

The industry of industriousness

Why women end up on a treadmill and men on the board

10 central theses of the book

Have you ever come across an industrious man who had a top job? No surprise then that women fail miserably in their traditional roles as princess and queen bee because that is exactly what they rely on: industriousness.

1. Women want to achieve success with the same virtues as their mothers and grandmothers displayed in the home. But professional life is a game with its own rules, which are frequently unobserved and unknown.
2. Women are traditionally successful only through industriousness or beauty. Both are easy to measure and demonstrate.
3. Industriousness leads directly to top marks and a place in middle management, right up to and as far as the glass ceiling. But no further.
4. An alternative perspective: on parental leave men collide with the same glass ceiling. "Does he really know what he's doing on my home turf?"
5. The glass ceiling is not an invention of the world of business. It rather guarantees mutual dependency and prevents men and women from seeing things eye to eye in all areas of life.
6. In business, strategy or power prevails over content every time – women concern themselves with content, men with strategy and power.
7. In consequence, men adjust their strategies and swap content, together with the industrious women who deliver it. Content-driven women revenge themselves by denigrating strategic managers.
8. In private life it's the same: women have to deliver here and now – like princesses – as for princes, potential is enough.
9. However women, in the role of princess and queen bee, can explore heroic possibilities and, as queen, deal with the full range of opportunities the power game offers: influence, strategy, politics.
10. Tomorrow's world requires this active approach. It has to be designed by both men and women who reject hierarchy and find their way to their own identity.