

# WOMEN IN THE WORKPLACE

ANDREW STEAD

Leadership Transformation

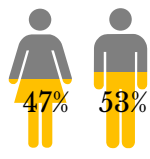
- ✓ **WORKPLACE PARTICIPATION**
- ✓ **MIND & BODY**
- ✓ **SUPERIOR SOFT SKILLS**
- ✓ **OFFICE & TEAM SKILLS**
- ✓ **SUCCESS & LEADERSHIP**

Here is the clear, scientific case not just for employing more women, paying them fairly and providing equal opportunities. This is a call to action for our global organisations to actively encourage far greater female Leadership – not simply senior women – but accepting that a more constructive, cooperative, feminine approach to our workplaces and women leading our organisations will materially improve our 21<sup>st</sup> century working lives and human experience.

## WORKPLACE PARTICIPATION

Women contribute to critical areas of the workforce and economic growth in both mature economies and developing nations. Flexible Working & Female entrepreneurship are key growth trends of the 21<sup>st</sup> century

*In The Us:*



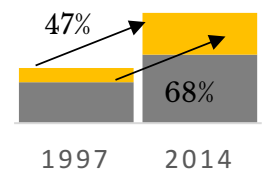
WOMEN MAKE UP APPROXIMATELY HALF THE LABOUR FORCE... **WELL, 47% TO BE EXACT!**<sup>1</sup>



FEMALE ENTREPRENEURS ARE INCREASING DRAMATICALLY<sup>2</sup>

**30%**

OF ALL US BUSINESSES ARE OWNED AND OPERATED BY WOMEN.



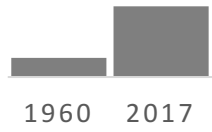
**1997 – 2014** TOTAL NUMBER OF US BUSINESSES ROSE 47%. NUMBER OF WOMEN-OWNED FIRMS INCREASED 68% i.e. 15X THE NATIONAL AVERAGE

1997 2014

Women Owned  
Men Owned



WOMEN ARE **64%** OF PART-TIME WORKERS AND **43%** OF FULL TIME WORKERS<sup>1</sup>



MOTHERS ARE THE PRIMARY BREADWINNER FOR **40%** OF HOUSEHOLDS COMPARED WITH **11%** OF FAMILIES IN **1960**<sup>4</sup>

1. US Department of Labor, 2017; 2. Womenable, 2014

## MIND & BODY

Women have key physical, emotional and intellectual attributes that are stronger than their male counterparts

*Women Are Better...*

WOMEN HAVE STRONGER IMMUNE SYSTEMS... **SO THEY TAKE LESS TIME OFF!**<sup>3</sup>



EDUCATED<sup>4</sup>



GRADED<sup>5</sup>



AT LEARNING LANGUAGES<sup>6</sup>



WINE-TASTERS!<sup>7</sup>

3. National Academy of Science of the USA, 2013; 4. Pew Research Center, 2014; 5. OECD, 2015; 6. Northwestern University, 2008; 7. Dalton et al, 2002

## SUPERIOR SOFT SKILLS

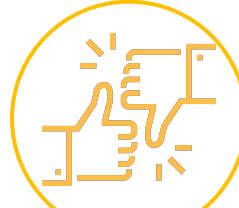
Unsurprisingly women score far higher on 'soft-skills.' Modern neuro-science shows how the female brain is larger and more active in certain critical areas connected to empathy and communication

*Women Are More...*

**10%** THE MALE BRAIN IS TYPICALLY **10%** LARGER THAN THE FEMALE BRAIN, BUT BRAIN SIZE DOES NOT DETERMINE INTELLIGENCE<sup>8</sup>

WOMEN HAVE MORE "CONNECTIONS" BETWEEN THE BRAIN'S TWO HEMISPHERES WHICH DICTATES COMMUNICATION<sup>8</sup>

**10%** FEMALES ALSO HAVE OVER **10%** MORE BRAIN CELLS THAN MALES IN THE PLANUM TEMPORALE, WHICH GOVERNS PERCEPTION AND LINGUISTIC PROCESSING<sup>8</sup>



COMMUNICATIVE<sup>8</sup>



OPEN MINDED<sup>9</sup>



EMPATHETIC<sup>10</sup>



TRUSTED<sup>11</sup>

8. Brizendine, 2006; 9. University of Warwick, 2011; 10. Goleman, 2011; 11. Bolz, 2010

## OFFICE & TEAM SKILLS

Women also have an armoury of office skills they can deploy more favourably than men. When it comes down to it, Women are typically more engaged (and therefore productive) employees and make better team players

*Women Are Better At:*

- ✓ **MULTI-TASKING**<sup>12</sup>
- ✓ **TEAM WORK**<sup>13</sup>
- ✓ **ENGAGEMENT**<sup>14</sup>
- ✓ **DEALING WITH STRESS**<sup>15</sup>

WOMEN SCORE HIGHER ON THE KEY TEAMWORK FACTOR OF 'SOCIAL SENSITIVITY' THAN MEN DO.<sup>13</sup>



12. Kuptsova et al., 2016; 13. M.I.T., 2015; 14. Gallup, 2017; 15. University of Buffalo, 2013

## SUCCESS & LEADERSHIP

But aside from being key contributors to the economy, having stronger mind and body attributes, acing in soft skills, and in the office environment, to crown it all, evidence suggests women are fundamentally better at some of the key aspects of business and leadership we may usually associate with men

*Women Are Better:*

**ENTREPRENEURS**<sup>16</sup>

- Women are found to be
- more ambitious:
  - better risk takers:
  - less prone to over-confidence
  - take a long-term view

**INVESTORS**<sup>17</sup>

- Women Investors
- outperformed men by 0.4% in investment returns
  - take on less risk
  - are more patient
  - are better savers

**LEADERS**<sup>18</sup>

- Women are better Leaders, specifically in the areas of:
- clarity
  - innovation
  - support
  - attention to detail

16. Center of Entrepreneurs, 2015 17. Fidelity, 2017; 18. Martinsen, 2014

**GIVEN THAT SCIENCE CLEARLY DEMONSTRATES THE EXTRAORDINARY VALUE OF WOMEN IN THE WORKPLACE, NOW LET'S EMPOWER THEM TO MAKE OUR PLANET A BETTER PLACE!**

ANDREW STEAD

CONTACT  
Andrew@andrewstead.org  
www.AndrewStead.org

f o i n AndrewStead.org

FIND MORE INFORMATION ON  
WOMEN AT THE WORKPLACE:  
www.andrewstead.org/resources/women-in-the-workplace