

**GIRLS
JUST WANNA
BE CEO**

PSYCHOLOGY OF WOMEN
EXECUTIVE TRAINING GUIDE

TABLE OF CONTENTS

OVERVIEW.....	PAGE 3
PERCEPTIONS OF WOMEN IN BUSINESS.....	PAGE 4
CORPORATE PIPELINE.....	PAGE 5
INFOGRAPHIC PUBLISHED BY THE MUSE.....	PAGE 6
COMPARING MOTHERS AND FATHERS.....	PAGE 7
LANGUAGE DIFFERENCES.....	PAGE 8
COMBATING COMMON STEREOTYPES.....	PAGE 9
CALL-TO-ACTION.....	PAGE 10
DEFINING KEY TERMS.....	PAGE 11
DISCUSSION QUESTIONS.....	PAGE 12
NOTES.....	PAGE 13
SOURCES.....	PAGE 14

FAST FACTS

4% OF
FORTUNE 500
CEOS ARE
WOMEN

WOMEN
ACCOUNT FOR
46.9% OF THE
TOTAL
WORKFORCE

WOMEN
MAKE 79
CENTS TO A
MAN'S
DOLLAR

ALMOST FOUR IN TEN
BUSINESSES IN G7
COUNTRIES HAVE NO
WOMEN IN SENIOR
MANAGEMENT
POSITIONS

WOMEN WHO NEGOTIATED
FOR PROMOTIONS WERE 30%
MORE
LIKELY THAN MEN TO BE
LABELED INTIMIDATING,
BOSSY OR AGGRESSIVE.

WOMEN EARN
60% OF ALL
MASTERS
DEGREES

LETTERS OF
RECOMMENDATION
FOR GIRLS ARE 7X
MORE LIKELY TO
TALK ABOUT
PERSONAL LIFE

THE HIGHEST
PAID WOMEN
CEO MAKES
\$40.3M LESS
THAN THE
HIGHEST PAID
MALE CEO

**PSYCHOLOGY OF WOMEN
EXECUTIVE TRAINING GUIDE**

PERCEPTIONS OF WOMEN IN BUSINESS

"LONELY"

"KEEP
WOMEN IN
THEIR
PLACE"

"TOO
SENSITIVE &
EMOTIONAL"

"UNCOMFORTABLE
WITH SELF
PROMOTION"

"DISPROPORTIONALLY
PENALIZED FOR
STUMBLES"

"SLEPT HER
WAY TO THE
TOP"

"WOMEN AREN'T
BREADWINNERS,
THEY'RE
HERE FOR THE
'EXTRA' CASH"

"MORE
COMMITTED
TO HER
FAMILY"

PSYCHOLOGY OF WOMEN
EXECUTIVE TRAINING GUIDE

CORPORATE PIPELINE

FOR EVERY
100 ENTRY-
LEVEL
WOMEN
PROMOTED,
130 MEN ARE

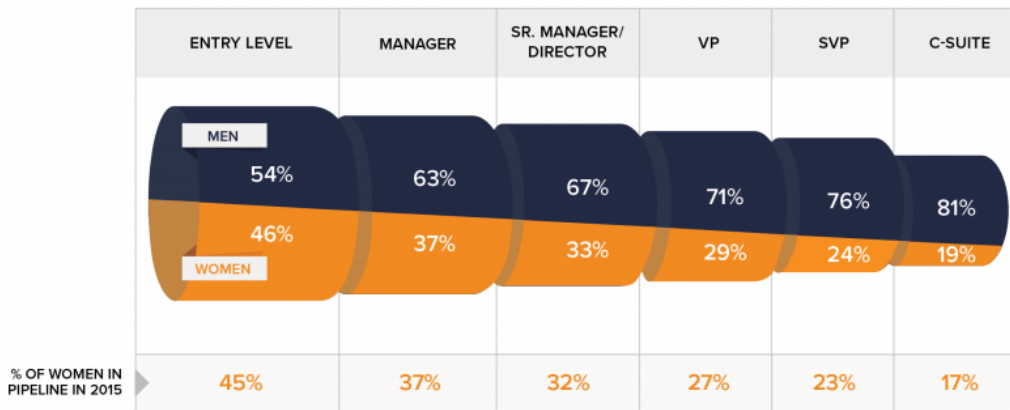
MEN HOLD
71%
OF VP
POSITIONS

MEN HOLD
80%
OF
C-SUITE
ROLES

GENDER REPRESENTATION IN THE CORPORATE PIPELINE IN 2016

WOMEN ■ MEN ■

% OF EMPLOYEES BY LEVEL



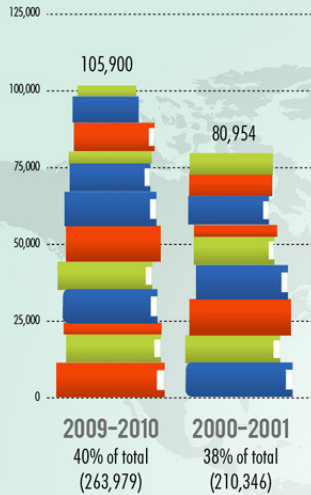
From LeanIn.Org and McKinsey & Company's *Women in the Workplace 2016* report—and based on employee pipeline data from 132 participating companies. Read the full report at womenintheworkplace.com

LEAN IN

McKinsey&Company

PSYCHOLOGY OF WOMEN EXECUTIVE TRAINING GUIDE

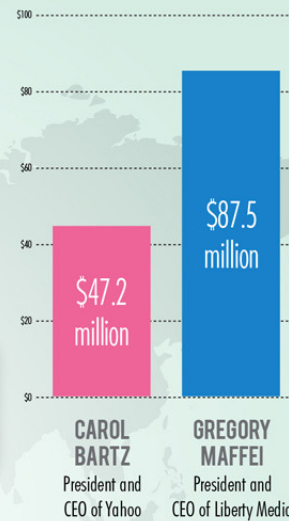
WOMEN TAKING THE GMAT



BREAKING THE GLASS CEILING: WOMEN IN BUSINESS



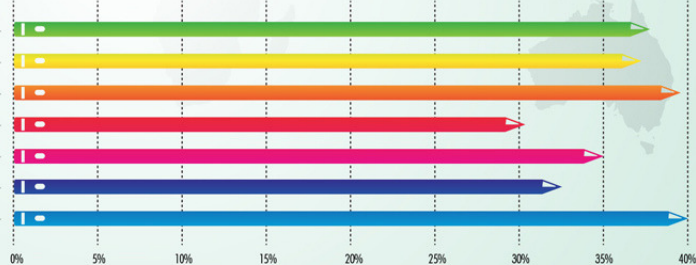
HIGHEST PAID CEO'S IN 2009



WOMEN ATTENDING

CLASS OF 2011 AT TOP FULL-TIME MBA PROGRAMS

- Yale Univ. - Women 37%
- Harvard - 36%
- Stanford - 39%
- Univ. California, Berkeley - 30%
- MIT Sloan - 35%
- Insead, France - 33%
- Univ. of Penn. Wharton School - 40%



FORTUNE 500 CEO'S

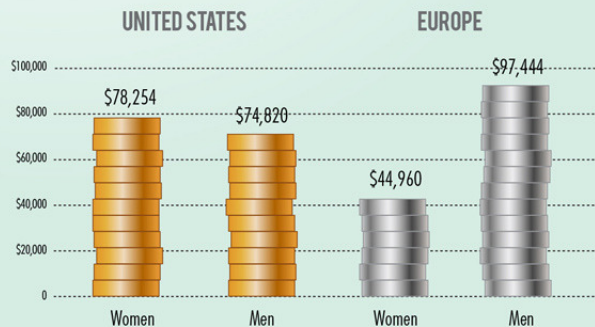
NUMBER OF WOMEN CEO'S

26% of women attend Executive MBA programs, yet only 3% are in the C-suite.



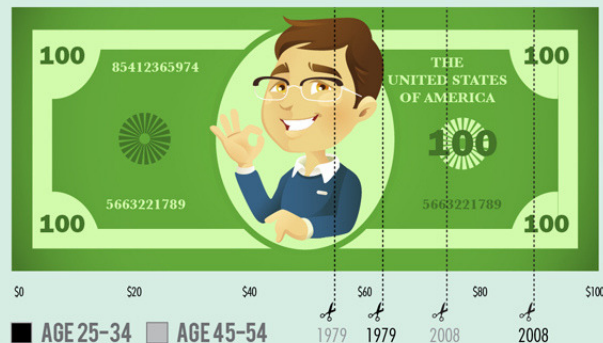
SALARY

The MBA salaries for women were higher than men, though in Europe the gap was almost double.



SALARY GAP

We've come a long way towards equitable earnings when women once earned 62 dollars for every 100 dollars men earned in 1979 to today's 80 dollars for women.



References

- U.S. Department of Labor
<http://www.bls.gov/cps/cpswom2008.pdf>
- The Graduate Management Admission Council
http://www.gmac.com/NR/rdonlyres/F1B8EE06-8FD5-44C0-852B-3152F4F72BFF/0/DTG_GMEandWomen2011.pdf
- http://www.gmac.com/NR/rdonlyres/68C9D07F-14A9-4113-8E41-081D9E422702/0/GMAT2010PrintedProfile_online.pdf
- Businessweek
<http://www.businessweek.com/bschools/rankings/>

Credits

Provided by 280 and
MBA-Online-Program.com

MOTHERS & FATHERS

IN A STUDY CONDUCTED AT OSU IN OHIO, COLLEGE STUDENTS WOULD BE LESS WILLING TO HIRE A WOMAN WITH TWO CHILDREN THAN THEY WOULD BE TO HIRE A WOMAN WITH IDENTICAL QUALIFICATIONS WHO HAD NO CHILDREN.



MOTHERHOOD PENALTY
WOMEN WHO HAVE KIDS OFTEN LOSE 3-5% OF THEIR SALARY

THE DADDY BONUS VS. THE MOMMY PENALTY	
He just had a baby; give him that big project since he'll be working harder now that he has to support a family.	She just had a baby; don't give her that big project, she won't be able to travel even get here on time anymore.
He's late; he must have had a breakfast meeting.	She's late; she must have childcare problems.
He stays late every night; he's really dedicated.	She stays late every night; what a heartless mother.
His performance is down; he must be helping his wife with that colicky baby. He'll be back to normal in a few months.	Her performance is down; women are useless once they have kids, always putting their families before work.
He just had a baby; give him that raise, he's really going to need it.	She just had a baby; wait on that promotion offer since she'll want to go parttime soon.

FATHERHOOD BONUS
MEN WHO HAVE KIDS OFTEN ADD 15% TO THEIR SALARY

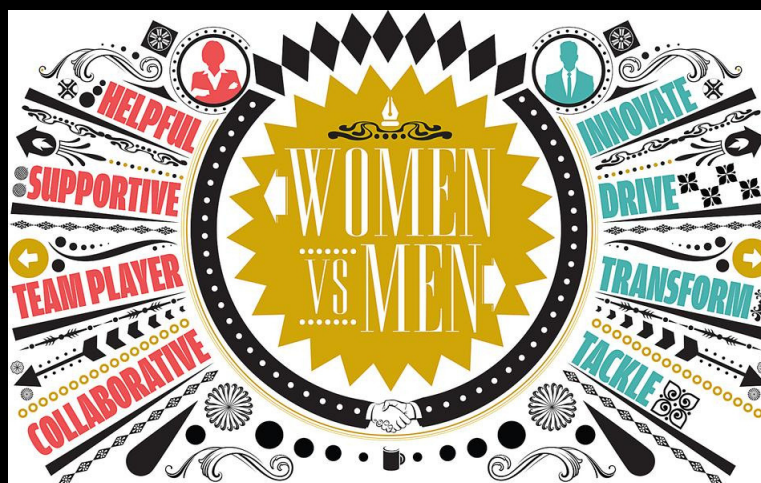
PSYCHOLOGY OF WOMEN EXECUTIVE TRAINING GUIDE

COMPARING LANGUAGE

WOMEN WHO
NEGOTIATE
ARE PUSHY
AND OVER-
CONFIDENT

MEN ARE IN
CHARGE,
WOMEN ARE
CONTROLLING

MEN WHO
NEGOTIATE ARE
CONVINCING
AND QUALIFIED



COMMUNAL LANGUAGE IS
USED FOR WOMEN- LIKE
BEING SUPPORTIVE,
SHOWING WARMTH, AND
HELPING THE TEAM

AGENTIC LANGUAGE IS
USED FOR MEN- GETTING
THE JOB DONE, TAKING
CHARGE, AND BEING
INDEPENDENT.

**PSYCHOLOGY OF WOMEN
EXECUTIVE TRAINING GUIDE**

COMBATING STEREOTYPES

WOMEN
FLIRT
TO GET
AHEAD

COLD
HEARTED

GIRLS ARE
BOSSY, BUT
BOYS HAVE
LEADERSHIP
POTENTIAL



WOMEN
TAKE
CARE,
MEN
TAKE
CHARGE

RUDE &
STUBBORN

WOMEN ARE
EXPECTED TO
HAVE KIDS
AND QUIT
THEIR JOBS

PSYCHOLOGY OF WOMEN
EXECUTIVE TRAINING GUIDE

CREATING CHANGE

GIVE WOMEN DEMANDING DEVELOPMENTAL JOB EXPERIENCES TO TRAIN THEM FOR LEADERSHIP POSITIONS.

IMPLICIT BIAS TEST:

[HTTPS://IMPLICIT.HARVARD.EDU/IMPLICIT/STUDY?](https://implicit.harvard.edu/implicit/study?TID=-1)
TID=-1

EVALUATE AND REWARD WOMEN'S PRODUCTIVITY BY OBJECTIVE RESULTS, NOT THE NUMBER OF HOURS AT WORK.

SIMPLY HIRING MORE WOMEN EXECUTIVES OR INSTITUTING MORE GENDER DIVERSITY PROGRAMS ISN'T ENOUGH



ENCOURAGE WELL-PLACED, WIDELY ESTEEMED INDIVIDUALS TO MENTOR WOMEN.

CALL OUT THE CROOKED ROOM

AVOID HAVING A SOLE FEMALE MEMBER ON ANY TEAM. OUTNUMBERED, WOMEN TEND TO BE IGNORED BY MEN.

**PSYCHOLOGY OF WOMEN
EXECUTIVE TRAINING GUIDE**

DEFINING KEY TERMS

- Gender Equality– the state in which access to rights and opportunities is unaffected by gender
- Stereotypes– attitudes and beliefs that categorize groups of people as having certain characteristics
- Marginalization– keeps someone powerless or in an unimportant position within a society or group
- Sexism– prejudice, stereotyping and discrimination against women on the basis of sex
- Invisible privilege– unearned innate privilege or access to opportunities and resources
- Patriarchy– a system of society or government in which the father or eldest male is head of the family and descent is traced through the male line.
- Feminism– the idea that women deserve the same access to resources and opportunities as men

DISCUSSION QUESTIONS

- Have you faced or witnessed prejudice or discrimination in your work setting? Describe what happened.
- Does your company have an unbiased performance evaluation system in place? If so, what is it? If not, how can you change it?
- Do you feel that you that your unique attributes, traits, characteristics, skills, experience and background are valued at work?
- Do you ever feel left out at work – either when engaging in work activities or socially?
- Have you faced any obstacles in your career progression or ability to participate fully in work processes that are not experienced by all of your colleagues? Describe those obstacles.
- Can you identify people similar to yourself in leadership positions at your organisation?
- Are you a feminist? Why or why not?

NOTES

**PSYCHOLOGY OF WOMEN
EXECUTIVE TRAINING GUIDE**

SOURCES

All the Stats on Women in Business. (n.d). Retrieved from <https://www.themuse.com/advice/all-the-stats-on-women-in-business>

Boguhn, A. (2015). Dress Codes, Double Standards, and 4 Other Ways Women Face Sexism at Work. Retrieved from <https://everydayfeminism.com/2015/06/sexism-at-work/>

CATALYST Study Exposes How Gender-Based Stereotyping Sabotages Women in the Workplace. Retrieved from <http://www.catalyst.org/media/catalyst-study-exposes-how-gender-based-stereotyping-sabotages-women-workplace>

Chira, S. (2017). Why Women Aren't CEOs. Retrieved from <https://www.nytimes.com/2017/07/21/sunday-review/women-ceos-glass-ceiling.html>

Khazan, O. (2017). Women Know When Negotiating Isn't Worth It. Retrieved from <https://www.theatlantic.com/business/archive/2017/01/women-negotiating/512174/>

Medland, D. (2016). Today's Gender Reality in Statistics. Retried from <https://www.forbes.com/sites/dinamedland/2016/03/07/todays-gender-reality-in-statistics-or-making-leadership-attractive-to-women/#211b81b6883d>

Quast, L. (2012). Is There Really A Glass Ceiling For Women? Retrieved from <https://www.forbes.com/sites/lisaquast/2011/11/14/is-there-really-a-glass-ceiling-for-women/#546dfbf47dae>

QUESTIONS TO ASK A DIVERSITY AND INCLUSION FOCUS GROUP. (2017). Retrieved from <https://cultureplusconsulting.com/2017/03/27/questions-to-ask-a-diversity-and-inclusion-focus-group/>

Wolfe, L. (2017). Unequal Pay is a Form of Gender Discrimination. Retrieved from <https://www.thebalance.com/gender-discrimination-in-the-workplace-3515145>

Zarya, V. (2016). The Percentage of Female CEOs in the Fortune 500 Drops. Retrieved from <http://fortune.com/2016/06/06/women-ceos-fortune-500-2016/>