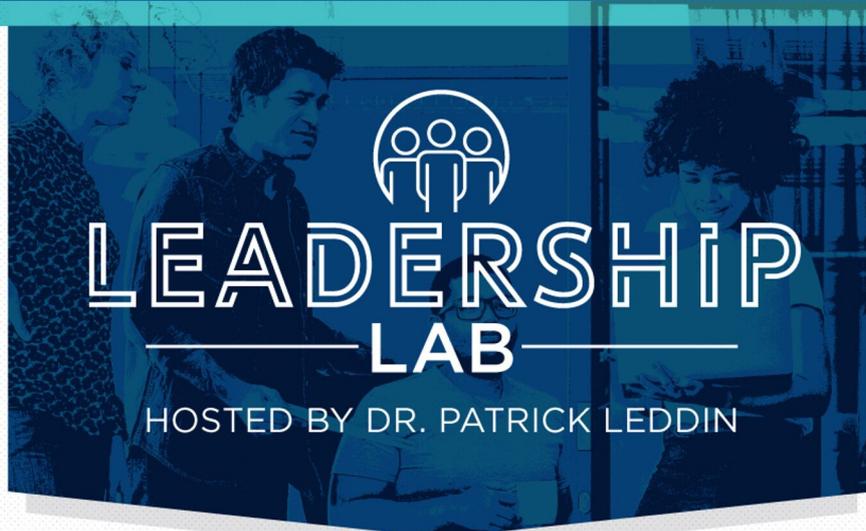


APPLICATION TOOL

Use this tool to bring the podcast lessons to life



ENGAGING THE WORLD'S MOST
POWERFUL CONSUMERS: WOMEN
WITH BRIDGET BRENNAN

BRIDGET BRENNAN



LEDDINGROUP



EPISODE #8 TAKEAWAYS

Bridget Brennan, a global authority on engaging women in the marketplace, joins Patrick in the Leadership Lab. Learn the value of engaging female consumers, how companies are getting it right (and wrong), and what you can do today to better meet the needs of this powerful consumer group. Here are a few key takeaways from the discussion:

- Around the world, women are not only considered to be the world's largest consumer market, but also the fastest growing consumer market.
- Women drive between 70-80% of all consumer spending. This includes both buying power and influence. They are the engine of the global consumer economy.
- 40% of U.S. households with children include women who are the primary or sole income provider.
- Marketing to women is not about excluding men.
- Despite the ongoing gender discussion, most people are born into a society that focuses on two primary gender cultures - the female culture and the male culture.
- Although every individual is unique, gender cultures lead people to see marketing campaigns and sales experiences through two general lenses.
- Technology has changed our perspectives and expectations in ways we can't even imagine. Consider how e-commerce has become the standard for exceptional service.
- Women often report that in sales situations they are treated with less respect, judged based on their appearance, or ignored / overlooked when shopping with a male companion.
- Companies can create great customer experiences by applying the 4 Motivators Framework: 1) Connected, 2) Inspired, 3) Confident, 4) Appreciated
- Great customer experiences are more often the exception than the rule.

APPLYING EPISODE #5 LESSONS

Bridget Brennan's 4 Motivators Framework is designed to help companies to better engage women in the marketplace. Take a few minutes to consider how well you are doing in each of these areas.

1. Connected

How well are you connecting customers to your brand and the sales experience?
What would you point to as an example?

2. Inspired

Are customers inspired by working with you, your organization, your product/service? How do you know?

3. Confident

How does your sales process or buying experience create confidence for your customers? What could you do to improve their confidence?

4. Appreciated

How do you let customers know that you appreciate them and their business? Is it working?