

Girl Goodwill

Success & Equality Step 3

Create connections between girls and women to help them recognize what they have in common.

Told to Paula Kramer by friend and health food store owner Linda France

Since my store is small, I get to know my customers. I noticed that when low-income women and high-income women were in the store at the same time, they avoided making eye contact with each other. I kept thinking about what you (Paula) have told me over the years about women betraying each other. I decided to create whatever improvement I could. First, I introduced the women to each other. The women had to make eye contact with each other to acknowledge the introduction. Second, I told each woman something positive about the other woman. This started a conversation. Whenever possible, I pointed out interests or activities they had in common. This gave them a reason to talk anywhere they ran into each other.

Note from Paula Kramer:

Linda's goodwill also gave her customers reasons to keep coming to her store. We like to be around people who treat us well and say nice things about us to other people.