

WOMEN AT THE VERY TOP

It is a reality in the corporate world: Successful women, for example on a board often convince their bosses by practicing a life model where the traditional roles are reversed – with a husband who does the family work and lightens their burdens. Certainly this is a good option for a transition period. But is it really enough?

From my experience in Corporates since 1998, I have developed a concept for empowering women. It enables the development of personal clarity instead of only good advice and recipes. And it helps against the typical effects that occur when women are hampered:

Glass Ceiling

Coined in the 1980s in the USA; it means that highly qualified women get stuck in the middle management and never reach the top executive level, even if they perform just as well as their male colleagues, who are favoured.

Implicit promotion of men by men = 100% men's quota

We must understand that not the possible implementation of a women's quota is the problem but the fact that the boards consist only of men, often 100%.

Implicit assumption that family leave will be taken

It is still assumed by implication that women will take family leave. Also, the following biologism is often implied: when women have become mothers, they want to stay home with their children. However, we do not define ourselves by biology, but by our culture.

Gender Trouble

Competition between the genders, with women copying the behaviour of men.

What are the solution strategies? Most women want to find a different attitude, but also strive to

- acknowledge the reality of prejudices
- anticipate the problems when they return to their careers after their parental leave
- master the balancing act between being “too bossy” and “too weak”
- establish a blend between cooperative leadership and giving clear messages
- And: a successful mentor – of either gender – is always helpful!

Coaching for women on their career path can easily be begun with an initial workshop and continue with regular meetings for review and reflection.

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