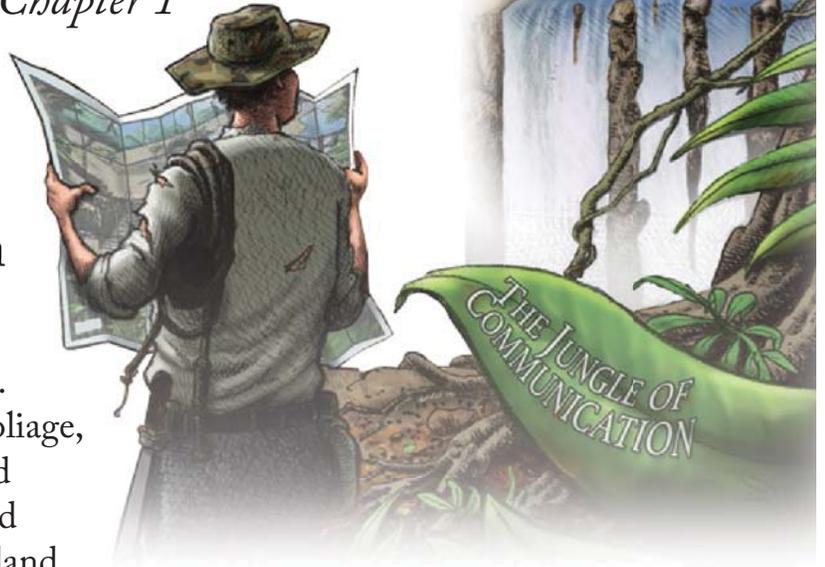


## Chapter 1

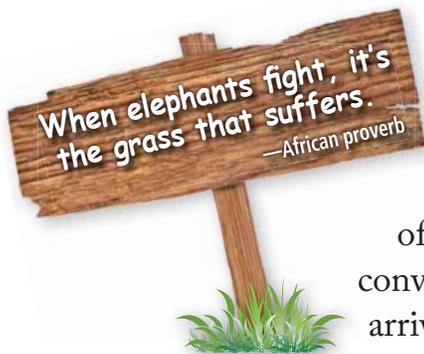
# The Jungle of Communication



Ah yes, The Dark Continent. It conjures up pictures of dense foliage, mysterious animals and uncharted terrain. It will test the stamina and ingenuity of any man. It's in this land of twisted vines and prehistoric roots, that women seem to excel—in the Jungle of Communication. Women seem far better adapted to this environment than men do. They come that way from the factory. Seriously.

Dr. Brizendine, in her book, *The Female Brain*, says that girls speak two to three times as many words per day as boys do and they also talk faster. Connecting through talking *activates* the pleasure centers in a girl's brain.<sup>3</sup>

You've got to be kidding—girls actually get a rush out of talking. They seem supernaturally adept at knowing what conversational turns to make, what paths to follow and how to arrive at their destination with relative ease.



How can a man learn how to communicate with a woman without having to take estrogen shots? Most men could use a compass here and a few key orientation points before venturing into this part of the Jungle. Let's start at the beginning.

**Survival Tip**  **Know the Number-One Need of a Woman**

What is the number-one need of a woman?

# Communication

She needs to talk. Now this may not be *every* woman's number-one need, but it certainly is with most women. When a man communicates to a woman in a meaningful, intimate way, then her needs for emotional and relational security are met, and she feels loved, cherished, valued and understood. Connection happens through communication.

What's the number-one need of a man? (I know what you're thinking, but that's not it. ☺) The number-one need of most men is:



A man tends to avoid any situation where he doesn't feel adequate. That's why he mounts the deer head on the wall, boasts about his golf score, and forgets the tape measure when he goes fishing. Sure there are other needs you could focus on—respect, admiration, intimacy and more—but these all dovetail together to help a man meet his *core need*—to feel adequate.

## Men Are Testosterone-Washed

Walt Larimore in his book, *His Brain, Her Brain*, refers to the testosterone wash. You see, during the sixth week of pregnancy, the hormone washes over the brain of every male fetus and destroys some of the connecting fibers between the left and right hemispheres. It actually decreases nerve cell growth. This doesn't happen in a female brain. In fact, the estrogen that they receive encourages and prompts nerve cell growth. The result? Women have