

Secrets of male playbook and truth in communication



Biz books
■ Jim Pawlak

“What Men Don’t Tell Women About Business — Opening Up the Heavily Guarded Male Playbook” by Christopher Flett, John Wiley & Sons, \$22.95. The quick take: Don’t wait for an opportunity; make it happen; take control. Controversial — “Men put the glass ceiling in place, but women keep it there.” Politically incor-

rect — “Women at (networking) events are like hens — clucking away,, and getting absolutely nothing accomplished. Truthful — “Your friends will sell you out if it’s between you or them.”

Flett isn’t gender bashing. He’s trying to get women to see their jobs and relationships through the eyes of an Alpha female — a woman who plays the game of business by Alpha male rules. The players in that game are Finders, Minders and Grinders. Alphas are Finders; they excel at generating business. They are the hunters. Minders ensure that work gets done by Grinders. Without Finders bringing in new business and maintaining existing relationships, there is no work (need?) for Minders and Grinders. That’s why Alphas rule and Minders and Grinders serve.

Every organization has more Minders and Grinders than Finders. While this can be seen as opportunity — start as a Grinder and move up to a Minder (manager) — Flett doesn’t agree with this career path for women. He wants more women in the corner office because they have a knack for the new business model — build long-term

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relationships with employees and customers. He sees more women than men apparently satisfied with Beta (subordinate) roles. He doesn’t see many women stepping up to the pressure of being an Alpha.

His message: “If you want to be a

leader, just assume leadership. Don’t ask for it.” Make a difference and the Alpha males will respect you. Make a difference and only the Beta males and females will feel threatened. The more time you spend being a Beta female, the less likely you’ll become an Alpha. Are there risks in going for Alpha status? Yes, but staying in the Beta comfort zone won’t make you as successful as you could be.

Flett takes women inside the “Boy’s Club” and provides the hammer needed to shatter their glass ceiling.

“The 4Cs of Truth in Communications” by Isabelle Albanese, Paramount Market Publishing, Inc., \$24.95. Marketing strategists believe that the data used to develop their strategy makes marketing more science than art. Albanese sees marketing as an art because it relies totally on effective communication to deliver results. Outcomes always trump data.

Her 4Cs put the strategists in touch with their creative side so they can



translate their numbers into meaningful messages. Albanese sets the table with a fifth “C” — Candor. Why is it so important? A great deal of time and money goes into a marketing campaign before a product/service is launched. The

people who developed the campaign have “justified” the expense and have convinced others to “go for it”. Case in point: New Coke — a miserable failure because the consumers were never asked why there was a need to replace the old Coke.

Her 4Cs: 1. Comprehension — What does the message instantly communicate? I believe Mazda’s “Zoom, Zoom” makes this point. 2. Connection — Does the message resonate with the audience? It has to trigger a positive response with its targets. 3. Credibility — If the audience doesn’t believe you can deliver on your promise, it won’t buy what you’re saying. 4. Contagious-



ness — People give the message “legs”. They talk about it and influence others.

Keep the 4Cs in mind when executing a marketing campaign.

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