

ABSTRACT: How North Carolina Women Can Begin Out Earning Men in 2013

1. Women still earn less than men in business.

Women find themselves deeply steeped in business. They are not simply *considering it*. They are doing it and have been for decades. Women are still earning less per hour for doing the same work as their male counterparts. *How can women collapse the pay gap in short order? What can they do right now to begin earning more per hour?*

In 1952, on the island of Koshima, Japanese scientists spent 30 years observing the behavior of Macaca Fuscata, the Japanese monkey. Scientists dropped sweet potatoes in the sand; the monkeys liked the taste and taught themselves to wash them in a nearby stream. Between 1952 and 1958 all the monkeys learned to wash the food. Adults who didn't learn to wash them from their offspring, continued to eat dirty sweet potatoes. Extraordinarily, when the 100th monkey was born, it already knew how to prepare the potatoes! And even more surprising, monkeys on other islands were also born knowing this skill. *Why is this important?*

Over the past 6000 years of recorded human history, books have been written by, ready by, and used by men in doing business. While the past 50 years or so have shown depletion in adult male role model behaviors, men inherently 'know' how to conduct and match business standards. Women were learning different skills at the same time.

It is these inherent or inborn skills men use by default, keep them earning more than women, being heard over women, being accepted more than women in the business world.

2. What are men doing in the workplace to out earn men and can women learn those things?

Working in corporate America for more than 30 years, I have watched men closely. Ten years ago I was mentored in business by a 34 year old female MBA who raised \$20M in startup capital in a man's world. How is it I asked that you are effective in a man's world (C level exec)? Her answer was ... "I do what men do!"

I have distinguished a dozen soft skills men use by default that women can learn so they may step into corporate on the same level as men. Women can learn these skills easily and put them to use right away. When they realize how simple it is to close the pay gap, they are elated, hopeful, and motivated!

3. From Skirts to Shirts Program. What women can do to earn more than men, without becoming one.

Skirts to Shirts identifies and distinguishes a dozen skills inherently used by men to set the corporate landscape. The *3B System to Match and Exceed Men's Earnings™* is shared in three parts – what men **Believe**, how men **Behave**, and elements of their **Body language**.

The program is offered in an entertaining facilitation, including women in the audience who absolutely take on and can add to the list of things woman can easily do to level the playing field and start out earning men.

4. Boosting pay for women in record time.

While evident that over the past half decade, men have lost their access to every day adult male role models, what they inherited genetically, caused numbers of men to reach critical mass in awareness, like the 100th Monkey, and then is communicated mind to mind.

Because women are already deeply immersed in business, it is imperative that add and make these simple skills habits so they may operate as equals.

By universal law, the move for women to out earn men is already occurring. This program has that change start immediately, rather than someday, maybe.

Men will earn additional power when distinguishing their own default habits as they will then use the skills for further influence in business.

When women do begin out earning men, men will wake up and wonder, as women have, “what do women know that I do not know?” At that point, men will be on a mission to learn the skills women developed over the 6000 years they were in business. They will start their own journey in developing emotional intelligence (EQ), the skills women have already mastered and use by default.

ABOUT Leslie Flowers

Leslie Flowers, personal growth and development expert, has lived in North Carolina for 40 years. She has held various jobs, including serving as a flight attendant for U.S. troops during the Vietnam War. Throughout her life, she has been a student of spirituality, change, and personal transformation.

A member of the Expert's Industry Association, Leslie serves as a certified LifeSuccess Consultant (LSC) and Speaker (CS). In 2010 and 2011 Leslie was honored as a Woman Extraordinaire by Business Leader Media (RTP) as well as 2011 Mover and Shaker in the area of adult continuing education. Community involvement is very important to Leslie and she proudly serves as a founding board member for the non-profit Grow and Share and family coach for non-profit People Builders LLC.

Leslie helps women break through their performance barriers and achieve goals that they once would have thought impossible. She effects this outcome via facilitated group coaching sessions, where participants are guided through a process that allows them to discover how they hold themselves back unconsciously as a result of conditioned and inherited habits. She has helped people discover that they have much more latent potential than they ever thought—and that they can use this potential to make money doing what they love.

Leslie was trained by Bob Proctor (thought leadership), Paul Martinelli (mastermind facilitation), Steve Siebold (speaker certification), Christian Simpson (coaching), Michael Nicholas (coaching), Les Brown and Roddy Galbraith (speaking). She also completed Landmark Education's full curriculum for living and leadership training program. She has incorporated the best of what she has learned from the world's best teachers and built her own distinct coaching methodology. She is truly doing what she loves, and nothing gives her more fulfillment than helping women create lives that they love while earning what they deserve!

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