

Phillips MediaSource WhitePaper

Gender and Solving Problems

The number one rule of branding is telling great stories that solve a problem for your customers and prospects. Men and women go about this problem solving strategy in different ways. And they process information in different ways.

The challenge to connecting men and women with your media content is to become more aware of their identities -- and that comes with understanding their differences.

	Women	Men
Problems	For most women, sharing and discussing a problem presents an opportunity to explore, deepen or strengthen the relationship.	For most men, solving a problem presents an opportunity to demonstrate their competence and strength of resolve.
Thinking	Women tend to be global thinkers. They consider multiple choices and come to understand problems all at once.	Men focus on one or a limited number of problems at a time. They consider tasks as less connected and more independent.
Memory	Women have an enhanced ability to recall memories that have strong emotional components. And very good when there is an emotional theme.	Men tend to recall events using strategies and reconstruct experiences in terms of elements and tasks that took place.
Sensitivity	Women have an enhanced physical alarm response to danger or a threat. Women feel closer and validated through communication.	Men feel closer and validated through shared activities such as outdoor activities. Men feel closer and validated through competition.

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