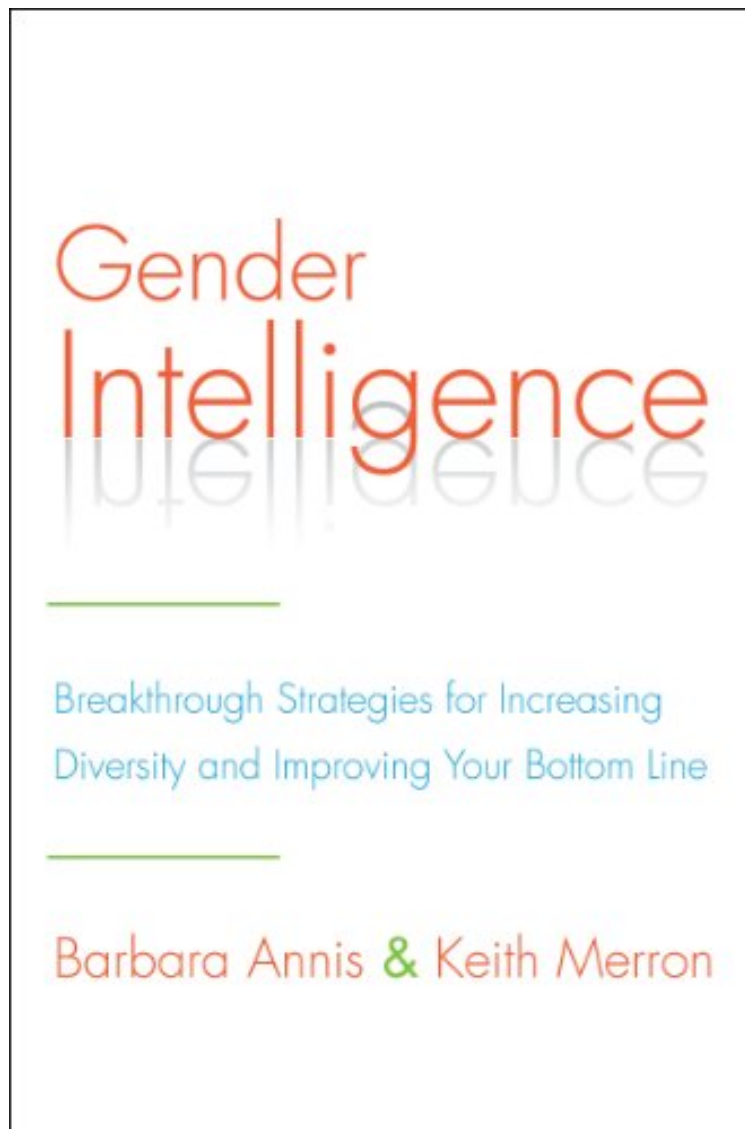


[Download free ebook] Gender Intelligence: Breakthrough Strategies for Increasing Diversity and Improving Your Bottom Line

## Gender Intelligence: Breakthrough Strategies for Increasing Diversity and Improving Your Bottom Line

*Barbara Annis, Keith Merron*  
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#455659 in eBooks 2014-05-13 2014-05-13 File Name: B00FJ3A9UO | File size: 66.Mb

**Barbara Annis, Keith Merron : Gender Intelligence: Breakthrough Strategies for Increasing Diversity and Improving Your Bottom Line** before purchasing it in order to gage whether or not it would be worth my time, and all praised Gender Intelligence: Breakthrough Strategies for Increasing Diversity and Improving Your Bottom Line:

5 of 5 people found the following review helpful. A new understanding, a new startBy Bruce BurtchIn reading Gender Intelligence by Barbara Annis and Keith Merron I experienced one Idquo;ahardquo; moment after another. I was

especially affected by my lack of prior awareness of the scientific and behavioral evidence that is the underpinning of the research presented in this book. I have spent three-quarters of a lifetime in male-female relationships: in work, in marriage, in sports, working with many female-led nonprofits and in just my everyday experiences, only to finally understand, or at least better understand, why there have been so many misunderstandings and sadly, missed opportunities in these various experiences. Gender Intelligence made me wish I could go back and start all over again. And so I will go from here, better informed and indeed quite excited about the opportunities that lay ahead when we recognize, applaud, reward and put into practice the differences between men and women that are now clearly proven to be to everyone's benefit.

3 of 3 people found the following review helpful. A must read for any business executive. By Customer This book, this work, is a game-changer in terms of unleashing talent. It is clear the old thinking on promoting diversity is not working. It has been 10 years of little change in terms of the percentage of women in senior leadership positions. Gender Intelligence, anchored in research on the differences in brain functioning, provides a new way to think about women's advancement. A must read for any business executive, and especially if you are a manager of large and diverse teams.

0 of 0 people found the following review helpful. Learn to celebrate, enjoy and leverage the differences! By DANIEL B. Yet another triumph by Barbara with Keith. An important study of an issue as old as time, thoughtfully considered and masterfully explored. The topics, processes and solutions are presented with a care and depth of understanding that only a life's work, well done can capture. It's not about condemning and changing but embracing and lifting. One leaves the page believing that they can make a difference and be better for it themselves and for their world at work and at home. I couldn't recommend this work more highly to all men and women in any business or organization that wants empowered, enlightened, highly effective multi-gendered teams.

World-renowned experts on gender intelligence Barbara Annis and Keith Merron suggest it's time to move beyond arguments based on politics and fairness, building an economic business case for gender diversity in the workplace. Despite forty years of laws, quotas, diversity training, and legal expenses aimed toward equalizing pay, opportunities, and working conditions between the sexes, the glass ceiling remains firmly intact. For too long, companies have played the "numbers game"—attempting to tackle gender imbalance by forcing affirmative action policies and numeric standards on organizations to increase the representation of women in management. Yet, these efforts have rarely been sustained. In this groundbreaking comprehensive analysis, based on more than twenty-five years of in-depth surveys involving 100,000 men and women across dozens of Fortune 500 companies, Barbara Annis and Keith Merron provide a deeper understanding of the multiplicity of forces that have combined to create and perpetuate gender inequality. Gender Intelligence exposes common false assumptions that prevent men and women from successfully performing together at work—myths exacerbated by worn-out theories of gender blindness and sameness thinking. It shows how a small but growing number of courageous, leading-edge companies have broken through the barriers to successfully advance women, making the remarkable transformation from compliance to choice—from pressure to preference—and show how it can be done in any business. Gender Intelligence features 17 illustrations.

"The book appropriately focuses on the economic benefits of adopting gender intelligence and shows how to get started, as well as illustrating how and why gender intelligence benefits us all." (Publishers Weekly)

From the Back Cover World-renowned experts on Gender Intelligence argue that it is time to move beyond politics and fairness to build an economic business case for gender diversity in the workplace. For too long, companies have played the numbers game—attempting to tackle the problem of gender imbalance through affirmative action, numeric standards, and quotas. Yet these efforts have had no measurable impact on the number of women in leadership or on a company's bottom line. Meanwhile, the dominant paradigm of traditional business remains the same. In Gender Intelligence, Barbara Annis and Keith Merron introduce a revolutionary and effective approach that is fundamentally altering the cultures of major corporations around the world. They uncover the forces that create the current condition of gender inequality and reveal, for the first time, the powerful principles that are bringing about a shift in thinking. They highlight organizations that have made the transformation from a focus on gender equity to the more powerful objective of welcoming the natural differences between men and women, which ultimately produces greater economic value. Gender Intelligence proves that the true measure of gender equality does not reside in a percentage but in the untapped power of men and women openly working and winning together.

About the Author Barbara Annis, founder and CEO of Barbara Annis Associates Inc., is a world-renowned gender expert, advocating for Gender Intelligence in Fortune 500 companies and global organizations. She is the chair emerita of the Women's Leadership Board at Harvard Kennedy School and the author of *Same Words, Different Language; Leadership and the Sexes*; and *Work with Me*, cowritten with John Gray. Keith Merron, a senior associate with Barbara Annis Associates, received his doctorate from Harvard University in human and organizational development. He is an organizational effectiveness and executive development specialist and the author of four other books on personal and organizational change, most

recently, Inner Freedom: Living Authentically the Life You Were Truly Meant to Live.