

Women Moving Forward® Graduates Newsletter

August 2008

SURPRISE! SURPRISE! SURPRISE!

In the June 20 2008 issue of Entertainment Weekly there was an article by Mark Harris. The short version of the article is that the Entertainment Business is always so surprised when a movie like, Sex and the City does well. He chastises the business for being so stupid that they are surprised that yet another “chick flick” (movie targeted at women) made so much money and was so successful.

I don't think the Entertainment Business is the only business group wide eyed and shocked that women will come in droves for a product that is applicable and makes sense in their lives.

I'd say the Entertainment Business is in good company with its sister businesses: The Consumer Products Business, the Pharmaceutical Business, and of course the High Tech Business (yes women do buy tech products as well).

Many years ago I had a conversation with a Male VP who told me women were fooled by the media into thinking they needed “wings” on their sanitary napkins. Women, he believed, were buying his competitor's product with wings because of advertising.

The point of all of this is we need to start telling our companies to not be surprised any more when women buy something they see will make their lives easier or more fun. Wings on sanitary napkins were a wonderful development that helped us keep the napkin in place so we weren't constantly “leaking”.

Stop telling us what we want and give us what we really want and need. And while we're at stop trying to blame us (women) for the failure of your products. If your products are failing with women it's probably because women don't like them or don't want to spend money on them.

Conversely, if your products are selling to women it isn't because the planets have aligned or because you had the best advertisement on the planet. It is more likely that someone in product development knew what women wanted and designed the product for that. So consequently we are buying it!

As Mr. Harris states regarding the executives in the Entertainment Business: “When industry professionals are rendered wide-eyed with shock by the same piece of information again and again, only two explanations are possible: They're either....stupid or deeply invested in pretending that the power of the female movie going audience is....surprising”. I believe Mr. Harris has hit the proverbial “nail on the head” with his latter description: They are deeply invested in pretending to be surprised the female audience and/or female consumer have power!

If the executives of any industry that sells to women can keep on pretending they are surprised then they never have to face the truth: In the market place women are powerful!

Many years ago we heard that a beer industry organization had done a study of who actually buys the beer. Beer, one of the products universally accepted as a “male beverage”. What this group found after exhaustive study was women buy 70% of all the beer consumed and 50% choose the beer at point of sale and don't just buy what their men folk tell them to buy. That's right, women buy the beer and they decide which beer to buy!

What did the executives do with this new market place information? Did they re-vamp sales & marketing strategies? Did they assemble a female focus group to further look at this phenomenon? No they simply dismissed the research they had paid for as ridiculous!

If executives actually faced the fact that women have marketplace power even in buying the beer they would have to give up the fantasy that women are not as powerful as they are. We all know this would change their lives forever and their companies as well.

I think every executive selling to women should hear that one over and over. Stop being surprised just do your job and make effective products for 51% of the population!

If you have an opinion about this let us know. I'm sure there are plenty of stories to go around!

PUBLIC WOMEN MOVING FORWARD WORKSHOP IN GERMANY!!

We are please to announce a Public **Women Moving Forward Workshop**® in Germany September 23-25, 2008. If you would like to observe in Germany please let us know. Since it is a Public Class any graduate can observe from any company. The \$250 observer fee would apply and space is already limited so please let us know if you plan to be there. **There is still one participant space available in this workshop.**

Women Moving Forward® for 2008 October 15-17,2008 January 21-23 & October 21-23, 2009

The October 15-17, 2008 workshop has **4 spaces** remaining. This workshop is filling up ahead of schedule and there is limited space so please have all of your referrals in soon.

Men Relationships and Work© August 5-7, 2008

For those of you who want a workshop for men like Women Moving Forward® is for women this is the workshop for you!

Many men are suffering needlessly with their own issues and this course assists them in relieving that suffering and in moving on more effectively in their lives.

John leads this workshop so if you would a man in your life to register have him call or e-mail John at our office.

PRODUCTIVE RELATIONSHIPS© October 21-23 & Dec. 2-4 2008 February 24—26 & June 23-25, 2009

October and December are still available for registrations.

This workshop will help you develop the skills to deal with any relationship you have even the most difficult ones.

John would be happy to speak with anyone interested in attending.

THE WOMENS LEADERSHIP RETREAT© May 5-7, 2009

This year's Retreat was a wonderful experience. We had 13 women coming together to have some very important conversations with each other. This special Retreat is open to women from any company who are graduates of Women Moving Forward® and who are at Director level and above.

2009 has already been scheduled and opened for registration. There are already 7 spaces that are taken for 2009 and **only 5 remain**. If you plan to attend please let Susan know as soon as possible. We expect it will be filled by November 2008.

NOTE: If you are interested in bringing any of our workshops to your company we would be happy to speak with you about that.

Or if your company wants to purchase a group of spaces in our public workshops and enjoy a larger discount contact us for more information. There is a corporate discount for companies that buy 10 or more spaces at a time. These spaces can be used for the same workshops or different workshops over a period of 1 year from the time of purchase.

Spouse and Partner Discounts

Also we offer spouse or partner discounts. If you have taken a course you would like your spouse or partner who would not be paid or reimbursed to take the course by their company can attend for half price. The only courses not included in this policy are the Women's Leadership Retreat and the Advanced Men's Course.

PUBLIC WORKSHOP SCHEDULE (7/21/08)

All prices are in US Dollars

2008 Courses			
WOMEN MOVING FORWARD®	September 23-25	Frankfurt, Germany	\$3,500
LEADING PROJECTS THROUGH RELATIONSHIP, COMMITMENT & PURPOSE©	September 8-12*	Lone Tree, CO	\$5,000
LEADING PROJECTS THROUGH RELATIONSHIP, COMMITMENT & PURPOSE©	September 10-12**	Lone Tree, CO	\$3,500
MEN, RELATIONSHIPS AND WORK©	August 5-7	Lone Tree, CO	\$3,500
WOMEN MOVING FORWARD®	October 15-17	Lone Tree, CO	\$3,500
PRODUCTIVE RELATIONSHIPS©	October 21-23	Lone Tree, CO	\$3,500
ADVANCED MEN'S COURSE©	October 28-30	Vail, CO	\$4,500
PRODUCTIVE RELATIONSHIPS©	December 2-4	Chicago, IL	\$3,500
2009 Courses			
LEADING PROJECTS THROUGH RELATIONSHIP, COMMITMENT & PURPOSE©	January 12-16*	Lone Tree, CO	\$5,000
LEADING PROJECTS THROUGH RELATIONSHIP, COMMITMENT & PURPOSE©	January 14-16**	Lone Tree, CO	\$3,500
WOMEN MOVING FORWARD®	January 21-23	Lone Tree, CO	\$3,500
PRODUCTIVE RELATIONSHIPS©	February 24-26	Lone Tree, CO	\$3,500
SMART PEOPLE: MANAGING & RETAINING GIFTED EMPLOYEES©	March 10-12	Lone Tree, CO	\$4,000
WOMEN MOVING FORWARD®	April 15-17	Lone Tree, CO	\$3,500
WOMEN'S LEADERSHIP RETREAT -Make-Up Day	May 5-7 May 4	Vail, CO	\$4,500
PRODUCTIVE RELATIONSHIPS©	June 23-25	Lone Tree, CO	\$3,500
TRAINING FOR CHANGE AGENTS	October 6-9	Lone Tree, CO	\$5,000
WOMEN MOVING FORWARD®	October 21-23	Lone Tree, CO	\$3,500

***TO INCLUDE A REQUIRED 2-DAY PRODUCTIVE RELATIONSHIP WORKSHOP**

****FOR THOSE THAT HAVE MET THE PREREQUISITE ATTENDANCE OF PRODUCTIVE RELATIONSHIPS**

***Spouses and Partners of Course Graduates can attend the Course for half price
(This offer does not include the Advanced Men's Course or WLR).***

To register for any course, retreat, or conference, contact our office.

We accept MasterCard, Visa & American Express

***There is a \$500 discount when two or more people attend the same \$3,500+ workshop
from the same company and location.***

You must register together and attend together

All prices are subject to change. No refunds are given.

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