



SUPPORTING AND PROMOTING WOMEN

SUPPORTING AND PROMOTING WOMEN IS ESSENTIAL

Supporting and promoting women is perceived as crucial by most male managers. Many are already committed and engaged in creating positive change. The practices below offer you concrete ideas in how to support and promote women in different ways.



“I approach suitable women directly to apply for a management position”

- Women are often perceived as more reserved than men and prefer being approached directly for professional opportunities.
- Women tend to receive less affirmation and support in their everyday work than men. This can lead them to doubt their suitability for a leadership position. Confirmation and encouragement can be helpful here.
- Women tend to plan their career or professional development less stringently than men, so that a leadership position may not be their primary focus.

“I encourage female employees to participate in the leadership development program”

- In the sense of the “Barcelona Model” - in reference to the well-known professional football club – it makes sense to train your own junior staff and ensure that they do not leave the company.
- Give potential female managers the confidence at an early stage that they have the skills and the potential for a management position.
- Keep a conscious eye on the potential of your female employees.
- Be aware that quiet or reserved women can also have leadership qualities and ambitions.
- Clarify the needs of your employees and include their life circumstances outside of work.

“In my assessments, I take into account that women often choose different words or express themselves more carefully than men”

- Men often present themselves and their achievements more offensively than women and are more likely to be heard – reflect on these differences and disregard them when assessing performance.
- Ambition, careerism, and assertiveness, for example, are considered masculine attributes and are associated with men accordingly – be aware of possible other forms of expression and expressions of ambition by women and include them equally.
- No one is immune to implicit biases, which usually go hand in hand with gender stereotypes and prejudices – be aware of this, reflect and change your assessments and behaviour.





**“I approach suitable women
directly when looking
for candidates for a
management position”**





“I make myself available as a mentor for women as (junior) managers”

- Whether with or without an official mentoring program, you can support women as a mentor or sponsor.
- Meet at eye level and also learn from your mentees.
- Communicate your commitment openly within the company – and encourage colleagues to do the same.
- Establish supportive contacts even beyond your own organisational boundaries.
- Open up your own networks (both professional and technical) and introduce your mentees to them.

“I offer prestigious, challenging, and interesting tasks to one of the women in my team to help her gain more visibility, recognition and notoriety”

- Allow women space in committees and meetings to give them a stage for more visibility and transparency.
- Give women responsible and challenging tasks to give them opportunities to experiment and take responsibility.
- Let women take over negotiations with customers and suppliers – and pass on any queries directed at you to your colleague or employee.
- Ask women to give presentations.
- Encourage and inspire women to be confident in contributing their skills.

“I try to avoid ‘men-only’ teams, for example, by specifically looking for suitable women”

- Even if the percentage of women is low in management floors and male-dominated companies, be on the lookout for suitable women for project teams, management teams, meeting rounds, etc.
- Encourage and offer your women employees places on boards and committees.
- Keep an eye on your female employees’ potential and give newcomers and career changers a chance – because “a new broom sweeps clean.”
- Encourage your colleagues to also look for suitable women and avoid “men-only” teams.

LEADERS
FOR
EQUALITY

With "Leaders for Equality" our focus is on male leaders as relevant actors for gender equality.

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