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Stereotypes

How they help and hinder how we see other people



Leadership

What does gender have to do with it?



Then what?

What we can do to create change



Saved by the screen

10%



35%



«We are cognitive misers»

–Fiske & Taylor, 1984

miser [mahy-zer]

a person who hoards
wealth but spends little

We mentally group together individuals based on some specific, observable, characteristic.



Gender

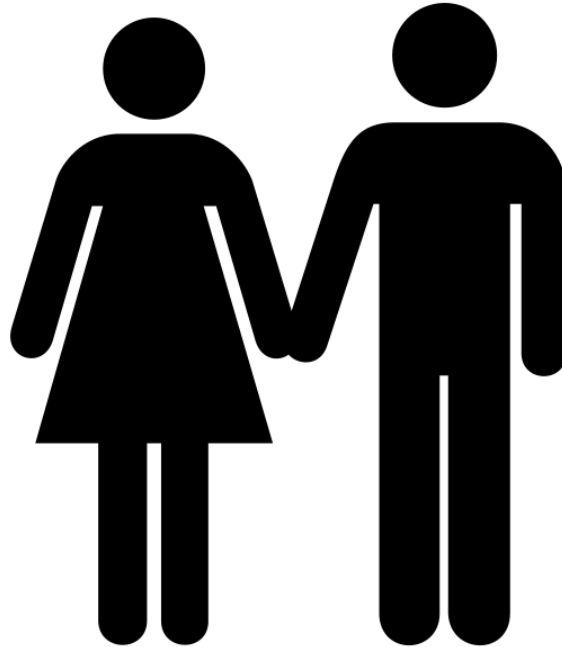
Age

Skin color

Nationality

Occupation...

Gender stereotypes are expectations about attributes that characterize men and women.



While stereotypes group together people, they also create gaps between groups.

**We have expectations
about how men and
women are and how
they should be.**





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The
Economist

JANUARY 2010 \$7.99

economist.com

Waziristan, the last frontier

Japan's two lost decades

Terror over Detroit

Iran's desperate crackdown

A history of the world in 100 objects

We Did It!

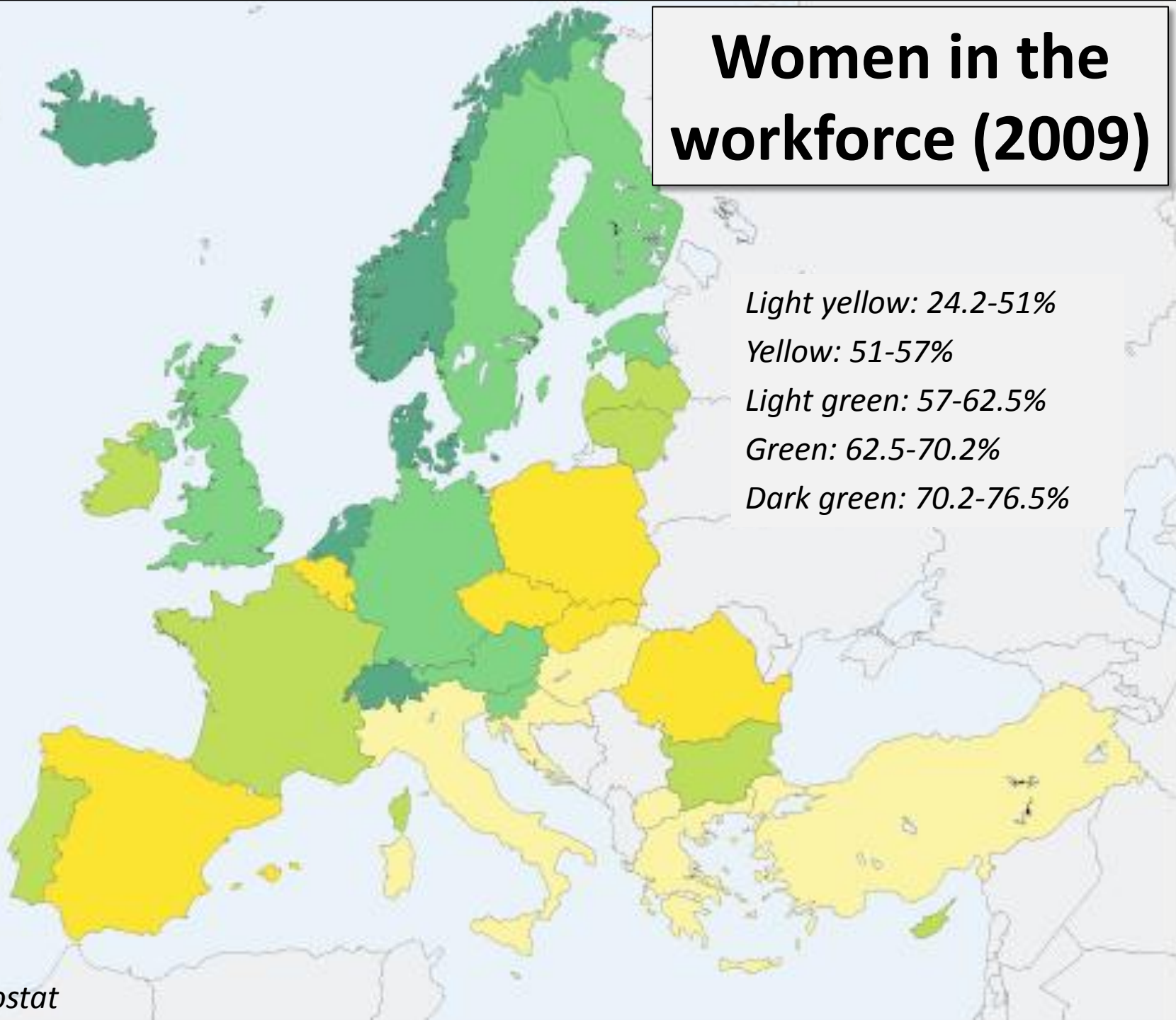


“The economic empowerment of women across the rich world is one of the most remarkable revolutions of the past 50 years”.

—The Economist, Dec 30, 2009

Women in the workforce (2009)

Light yellow: 24.2-51%
Yellow: 51-57%
Light green: 57-62.5%
Green: 62.5-70.2%
Dark green: 70.2-76.5%



193 UN members



**3 reigning
queens**



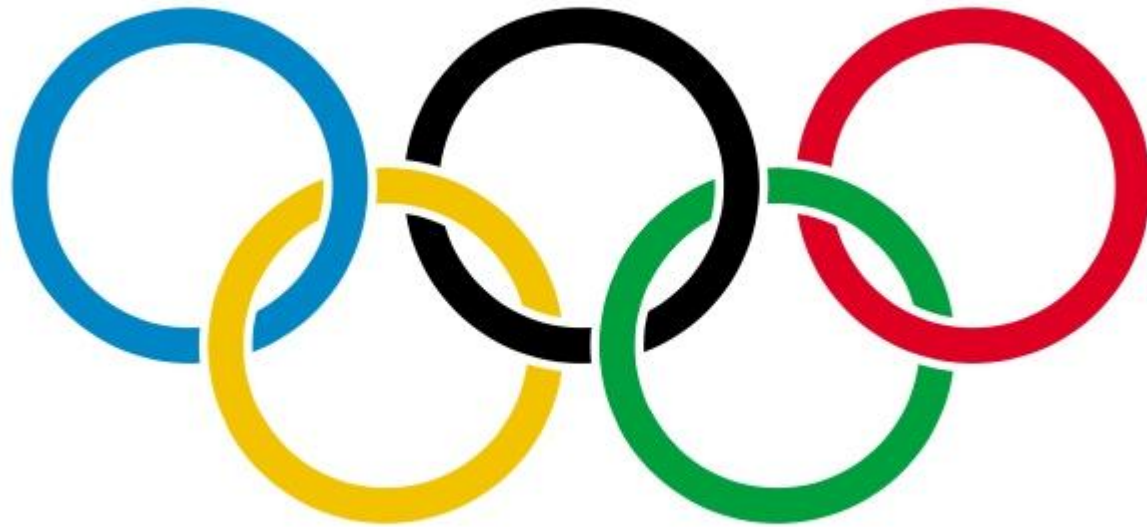
12 presidents



**12 Prime
Ministers**



3.2% Women CEOs Fortune 500



17.6% Women

Executive Committees NOC



IQ and **Personality**

–Best predictors of efficient leadership

« I don't think a woman should be in any government job whatsoever...The reason why I do is mainly because they are erratic. And emotional. Men are erratic and emotional, too, but the point is a woman is more likely to be. »

—President Richard Nixon

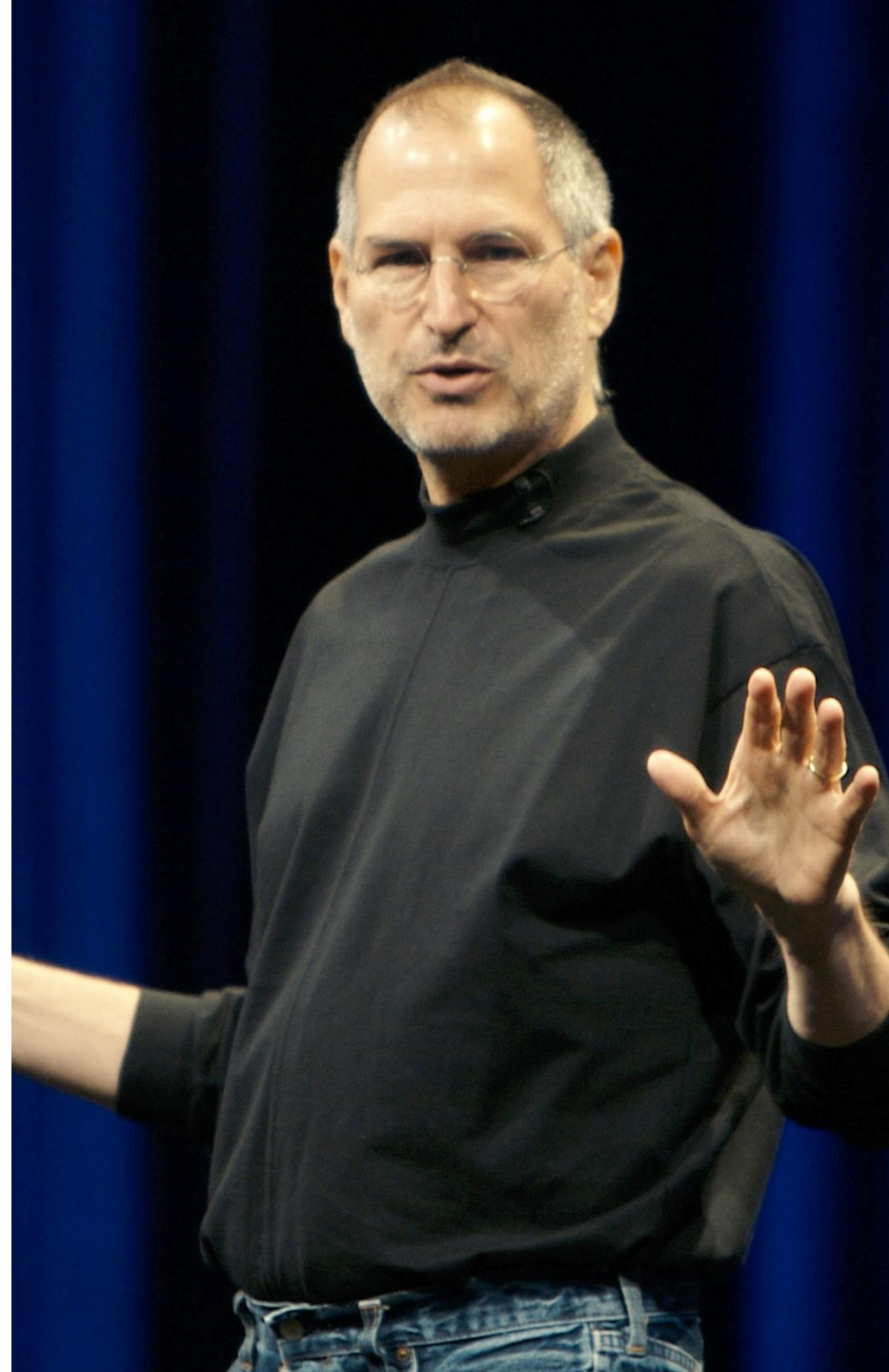




Leadership is a process of attribution

«Think manager—
think male»

—Virginia Schein, 1973





Tina Fey

Bossypants



“No pigtailed, no tube tops. Cry sparingly — though if you’re so mad you could just cry, then cry. It terrifies everyone. Also, don’t eat diet foods in meetings”

—Tina Fey, 2011



«You must unlearn
what you have
learned»

–Master Yoda



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Get to row, don't sit on the dock!

Women systematically underestimate their own abilities. Learn to self-monitor and know your worth.

“Scale yourself”

–Sheryl Sandberg, COO, Facebook

Build social capital and
take advantage of mentors.



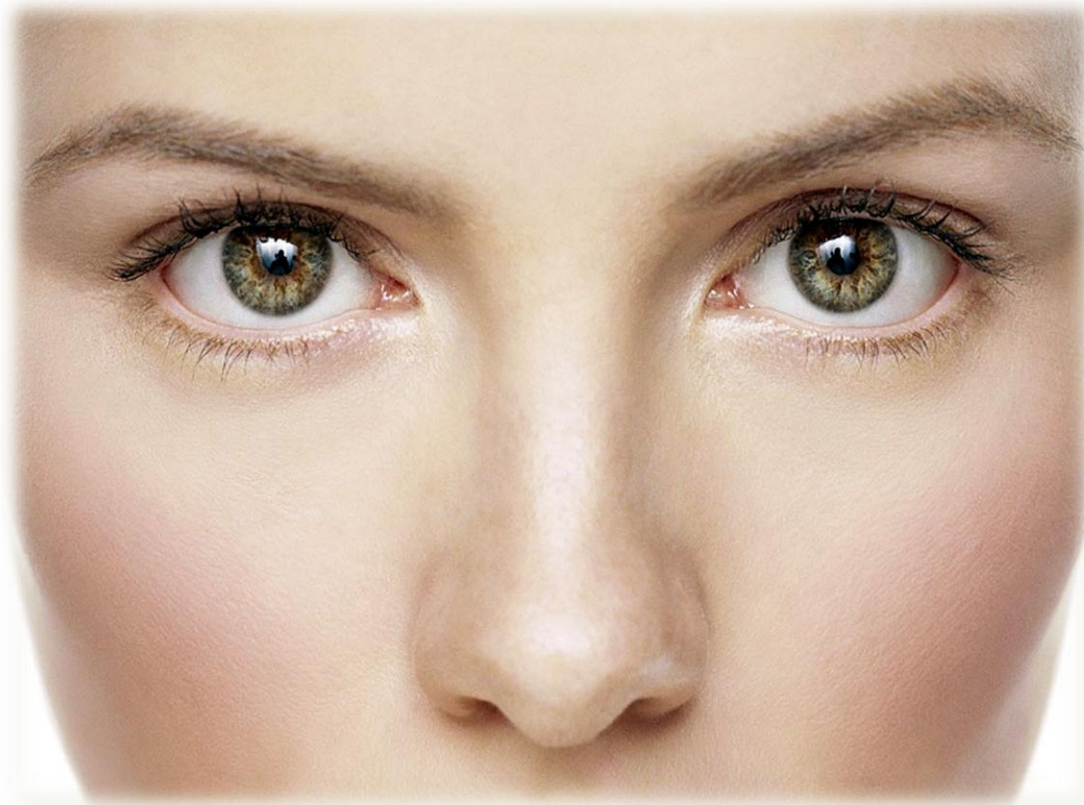


All ment(h)ors are not
created equal.

The importance of
mentoring *and*
sponsorship

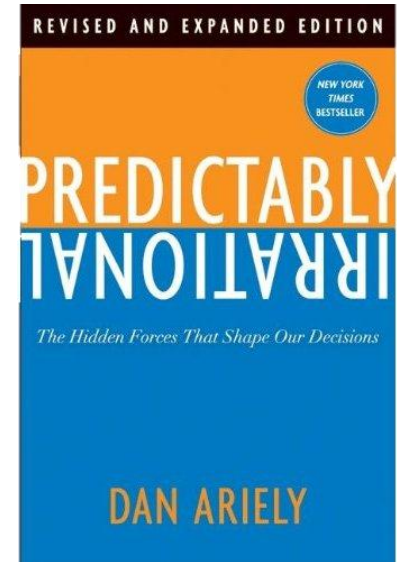
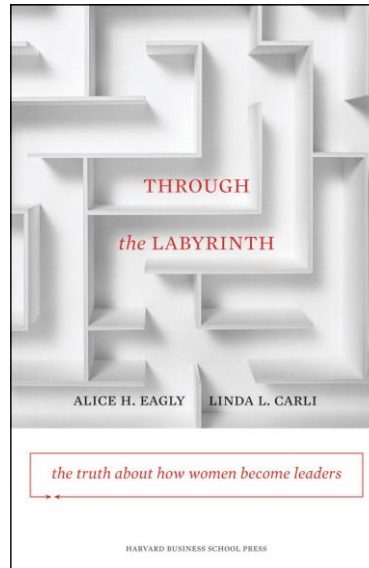
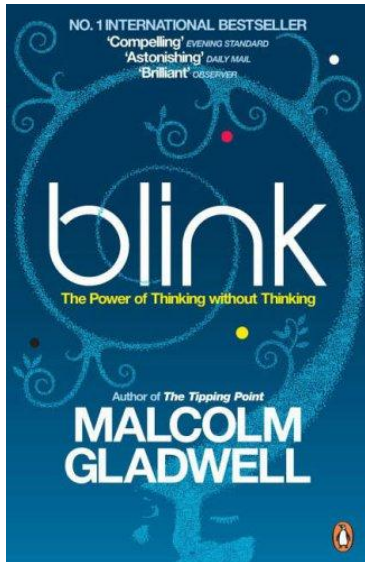
«When to blink—and when to think»

–Malcolm Gladwell, 2005



THANK YOU

Readings



How do we create change?

- Role models
- Create awareness about biases in evaluations
- Heighten awareness of the problem of stereotyping
- Increase transparency in recruiting and promotion processes
- Create more family friendly work practices
- Challenge women and men equally