

Chapter 1 : 10 Awesome Things I would do if I Become Invisible - List Dose

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Messenger Martin Schneider often got things done faster than a female colleague, Nicole Hallberg, who worked at the same small employment services agency. He figured this was because of his extra experience. He soon realized why. They used a shared inbox. Intrigued, Schneider and Hallberg agreed to do an experiment in which they switched email signatures for two weeks. Summing up the lesson, Schneider tweeted: Sexism in the workplace is well documented in surveys and in academic literature. Recent reports of overt harassment in the private and public sectors confirm that it is alive and well. Further, the data show persistent gender gaps in pay, hiring and promotions across occupations and skill levels. My own research looks at how the burgeoning gig economy — in which jobs are short-term or freelance rather than permanent — affects gender and other forms of labor discrimination. A study we recently conducted with colleagues at the Center for Distributive, Labor and Social Studies in Argentina suggests an increasingly freelance workforce may make the problem of male privilege even worse. For decades, social scientists have tried to disentangle differences in ability, career preferences, attitudes towards risk and negotiation and other worker characteristics from true discrimination by employers. However, as economic transactions increasingly migrate to peer-to-peer platforms, this perspective misses an important piece of the discrimination puzzle: Are women less likely to negotiate salaries and promotions with a male employer? To answer these questions, we designed the following experiment: Each invitation came from the same employer, a fictitious marketing services agency. When we control for differences in the characteristics of the job seekers, such as experience and reputation on the site, the female employer penalty remains essentially unchanged. More interestingly, this result obtained for both male and female job seekers. Not in our study. In fact we found no statistically significant differences in negotiation preferences across our four employer-freelancer combinations. In other words, as long as the rules of the game are clearly laid out that freelancers should name their price, female job applicants were willing to bargain as much as male applicants, and the gender of the other party the employer did not seem to affect this result. Almost a quarter of Americans said they earned money from the gig economy in a poll, 24 percent of Americans reported earning money from gig economy platforms, and the majority said that this income is important or essential to make ends meet. In this context, what are the implications of our findings? Our results suggest a more uncertain future. On the one hand, they indicate that women may gain from workplace environments in which the rules of bargaining are unambiguous, as studies show that men often have the upper hand when the rules are less clear. On the other, our results suggest that the gig economy could potentially exacerbate gender discrimination. In the hypercompetitive, fast-paced world of online labor, hiring and wages are determined on the basis of little verifiable information about each individual worker. Further, as traditional worker-employer relations are replaced by peer-to-peer transactions on a global scale, the application of anti-discrimination labor law becomes challenging. As we look at the impact of technology on the future of work, there are some reasons for optimism but plenty for concern. The truth is, while technology extends our capabilities as human beings, it can not, unfortunately, eliminate our biases and prejudices.

Chapter 2 : How to stop being boring - Invisible Advantage

The Invisible Advantage outlines exactly how any organization can create an environment that promotes freethinking, an entrepreneurial spirit, and sustainable value creation at all levels across all functions of an organization.

Article by lipika bhattacharya , August 11, Every one of us has watched and has been beguiled by superheroes since our childhood. I, being very specific in this sentence, have been very fascinated by superheroes. From A like Aquagirl to Z like Zatana, superpowers and superhuman features have always been a prerequisite for my kind of hero. Every girl has been at one stage enchanted by the likes of Wonder Woman and Hawkgirl and every boy has donned underwear over his regular pants trying to imitate Batman, Superman or Wolverine. But out of all the traits of these superheroes, invisibility is what I have always conceded into. But with invisibility, you can never go wrong. This article takes a look at the most overwhelming advantages of being unseeable. Here is a list of 10 things about the most awesome things you could do if you are rendered, rather choose to be invisible.

Hide This is the most obvious one. But this is actually cool if you ponder a little over it. No more running from the people you want to evade! If you are being chased, you can quite conveniently transform yourself into an invisible entity and drift away.

Nap At Workplace I hate to admit it but I am quite a sleeper. I like to sleep anywhere and everywhere and that includes workplace too. But just imagine if you are able to nap at your workplace without inviting an eye on you. A heavy work schedule and being able to transform yourself into thin air or to be more precise, being able to camouflage with literally everything in your surrounding is a perfect use of this power and is quite a mild-mannered stint. Nothing redoubtable about this activity. Although being invisible at your workplace and being absent from work can be counted as the same thing. So better use invisibility with a little caution when executing this plan. First of all, this is something that I have seen in a lot of movies and secondly you can do this thing with other superpowers like superhuman strength and teleportation as well. I would love travelling to some exotic destinations and try out new stuff but in the most frugal and niggardly manner. And the best way to seat myself in the saddle in such a manner is to be ulterior, being inconspicuous, being shrouded.

Spy Each one of us has a little bit of espionage instinct in us. Being invisible is a boon for the gossip extremists. Ethereality is the safest way for prying. This is a godlike version of one our vices.

Play Pranks Ever seen a movie with a poltergeist touch? Objects flying around, doors opening up and shutting on their own, and lights switching on and off without any human interference. This scenario is the most common gimmick in horror movies. But just imagine something so spooky happening in real life. The expressions on the face of the victim of such a prank would be priceless. Being out of sight and playing such a prank is one of the best things that one could do. For me this thing is surely a cool idea – leaving people with a face so pallid.

Drive And Freak Out People I remember a friend once telling me a joke about a two people sitting in the backseat of a car and being spooked out after a seeing a bodiless hand appearing out of nowhere and steering the car around the turns. Of course, the car was being pushed by a man from outside. Since then, I wanted to play such a practical joke. Being able to move about like Hollowman and driving vehicles to freak out the pedestrians and other onlookers is a very alluring idea. Giving a slight apparition to people and then leaving it to their sense to speculate the rest is one thing everyone would do with this superpower.

Dress Shabbily I hate dress codes. And I hate dressing up for special occasions. I find it more appealing to roam around in my casuals, wearing a dingy t-shirt and a Capri and a pair of flip-flops. Dressing scruffily is one thing that imperceptibility can grant. Obliterating all party and dressing codes and roaming around unkemptly is one of the biggest advantages of this power. No fear of onlookers, no taunts from friends; just gate-crash a party, binge and come out. My old shorts and T-shirt would suffice. Along with dressing not-so-formally, wearing soiled clothes or the dirty ones is another benefit of being invisible.

Revenge Revenge is a dish best served cold. Every one of us at some point of time has considered seeking revenge on our foes and enemies. People who gossiped about us, people who bullied us and almost everybody we hate for some reason. Same was the concept in the movie Hollowman but in a more diabolic and gruesome manner. But my idea is a mildly terrifying and extremely playful.

Serve Justice Admit it or not, each one of us has dreamt of serving justice like a superhero does. From Batman fighting crime in a ghostly manner to Superman

annihilating the bad guys in a more moral and upright way, superheroes saving the world at the end of the day has always enchanted us. Superheroes are the very embodiment of the incorruptible and righteous. And with a superpower of my own, I would surely love to contribute to the construction of a chaste, crime-free world. From people eve-teasing girls to the people of national threat, serving justice and wiping out felony is surely the coolest thing. I once watched Fantastic Four and remember the Invisible Woman from the show and ever since then, I always wanted to fight misdemeanour in the same fashion. For me serving justice is the most splendid thing that I would do if I become invisible.

Chapter 3 : Invisible Advantage (May 14, edition) | Open Library

Stop being boring when you give a presentation I LOVE it when you send me questions based on my seminars and writings. I don't mean 'I like it a bit', I mean I really love it - thank you, keep them coming!

White privilege is defined as the differences in power between white people and people of color, including the advantages white people automatically take for granted and the apparent disadvantages for minorities. Ways in which white privilege is able to persist, as well as educational methods that help people acknowledge and better understand white privilege, are addressed. Applebaum suggests however, that most privileged people take their benefits for granted and are oblivious to their privilege. She goes on to explain that privilege is more than just benefits given to certain people. Conversely, racial minorities are very aware of the privileges that are continuously denied to them and see this phenomenon as unearned privileges consistently given to the dominant group. For members of the out-group, it is a constant reminder of their second-class citizen status McIntosh, This is where white privilege comes in. Though white privilege has been defined in various ways, a common definition describes white privilege as the differences in power between white people and people of color, including the advantages white people automatically take for granted "Defining Whiteness and White Privilege," n. Additionally, McIntosh says that the "knapsack" associated with white privilege consists of special provisions such as maps, codebooks, clothes, blank checks, etc. White privilege has also been described as the other side of racism. Some white individuals find it easier to condemn racist acts than to take responsibility for the privileges that come along with being white. By genuinely examining white privilege, however, one gains a better understanding about who benefits from racism and how those benefits occur. Steps can be taken to dismantle white privilege on an institutional and personal level, once we understand how white privilege truly operates Rothenberg, A Double Standard Ignorance around white privilege persists as research studies continue to find major differences regarding race relations between Caucasian and African Americans, with white Americans often making light of racist acts against minorities that are often tied to white privilege Ludwig, This double standard has persisted for many years, as most whites continue to be ignorant about race disparities and the invisible advantages among their group. For example, Rothenburg describes a study in which people were asked to think about their childhood and when and how they first learned about race. Minorities, including African Americans, Koreans, Chinese, and Latino people, had vivid, specific memories about how they were taught or in some way discovered their own race. Other memories involved minority girls playing with white dolls with blond hair that looked nothing like them. However, when white individuals were asked to think about when they first learned about race, they often drew a blank and could not remember a time when they noticed they were white. Some explained that, for them, being white was the norm and was essentially everywhere Rothenberg, Color-blindness is one example. Color-blindness is a refusal to see race or acknowledge white privilege. It is a self-imposed blindness that white people are taught, that instructs them to ignore race. In other words, those who buy into the idea believe that "race does not exist as a meaningful category and posits that the benefits accrued to White people are earned by gifted individuals rather than systemically conferred" Gordon, , p. Similarly, a state of "not-knowing" is a factor that causes white privilege to persist. May describes this phenomenon as the things members of dominant groups are taught not to know. There are many things they are encouraged not to see and are rewarded for doing so. Therefore, Applebaum adds, not-knowing for the dominant group muddles the consequences of an unjust system such that they do not have to consider their role in continuing to perpetuate the injustices placed on those in the out-group and, at the same time, see themselves as "good" McIntosh, Another culprit of white privilege is whitewashing. Whitewashing is a process that denies race and, at the same time, promotes the white culture. In the workplace, whitewashing is responsible for maintaining the white culture as the dominant culture of business politics Reitman, The workplace involves meaningful relationships and power politics that have a significant effect on the experiences of employees. So, through hiring, firing, and promotion, the role whitewashing plays in the workplace can be powerful Wilson, , as day-to-day practices attempt to reject racial politics in the workplace while superimposing the white culture at the same time Reitman, White privilege is

also discussed in terms of white complicity. Similarly, white complicity involves unconscious negative beliefs and attitudes toward minorities and the idea that white people benefit from those group privileges of racism that at the same time marginalize people of color. Some posit that all whites are complicit because they are able to benefit from white privilege, even though these privileges have not been asked for and cannot be renounced. The starting point for addressing these issues and creating a shared language with people of color, however, is for whites to acknowledge complicity rather than deny it Probyn, ; Tatum, The white complicity philosophy argues that if white Americans engage in discussions about their privileges rather than resist these discussions, there is a greater possibility that alliances can be established between the privileged and nonprivileged. These alliances can ultimately resolve the unjust system that continues to exist in American society Applebaum, Using Multicultural Education to Address white Privilege Addressing ways in which white privilege is able to persist and educating students and others about injustices associated with white privilege are key to balancing privilege among all groups. Multicultural education, for example, is an educational approach that incorporates four factors that encourage diversity and equality into a curriculum: The instruction of students from different backgrounds, The study of ethnic and other cultural groups, The development of critical thinking skills, and A focus on human relations. Teaching multicultural education requires thinking critically and examining why inequalities exist in the classrooms and schools, as some students are exposed to social justice issues regarding multicultural education. Students, families, educators, and governing boards all face challenges as they grapple with multicultural education McFeeters, Teaching multicultural education, including teachings around white privilege, requires thinking critically and examining why inequalities exist in the classrooms and schools. Helping students learn in diverse cultural settings and determining ways to build on different cultural backgrounds require good critical thinking skills. Teachers who think critically have the ability to challenge societal practices and philosophies like white privilege, which do not embrace democracy, equity, and social justice. They are not afraid to explore alternative views, question biases, and are open to multiple perspectives. Applications Teaching about White Privilege in the Classroom Teachers who think critically have the ability to challenge various societal inequities are encouraged to teach about white privilege in the classroom. Education seems to be the primary way to address these issues and encourage white people to try to understand and acknowledge their complicity around white privilege and the harm it brings to those outside of the dominant group. The ways in which racism, oppression, structural inequity, and ignorance in general affect individuals and families should be included in curriculums that teach students about cultural diversity in the United States The entire section is 4, words.

Chapter 4 : blog.quintoapp.com is worth \$4, USD

The Invisible Advantage shows how any organization can create a culture of innovation--an environment that promotes freethinking, an entrepreneurial spirit, and sustainable value creation at all levels and across all functions. This book isn't just about the importance of an innovation culture, nor how to emulate the "innovation untouchables.

Content Freshness In the quest for innovative products and services, many businesses are investing in fancy technology so they can create the "next big thing". How do you maintain long-term success? Build and maintain the right culture. "How to Create a Culture of Innovation" shows you how to leverage that culture into a disruptive advantage. Disruptive innovation allows companies like Google and Amazon to grab customers from established competitors while also fending off challenges. What is The Invisible Advantage About? According to The Invisible Advantage, business owners have an unbalanced view of disruptive innovation. In the book, an innovation-supporting culture involves more than hiring some developers to create an app or product managers to create a new gadget. An innovation-supporting culture involves proactively creating and maintaining a workplace culture where free thinking, an experimental approach to failure, and a willingness to learn is encouraged. Being proactive about the process is the key. Many business owners assume they already have an innovation-supporting culture. The Invisible Advantage urges business owners to test their assumptions so they can address any obstacles or weak spots. Innovation is a gradual process that adapts to the entire business as it pursues its goals. Every department, like HR or Finance, should get involved. In order to move forward in a sustainable way, you need all parts of a business working toward a common and well-defined goal. The Invisible Advantage brings innovation down from its lofty position as industry buzzword to reality. It provides a balanced and more realistic view of what actually drives innovation. It is the culture. Soren Kaplan does a good job of showing how readers should capitalize on that fact to gain a decisive advantage in their own way and not as a clone of Apple or Google. The Invisible Advantage does an incredible job of helping readers understand the internal changes that are required to not only build an innovative culture but also to maintain it. One way the book accomplishes this is through an innovation portfolio, which helps readers allocate time to specific innovation activities which create a comprehensive, but balanced, approach to innovative activities. While this is extremely helpful, more attention needs to be placed on helping readers integrate these activities into the normal flow of a business. It is much easier for a business like Disney to hold an innovation lab. Why Read The Invisible Advantage? The Invisible Advantage offers great insight into the reality of innovation. In trying to help business owners prepare for innovation, many books on the topic get really technical or really abstract. The Invisible Advantage bypasses that problem by providing a down-to-Earth guide to the real driver of innovation, your culture. The book then leads readers through the questions and processes with examples of successful companies like Adobe, Facebook, and Intuit that start in the transformation of your planning and work processes so they can help you innovate more consistently. In short, The Invisible Advantage helps readers integrate innovation into their planning and refine that innovation for a distinct and unique advantage.

Chapter 5 : Invisible Advantage, Depression Poem

The Invisible Advantage shows how any organization can create a culture of innovation--an environment that promotes freethinking, an entrepreneurial spirit, and sustainable value creation at all levels and across all functions.

How to stop being boring Stop being boring when you give a presentation I LOVE it when you send me questions based on my seminars and writings. It makes networking harder, salespeople less credible, meetings dull and can even ruin dates. Being boring can seriously damage your personal brand. A couple of years ago before I grew my beard! I made a video about how to sound more interesting when you present, and you can view that here. But actually being interesting, rather than boring is both simple and difficult. So here are some things you can do: In networking and meetings: Stop asking boring questions. If you ask boring questions, you get boring answers. Ask people about what matters to them – their ambitions, their week so far, things you might have in common, their opinions. Boring people talk – a lot. Make a commitment to genuinely listen when people talk. Get ready for this. Have your rough elevator pitch ready, have some informed answers to industry problems, and have a quick look at the news before an event. A rule of thumb for all my clients is: Think of props, video and music. Do without PowerPoint – at least sometimes. I know everyone expects it, but try and do without sometimes and see the difference. Even if you really need it, try the first 2 minutes of your presentation without it. Audiences want to get to know you. They can read slides for themselves. Doing your introduction without slides will really help you to be less boring! Get your message right. The most important thing is to make sure that your message is right for the audience. I know – I really do – that this sounds simple, but failing to speak directly to what matters to an audience is the biggest mistake I see in presenting. If you only talk about what matters to you, you will be a boring presenter. If you make the effort to understand your audience and tailor your message to them, you will automatically become more interesting. Would the relevance be obvious to me? Would I feel like this is a good use of my time? Am I getting obvious and clear value from being here? Good warm-ups involve moving a bit think arm-swinging and stretching! Song lyrics and simple poems works well. Try some of the ideas in this post and let me know how you get on – I love hearing your stories. And, as always, if you have any questions about your own sales, presenting, persuading or networking, do let me know.

Chapter 6 : Invisible Advantage » blog.quintoapp.com - Learn from the best

The must-read summary of Jonathan Low and Pam Kalafut's book: "Invisible Advantage: How Intangibles Are Driving Business Performance". This complete summary of the ideas from Jonathan Low and Pam Kalafut's book "Invisible Advantage" explains how every business has intangible assets, such as customer loyalty or brand equity, which do not appear on financial statements but add significant value.

Quite simply put, every four years, sometime between Labor Day and the end of the World Series, most of the American public starts paying attention to politics. Politicians, activists, political junkies and journalists hate to admit it, but most people pay very little attention to politics, except for a month or so every four years. The political bickering among the cognoscenti is of no concern to the vast bulk of American humanity. What little they do know about politics is the product of headlines, photographs, TV news clips half-heard, and other fragmentary data, amounting to nothing more than background noise in their lives. The overwhelmingly liberal media exercise their power in both blatant and subtle ways to convey a warm and fuzzy impression of Democrats. Photo editors at daily newspapers play a key role, selecting scowling pictures of Republicans and smiling pictures of Democrats, for instance. All of the television news outlets except Fox look for sound bites and visuals to reinforce a positive impression of Democrats whenever possible, and portray Republicans as mean, bigoted, white, male, awkward and stupid. Only talk radio, among all media, favors conservatism. With its long form interactive discussions, talk radio allows ideas to be tested, illustrated, and critiqued. They create positive images of the government "taking care of people," and, above all, reject close examination of the outcomes which could be expected given the realities of human nature. The very format of most television, with no room for rational back-and-forth discussion or critical analysis, enables the flinging of labels. Republican conservatives have generally been far less sophisticated at this game. By its very nature, conservatism is based on reflection and a due regard for the complexities of change and the flawed nature of the human creature. As a result, Democrats and their allies have paid close attention to image management, and with the help of their friends in the entertainment industry, they have become extraordinarily skilled at it. DeMille green with envy, is the apotheosis of this image strategy of political persuasion. So, for conservatives and Republicans, forcing people to pay attention has become the key factor for political success. It is not easy, though. Most people regard politicians with suspicion, and would much rather follow the playoffs in college or professional sports, the love lives of celebrities, or the doings of friends and relatives than political discourse. However, when American politics enters what I earlier called attention season [http:](http://) When there is an atmosphere of crisis, and voters have reason to believe their personal welfare and safety may be at risk, they ponder whom to believe, and talk about politics with others. This radically different and comparatively infrequent mode of mass opinion formulation tends to favor Republicans in general, and John McCain in particular, this election season. The Styrofoam Greek pillars of Invesco Field have now entered the realm of political legend, the butt of a joke at the most remarkable political speech in recent memory, one that sparked the massive turnaround in the fortunes of the two campaigns. The involvement of leading Democrats and Obama advisors in Fannie and Freddie helps McCain enormously, if he takes what has been set on his plate and makes a feast of it. For their part, the Democrats are already arguing [http:](http://) This factor also diminishes what is normally a slam dunk advantage for the Democrats. If both Obama and McCain play to their strengths, as should be anticipated, McCain will do even better than expected in the remaining 7 weeks of the campaign. Thomas Lifson is editor and publisher of American Thinker.

Chapter 7 : Using an Innovation Culture to Gain The Invisible Advantage - Small Business Trends

ROI Valuation June The Invisible Advantage Measuring and managing your company's intangible assets can lead to a clearer view of corporate value.

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The world around is falling Life is vanishing People run past The cries they scream are gone Souls already lost The nights grow longer Alone becomes physical pain.

Chapter 9 : The gig economy may strengthen the 'invisible advantage' men have at work

The Invisible Advantage How to Create a Culture of Innovation. Casualties of Disruptive Innovation "There's no formula. If there was a formula, a lot of.