



5 More Ways Women Can Leverage Their Strengths in Business

By Catherine Kaputa, Author of *You Are a Brand!* and *The Female Brand*

1. Read between the lines.

MRI and other studies show that women are much better at picking up subtle emotional messages than men are. Women can pick up body language and are able to detect unspoken signals of unhappiness, frustration and confusion.

How to leverage emotional intelligence: Look beyond verbal messages to the real message people are conveying in meetings. If something feels uncomfortable or incomplete, act on your intuition and follow up with a phone call.

2. Empower others.

Studies show that women tend to work together collaboratively, empowering different members of the team to contribute and accomplish tasks. So rather than seek power over others, the female leadership style seeks to empower others.



How to leverage the female leadership style: Create teams and a personal “board of directors” who can advise you – and be sure to include men too. Give public credit to other people when they contribute.

3. See the big picture.

Women tend to take in various perspectives and consider a larger framework when solving a problem or making a decision, while men’s style of problem solving tends to be more linear and transactional.

How to leverage big picture thinking: Use your problem solving style to uncover risks and opportunities, and bring more creativity and innovation to your work.

4. Be likeable.

Women’s gifts for relationships, compassion, connection and empathy makes them the more likeable gender. And let’s face it, the workplace is a personality contest too, so likeability is a key factor in success.

How to leverage likeability: Smile and be positive – as opposed to being serious and stern – and you will win over business fans and be more influential in your work.

5. Brand yourself.

Use your female aptitudes listed above to brand yourself for success.