

The Steve Jarding Method

))) How Women Need to Deal with Sexist Attacks

www.imaginepublicspeaking.com



How Women Need to Deal with Sexist Attacks

Studies actually show that when a woman faces a sexist attack the attack hurts her more than the person or group making the attack.

Those same studies indicate that the person leveling the attack is hurt as well, but not as much as the woman being attacked.

But there is remedy – **call it out immediately**

- ➔ Call out the attacker
- ➔ Call on the media not to give the attack energy by repeating it
- ➔ Get other opinion leaders to condemn the attack



REFERENCE VIDEO

Ferraro v. Bush 1988 debates

Chris Jahnke's book: "The Well-Spoken Woman" on how women should deal with double standards they face when competing for leadership positions.