

GROUP VIII

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OUR CASE STUDY

If Alex was a woman, would this tough-guy approach as a leader work for her?

(Gender sensitization)

ISSUE OF GENDER INEQUALITIES IN LEADERSHIP

- LEADERS- STEREOTYPICAL MASCULINE TRAITS
- WOMEN - STEREOTYPICAL FEMININE TRAITS
- DOUBLE BIND SITUATION IN CASE OF WOMEN



ADVANTAGES AND DISADVANTAGES OF TOUGH GUY APPROACH

ADVANTAGES	DISADVANTAGES
INCREASE SELF CONFIDENCE	POSSIBILITY TO BURN OUT
READY TO TAKE CHALLENGE	INCREASE THE POSSIBILITY OF FAILURE
FORCING OTHERS TO DO JOB WELL DONE	CO-WORKERS WILL NOT FEEL COMFORT TO WORK WITH
LESS TIME WASTING	LESS EFFICIENCY IN TEAMWORK
MAKES THINGS HAPPEN	DECREASE THE CHANCE OF LEADERSHIP

RESEARCH STUDIES

- Women subordinates found that it was more comfortable getting closer to the boss because she was a woman and they did not feel any difference in her behavior because of her gender.

RESEARCH STUDIES

- The Center for Creative Leadership (CCL®) research show a consistent trend that being bossy in the workplace has negative consequences, and particularly harsh for women.
- Bossy coworkers are described as unpopular and unlikely to be successful in the future.
- Acting bossy is related to being seen as less promotable by bosses for both men and women. However, the relationship was stronger for women.

RESEARCH STUDIES

- Both women and men react more negatively to criticism if it comes from a woman.
- Criticism by a woman led to a larger reduction in job satisfaction than by a man.
- Employees were also doubly disinterested in working for the company in the future if they had been criticized by a female boss.
- Workers are three times more likely to associate giving praise with female managers and twice more likely to associate giving criticism with male managers. People react negatively if something violates their expectations.

GENDER SENSITIZATION

- In the 21st century, women aimed to be treated as the equals of their male counter parts.
- Modification of behaviour by raising awareness of gender equality concerns.
- Instilling empathy into views.
- Conducting sensitization campaigns, workshops.

ADVANTAGES OF WOMEN LEADERS

- SEEN AS MORE COMPASSIONATE AND EMPATHETIC THAN MEN.
- CAN MAINTAIN A TONE OF CIVILITY AND RESPECT WHILE BEING A TOUGH PERSON.
- CAN CREATE SAFE AND RESPECTFUL WORKPLACE FOR WOMEN.
- CAN NEGOTIATE PROFITABLE DEALS VERY WELL.

WAY FORWARD...

- TOUGH ON TASK AND SOFT ON PEOPLE
- ADAPT TO SITUATIONS
- BUILD RELATIONSHIPS, ESTABLISH TRUST, ENGAGE PEOPLE, FOLLOW UP WITH HARDER BEHAVIOUR
- CAN BE AUTHORITATIVE AND PARTICIPATIVE
- LOOK FOR WIN-WIN_s

THANK YOU