



The Heart of Personality

Understanding Gender & Personality Differences
Learn to Motivate and Inspire Women on Your Team

Don't Underestimate the Prime Time Woman - Too many companies still operate from assumptions about human potential and individual performance that are outdated. They fail to take into account the new economy and the vast number of *PrimeTime* women. Women have been starting 70 percent of all small businesses for the last couple of decades.

How to Market to and Gain the Trust of Prime Time Women - *PrimeTime* women are from 50-70, and they are the new majority. If you want to succeed, you need to understand the Heart of a woman. It just so happens that *PrimeTime* women are the prime target opportunity for marketers in almost every category.

Women and Business: How Important are They? - Women in general handle 80 to 85 percent of the spending decisions for households, but *PrimeTime* Women are in the peak years of their income, wealth, and spending power. They are still energetic, capable, competent and looking for something that can challenge their gifts and talents and allow them to contribute in some meaningful way.

How Women Define Success - Women define success differently than men. Women most often include "forming rich relationships", "feeling appreciated", and "one's ability to give to others", and "precious friends" when they are defining success. Men usually define success with prestige, power and in monetary terms.

Learn to Communicate With, and Meet the Needs of Prime Time Women - This program teaches you how to communicate with and meet the needs of women in your organization and how to motivate them to join you on your journey toward success.

"Dawn Billings is a creative ball of energy. If you have been in a presentation by her, you know she makes ideas come alive. But she is much more than an effective communicator. She is an ideas engine. She has truly interesting and novel insights about human nature, and she is a master presenter. The Primary Colors Personality Test is a great example of her creativity."

Scott M. Stanley, Co-Founder,
PREP Relationship Education
Curricula, Research Professor,
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