

Nucci Consulting Group

FOR IMMEDIATE RELEASE
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WOMEN ARE TO BLAME FOR EARNING LESS THAN MEN

PHILADELPHIA, PA – April 3 – It’s nothing new – women earn less than men. And, according to Ev S. Nucci, CEO of Nucci Consulting Group, “It’s women themselves who are to blame.”

“Women continue to point the finger to men, saying it’s their fault that salaries are not in parity. Actually, the opposite is true,” Nucci explains. “It is a result of attitudes and negative thoughts about themselves – this is why so often women do not earn the same, or even more, than a man.”

“Women generally respond to any discussion about money as either a repulsive, forbidden subject, or they fear the negotiation process. Furthermore, men are much more open and ‘coachable’ in this area than women,” Nucci adds.

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“When negotiating salary, women tend to involve their ‘feelings.’ Instead, they should realize they are involved in a business transaction,” says Nucci. “As women move up the ladder, or are recruited to other positions, they have no idea of what their fair market value is. Worst yet, they do not know how to obtain it. Consequently, women in general tend to lose their negotiating leverage.”

Women too often rely on their emotional reasoning -- the belief that if something “feels” so, it must be so. They have difficulty separating what they think from what they feel. “Feeling and thinking are two different processes,” says Nucci. “Both need to be respected when making career decisions and evaluating choices.”

“As a result of their inability to sort out these two key processes, women tend to be unable to distance themselves emotionally from the economics of a situation,” explains Nucci. “Women have less radar to pick up signals about the reality of compensation packages. They miss information and don’t try to resolve contradiction.”

“Believe it or not, this stems from what women ‘learned’ as teenagers.

Unfortunately, too often they have not emotionally grown out of an adolescent stage of development where they had difficulty separating feelings from the

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basic facts of a situation. Too often the tendency is to create their “own story” around the facts. I find myself counseling women today, some of whom are in their 40s and 50s, still living the emotional lives of their teenage years!”

According to Nucci, to be successful at negotiating for money, woman must actively and purposefully pursue mastery in negotiating techniques. They must learn to leverage their career successes and “reframe” their thoughts and actions as a teenager as an adult.

How and where to start? Nucci suggests finding a female role model, and then accept coaching, mentoring and guidance. The earlier a woman does this in her career, the better.

“It’s never too late,” Nucci adamantly points out.

Founded in 1996, Nucci Consulting Group is a retainer-based executive search firm that specializes in working with Wall Street investment management companies. As a search consultant, Nucci trains professionals the strategies

they need to help propel themselves into a future that is self-directed. She does this by reframing their perspectives and attitudes to leverage careers.

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