

DIFFERENTLY EMPOWERED:

*Working With (Straight) Gender-Separated
Communities & Clients*



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Out & Equal NW Regional Summit
6/12/15



Welcome



ZENA

CONSULTING

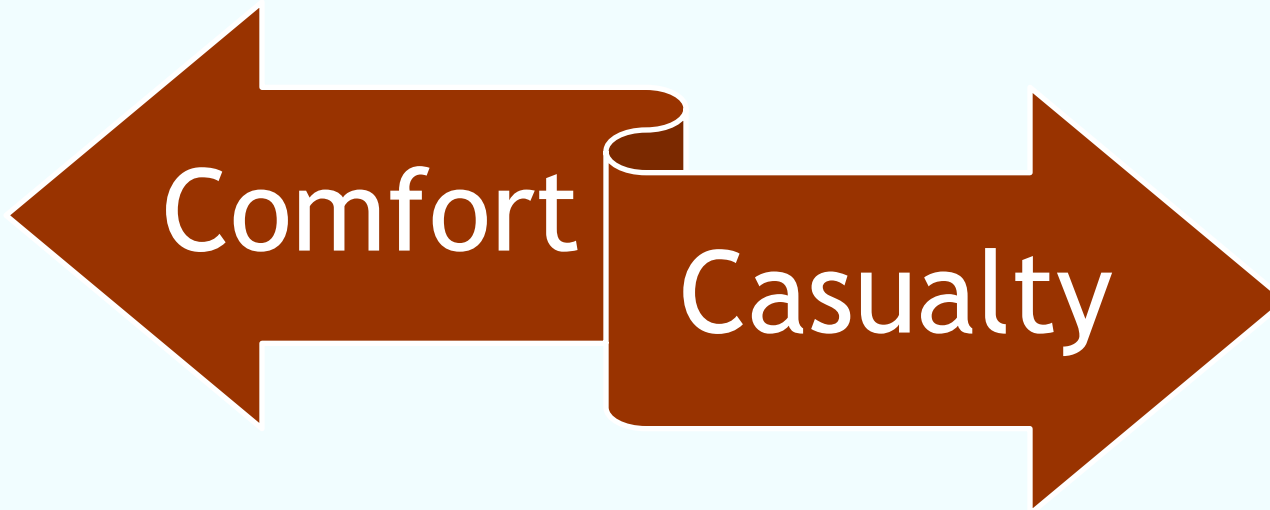
Find More Diverse Customers



Hannah Cultural Solutions

Cross-Cultural Communication

Know & Own Your Zones



Our Goals

1. Discuss gender laws and customs
2. Explore cultural similarities
3. Reduce communication gaps
4. Improve organizational effectiveness



What this is not about...

- Religious-based oppression
- Changing people's cultural beliefs
- Eliminating sexism before lunch



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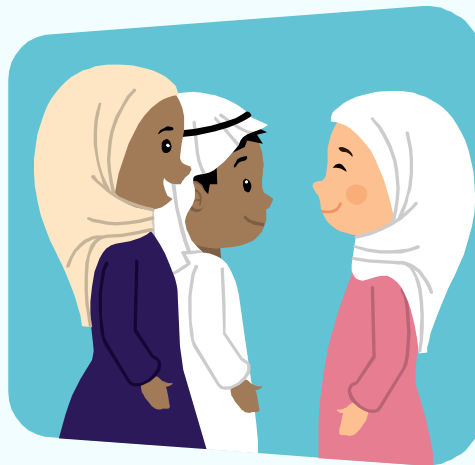
Can Separate Be Equal?



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Taboo Topics

- Women can be chauvinists too
- Americans feel superior about gender equality; judge other cultures
- U.S. media reinforces stereotypes



Misogyny has no borders



One solution won't fix global problems

Gender Power Perspectives

Complementarianism



Egalitarianism



Cultural Priorities: 1st Questions



1. Are you married?
2. Do you have children?
3. What are their names?



1. Where do you work?
2. Know any great hikes?
3. What's your dog's name?!



What is Gender Separation?

- A values-based behavior that organizes people, families & society in order to preserve cultural traditions.
- Both genders work to uphold the practice.



USA Mainstream Sexism Today

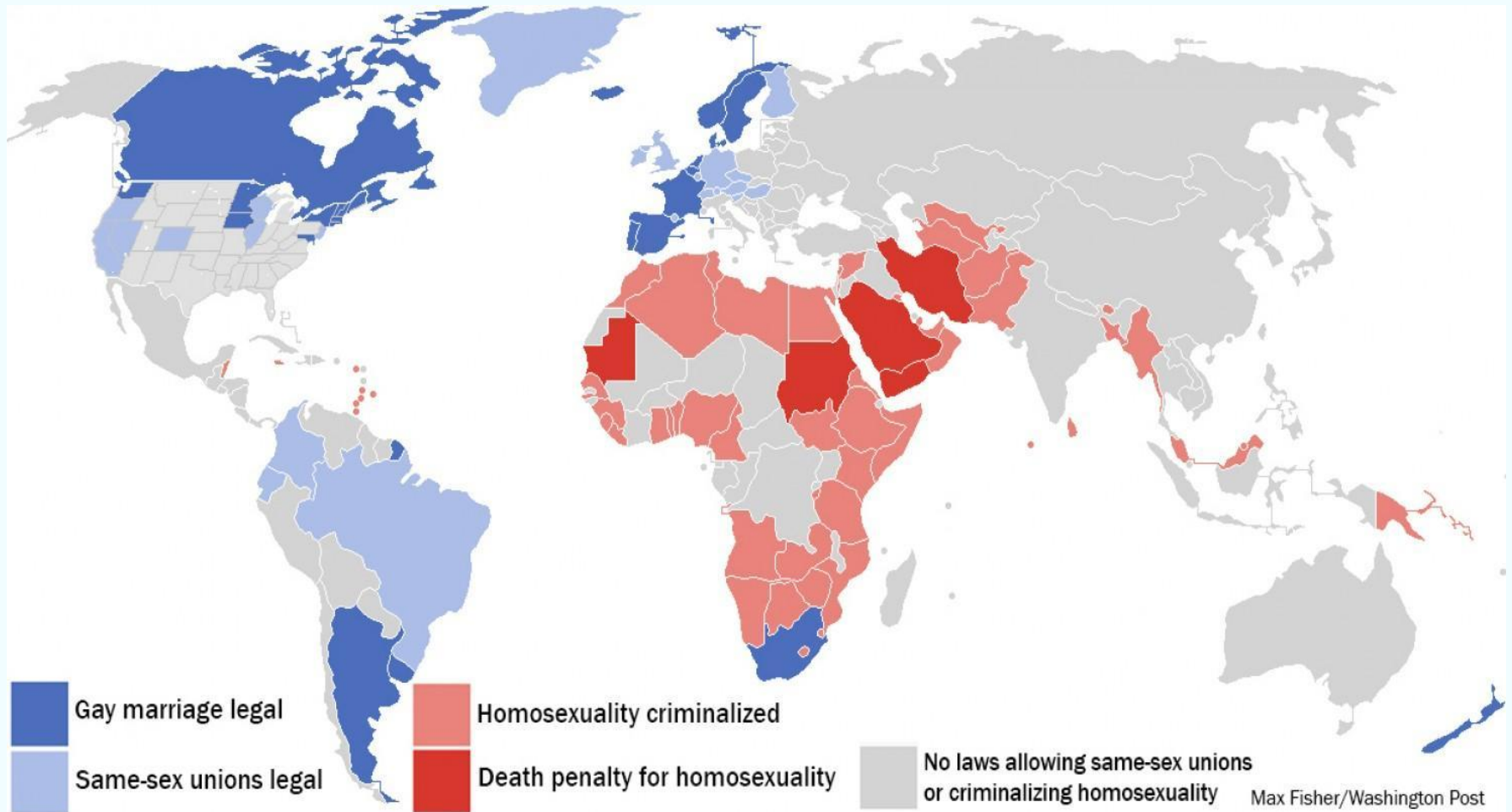


1. Name-keeping
2. “Hipster Fundamentalists”
3. Leadership gap for women

4. Parents send more sons to private schools than daughters



Global View of Gay Rights



LGBT & Arab Cultures



Laws and Gender Expectations





Thank You!



Cross-Cultural Marketing & Outreach

To learn how you can find more diverse customers/clients call Lee Mozena at 206.368.9608 or email:

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