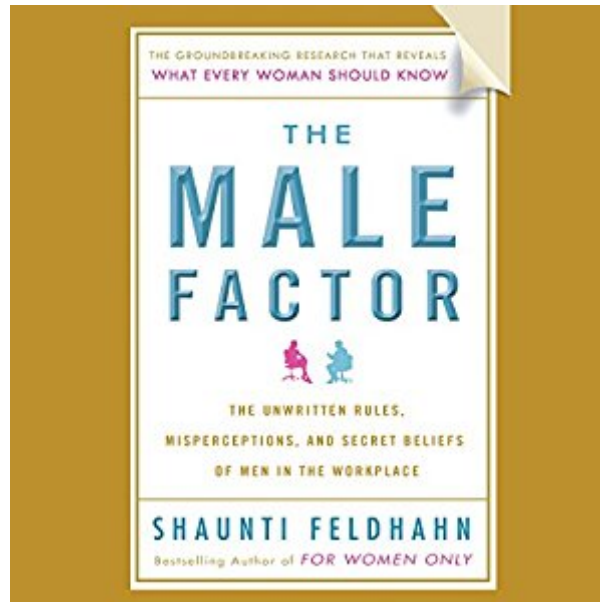


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# The Male Factor: The Unwritten Rules, Misperceptions, And Secret Beliefs Of Men In The Workplace



## Synopsis

Based on a nationwide survey and confidential interviews with more than three thousand men, best-selling author of *For Women Only* Shaunti Feldhahn has written a startling and unprecedented exploration of how men in the workplace tend to think, which even the most astute women might otherwise miss. In *The Male Factor*, Feldhahn investigates and quantifies the private thoughts that men almost never publicly reveal or admit to, but that every woman will want to know. Never before has an author gotten inside the hearts and minds of men in the workplace - from CEOs to managers, from lawyers to factory workers - to get a comprehensive and confidential picture of what men commonly think about their female colleagues, how they view flex time and equal compensation, what their expected "rules" of the workplace are, what managing emotion means, and how that lowcut top is perceived. Because the men in the surveys and interviews were guaranteed anonymity, they talk in a candid and uncensored way about their daily interactions with women bosses, employees, and colleagues, as well as what they see as the most common forces of friction and misunderstanding between men and women at work. Among the subjects *The Male Factor* tackles are: How men, with rare exception, view almost any emotional display as a sign that the person can no longer think clearly - as well as what they perceive to be "emotion" in the first place (it's not just crying) Why certain trendy clothes that women wear may create a career-sabotaging land mine in terms of how male colleagues perceive them The unintentional signals that can change a man's perception of a woman from "assertive and competent" to "difficult." Women will likely be surprised, even shocked, by these revelations. Some may find them challenging. Yet what they will gain is an invaluable understanding of how their male bosses, colleagues, subordinates, and customers react...

## Book Information

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## Customer Reviews

What working woman wouldn't want a free pass inside her male colleagues' head and figure out just "what was he thinking?" While being transported inside a man's brain is unrealistic, *The Male Factor* accomplishes the next best thing. Based on seven years worth of extensive research pulling results from confidential interviews with thousands of men, this book is a valuable tool for understanding and navigating the workplace rules from a man's perspective. Exploring a topic that lends itself to sensationalism and tabloidesque drama, the depth and integrity of the research is vital to substantiating its credibility and foundational to it being taken seriously. It validates the observations in the book as reliable and the genuine response of real men in real situations. What is commendable about *The Male Factor* is that spells out up front that it is not intended to throw a universal blanket statement that relegates all men into a one size fits all standard fabric. It takes into account a man's individuality and admits that not everyone fits the mold. Likewise, each reader can expect to apply the concepts as it relates to her experience and situation. The goal is to present the evidence necessary to make informed decisions by examining the working world through male-coloured lenses. The book does not just dispense facts and findings and leave you hanging. It is informative and useful, offering alternatives and suggestions on what women can do to get themselves on the same side of the fence as their male counterparts. It establishes common ground by not only communicating the "why" but also the "how." *The Male Factor* is subtitled, "the groundbreaking research that reveals what every woman should know". I would agree with that claim.

The fact that this book is based on research, interviews, and thoughtful analysis is great. I would not have bothered with it otherwise. I found some of her insights useful, and some of her nearly blind acceptance of what the men she interviewed and surveyed said, that gullibility, humorous. I also wonder about the men she surveyed. Maybe I have been lucky to have met a disproportionate number of intelligent, insightful ones. This book does give good advice on how to deal with the other kind. The idea that, according to her research, men cannot think and feel at the same time and so assume that if a woman shows any emotion at work, she must have turned her brain off, is a useful point of view when dealing with some men. She gives good advice for what to do in the situation where a woman's ideas are being dismissed as being illogical because she is also excited, angry,

worried, etc.. Her advice would also be useful for situations where a woman presents a new, unusual way to solve a problem and is assumed to not understand the situation. Give your premise, even if you think it is obvious, even if it won't fit in bullet points. She also seems to think women "take everything personally" but men do not. Men have feelings, particularly about their work. She seems to think men are not deeply hurt when they lose a job or do not feel anguish when they have to let workers go. There is a difference between not having feelings and not putting them in charge. What I worry about is that she seems to accept a belief that women are all walking pots of overflowing emotion at work while most men walk around with only cold rationality behind their actions. It is hard to see how a woman who has had experience in business could believe that.

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