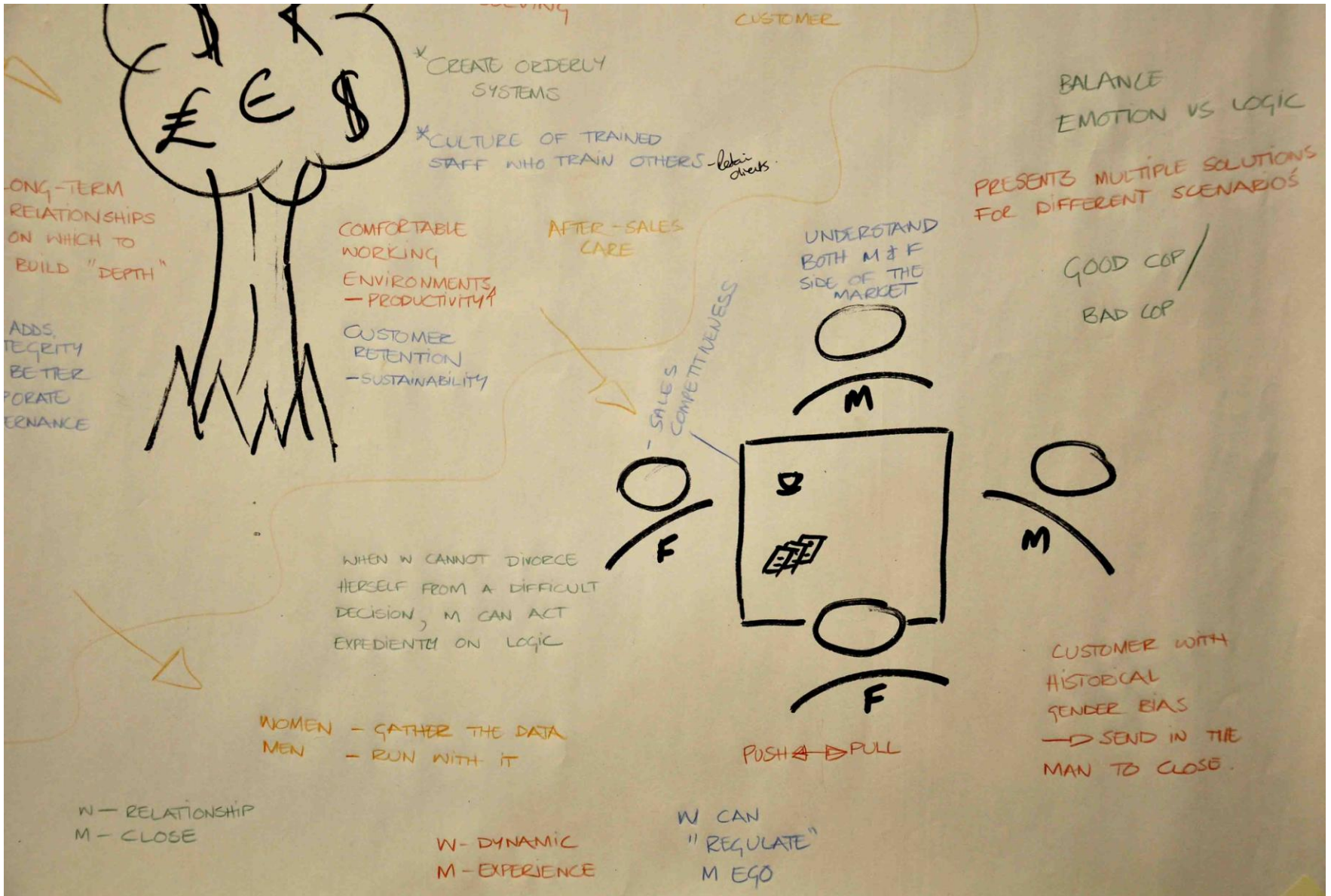




Response to Q1 & Q2 at one table ie group 2 built on group 1's output



Response to Q2 from one group



Response to Q2 & Q3 at one table ie group 3 built on group 2's output



ADDITIONAL SUPPORTING INFORMATION

Method used

Questions asked

Question 1 and its responses

METHOD USED



- We explored the question of unique value through a Conversation that Matters (CTM).
- A CTM is a unique and powerful way to bring about collaborative dialogue based on the World Café method.
- This technique ensures the active engagement of all participants. It is ideal for:
 - determining constructive possibilities for action
 - tapping into creativity
 - increasing awareness
 - bringing about a change in thinking and attitude.



QUESTIONS **ASKED**

- Q1: – In what ways do women approach the workplace differently?
- Q2 – How does business benefit from the female difference?
- Q3 – How can men and women working together be better than either gender alone?



IN WHAT WAYS DO WOMEN APPROACH THE WORKPLACE



DIFFERENTLY FROM MEN ?





Response to Q1 from one group

- They:
 - Are driven by results – without additional/hidden agendas
 - Desire to make a difference
 - Form collaborative teams – more inclusive
 - Are more supportive of others
 - Keep everyone happy
 - Use intuition
 - Are perceptive
 - Find better work / life balance
 - Display organisational skills
 - Multitask
 - Are more emotional – the female emotion results in empathy
 - Show high levels of commitment & loyalty
 - Are creative
 - Pay attention to detail