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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



*Reference: Goldin & Rouse, 2000*



«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.



Reference: Eagly & Karau, 2002



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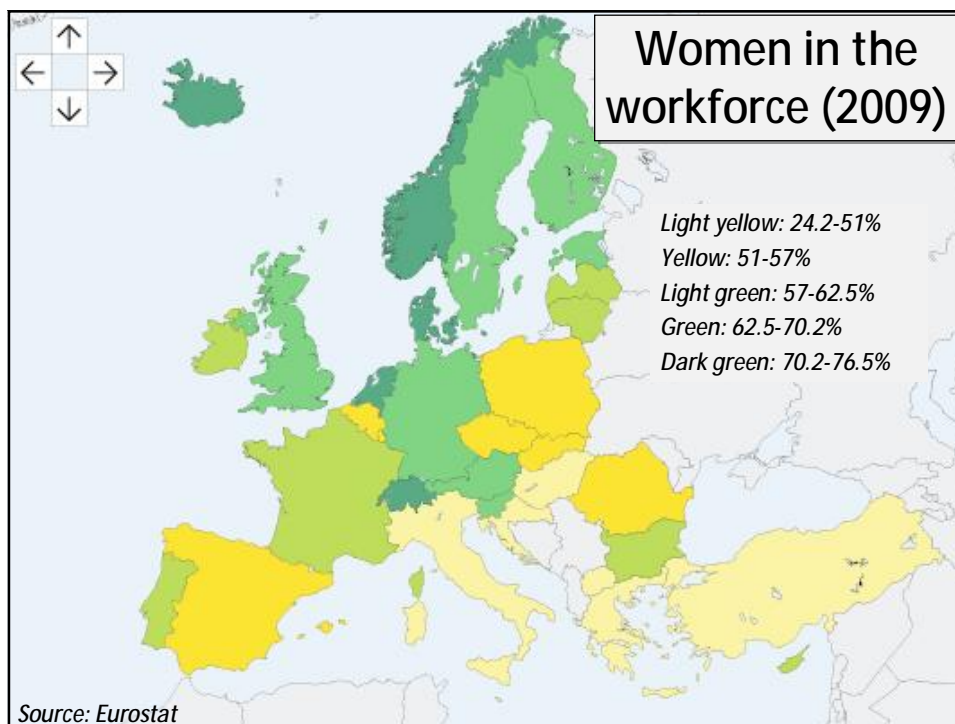
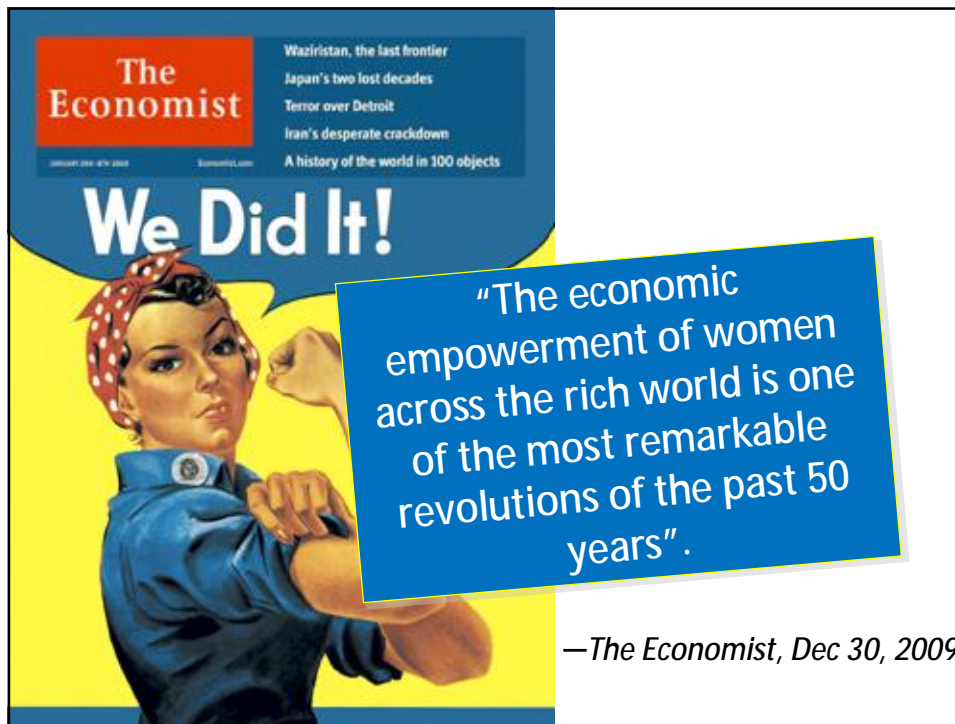
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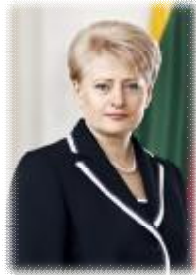
What we can do to create  
change



## 193 UN members



3 reigning  
queens



12 presidents



12 Prime  
Ministers

Reference: <http://www.guide2womenleaders.com/>



## 3.2% Women CEOs Fortune 500

Reference: <http://www.catalyst.org>





## 17.6% Women Executive Committees NOC

*Reference : Henry, I. P., & Robinson, L. (2010). Gender equality and Leadership in the Olympic Bodies: Women, Leadership, and the Olympic Movement 2010. Published by the IOC, June 2010.*



## **IQ and Personality** —Best predictors of efficient leadership

*Reference: Colom et al., 2000, Costa, Terracciano, & McCrae (2001)*



« 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



*Reference : Eagly & Carli, 2007, Costa, Terracciano, & McCrae (2001)*



Leadership is a process of attribution

«Think manager—  
think male»

—Virginia Schein, 1973



*Reference: PDC political campaign in the canton of Schwyz, Switzerland, 2007*



“No pigtails, 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.

*Reference: Flynn, Reagans, Amantullah, & Ames, 2006; Barron, 2003.*

## “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**

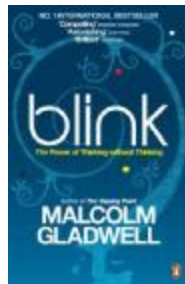
## «When to blink—and when to think»

—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