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EARNING POWER TO AMERICAN BUSINESSMEN: WOMEN NEED YOU
Corporate anthropologist Rachel Bondi says women in business need men to succeed and advocates the development of a co-sexual business climate to maximize results and profits

DANA POINT, Calif., Sept. 9, 2005 — Earning Power, the nation's only organization focusing on the inclusion of men in the development of women's equality, launches to shatter the myth that women don't need men to solve inequality-in-business issues. The organization challenges women and men to work together to address the growing wage gap and absence of women in business leadership positions.

"As a social movement, the dependence on the exclusivity of sisterhood has failed American businesswomen," said Rachel Bondi, Earning Power founder and chief executive officer. "While we must respect the early successes of the movement, and the freedoms and rights it affords women today, key issues around workplace empowerment and pay equity will not be resolved until men are included in the solution.

"Traditional feminism was about a power shift," Bondi said, "that has unfortunately led to a current version of alienating and criticizing men to get women ahead. Men responded with a defensive backlash. In the modern global business environment, there needs to be a new model in which women embrace the participation of men in their pursuit of empowerment, without power struggles. That model is co-sexuality."

Bondi coined the term co-sexuality, or cooperative sexuality, to describe a state of equal rights for men and women in which the genders work together toward empowering each other. In a co-sexual business climate, neither gender belittles or mimics the other, but instead works together with respect and diverse skills, collaborating on strengths to create a tremendous increase in productivity.

"The reality is that good men have been essential to female professionals as mentors, advisors and enthusiasts in their careers," Bondi said. "Where feminism pushed for the independence of a woman, co-sexuality in business suggests that interdependence between genders is the key to accomplishment and profit. When one gender is excluded, both sides lose."

Bondi is launching Earning Power to facilitate the development of a community of professionals and businesses schooled in implementing the co-sexual model. The mission of Earning Power is to help corporations, business associations and professionals connect the men in power with businesswomen who are seeking empowerment in order to overcome the issues plaguing business and individual productivity. These issues include the wage gap between men and women, the inequity of pay for equal work, the lack of executive female leadership and gender discrimination litigation.

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According to business researchers, the statistics on working women and advancement are dismal. Wages for women have declined to 76 cents for each dollar men earn. After having children, women's pay declines further while men's pay increases. Only six women head FORTUNE 500 companies and only eight percent of executive vice presidents are women. Gender discrimination and sexual harassment lawsuits abound, such as those at Boeing and Wal-Mart.

"These issues don't just affect women. They impact both genders. The wage gap issue, especially, is a problem that harms working families," Bondi said.

Spurred by such research, Earning Power offers a business association to members and three service categories to help companies and individuals bring the co-sexual alternative into their organizations:

- Objective content and analysis for articles, books, group discussions and personal networking
- Subject matter expertise for seminars, keynotes or breakout sessions
- Professional consulting and coaching to guide businesses and their employees through the development of cooperative corporate cultures

For more information or to join the Earning Power community, visit www.earningpower.org.

About Earning Power

Earning Power is the nation's only organization focusing on the inclusion of men in the development of women's equality in the workplace. The company shatters the conceptions that men aren't needed in women's pursuit of workplace equality and that the wage gap is a women's-only issue. Earning Power pioneered the concept of co-sexuality, or cooperative sexuality, to describe a state of equal rights for men and women in which both genders work together toward empowering each other. Despite feminist claims, many men want to empower women, and Earning Power gives them a venue to do so. In a co-sexual business climate, neither gender belittles or mimics the other, but instead works together with respect and diverse skills. Earning Power offers expert advice and professional consulting services to help companies and individuals bring co-sexuality into their organizations to solve wage-gap and women-in-leadership challenges. Earning Power can be found online at www.earningpower.org. For more information, call (949) 394-1811.

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