

THE PAPER PLANE CHALLENGE

October 24, 2012

Objective

To build as many paper airplanes as possible with the exact same logo and design using the supplies provided in 12 minutes

- Supplies:

- Paper
- 2 Markers
- Paper clips (**Must use the paper clip**)

Judging category and scoring

You will be judged on the following:

1. Quality and Consistency

All planes must look exactly identical.

2. Distance

How far can your plane travel? You will get a chance to test your plane.

3. Quantity:

The most number of planes.

Did you feel you were heard as part of the team?

- Yes
- No

Communication Styles

Women

1. Facing each other
2. Making eye contact
3. Women desire extensive talk about problems, sharing feelings and finding common experiences
4. Women nod their head to show they are listening

Men

1. Sitting side by side
2. No eye contact necessary
3. Tend to focus on facts and seek immediate resolutions
4. In meetings, men only nod their heads when they agree

* Research by Simma Lieberman - author of the popular book, [Putting Diversity to Work](#)

For each of points 1 and 2, for the opposite gender:
may be interpreted by females as lack of interest
may be interpreted by men as too confrontational
Just something to keep in mind

Research by Simma Lieberman is an “in-demand” keynote speaker, consultant, and author of the popular book, [Putting Diversity to Work](#)

Tables 1 – 10 (team leaders were women)
Would you describe your leader as:

- Aggressive?
- Assertive?

Tables 11 – 20 (team leaders were men)

Would you describe your leader as:

- Aggressive?
- Assertive?

Aggressive Versus Assertive

- Case study

Change the Word Case Study to Heidi / Howard Case Study

Two professors wrote up a case study about a real-life entrepreneur named Heidi Roizen, describing how she became a successful venture capitalist by relying on her outgoing personality and huge personal and professional network. The professors had a group of students read Roizen's story with the real name attached and another group read the story with the name changed to "Howard." Then the students rated Howard and Heidi on their accomplishments and on how appealing they seemed as colleagues. While the students rated them equally in terms of success, they thought Howard was likeable while Heidi seemed selfish and not "the type of person you would want to hire or work for."

<http://www.forbes.com/sites/susanadams/2013/03/04/10-things-sheryl-sandberg-gets-exactly-right-in-lean-in/>

Boys are socialized to be assertive and aggressive and take leadership. However for Girls, "we call our little girls bossy," Sheryl Sandberg says. "If you go to a playground: Little girls get called 'bossy' all the time, a word that's almost never used for boys. And that leads directly to the problems women face in the workforce. When a man does a good job, everyone says, 'That's great.' When a woman does that same thing, she'll get feedback that says things like, 'Your results are good, but your peers just don't like you as much' or 'maybe you were a little aggressive.'

<http://www.npr.org/2013/03/11/173740524/lean-in-facebooks-sheryl-sandberg-explains-whats-holding-women-back>

The logo for Qudwa features the word "Qudwa" in a light green, serif font. The letter "Q" is stylized with a dark green, curved flourish extending from its bottom left. The letters "u" and "d" are also in light green, with small dark green dots above the "u" and "d". The letters "w" and "a" are in light green, with small dark green dots above the "w".

Qudwa

A i d i n g t h e B a l a n c e