

Promoting women as if they were your sisters

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**«Men often promote women as
if they were their daughters
but should promote them as if
they were their sisters!»**

How (not) to promote women

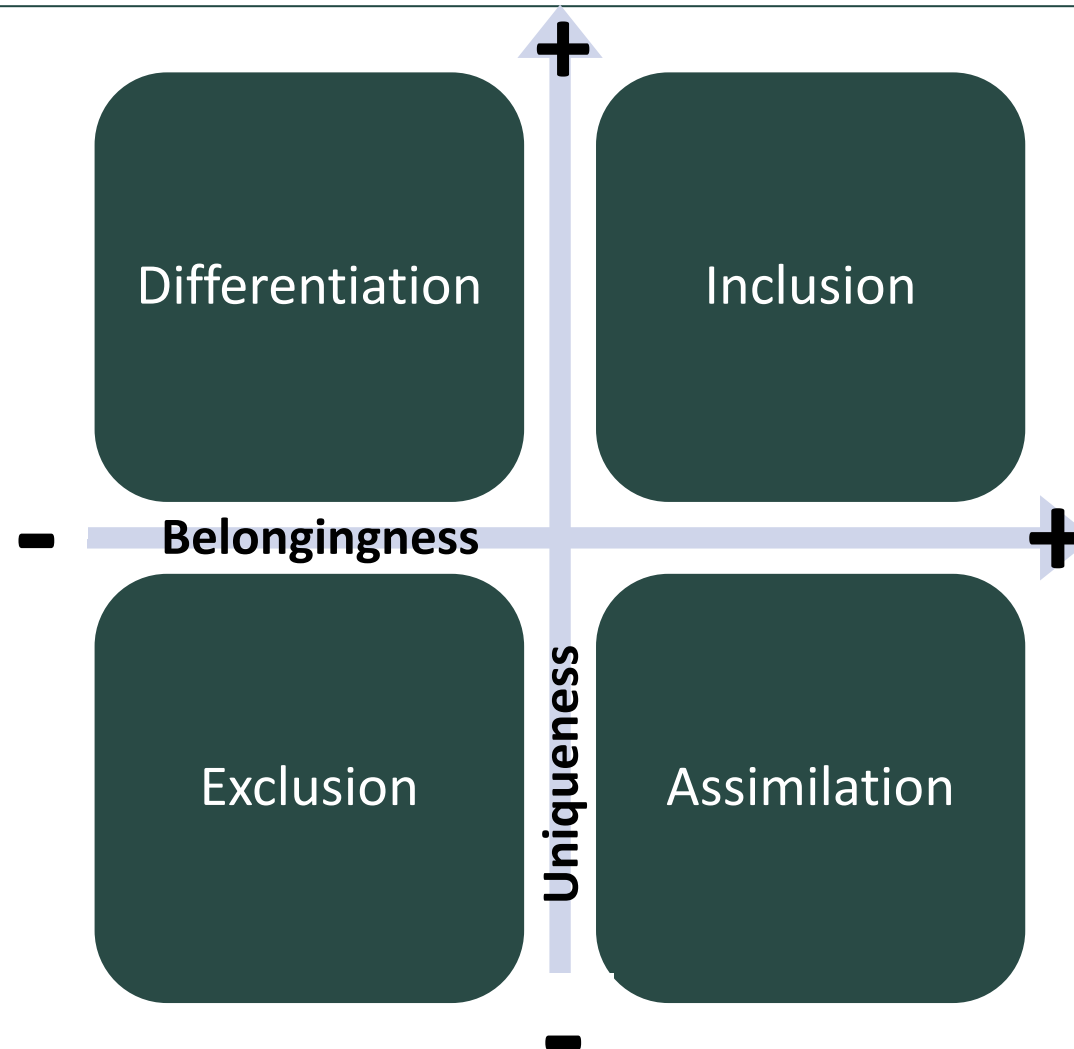
Gender equality
as an annoyance

Gender equality
as nothing one
can influence

Gender equality
as helping
women

Gender equality
as important for
women and men

Inclusion: Belongingness and Uniqueness



Male Allies are aware of the problems women are facing

I need a successor. Okay, well, whom do we pick? Well, the guy always pops out like that, he's the strongest of the bunch. That is, I'll say, quite deep, maybe even genetic, that men perhaps stand out more, and fight more, while it is the women who are much more competent or even shy.

That is, if you have loud men in the upper floors who are loud and yelling, then they will support people who are also loud and yelling. And these stereotypes shape our thinking, whether we like it or not. It's very difficult or very hard to break that down at some point.

The question you have to ask yourself is whether we have a male culture where a woman can't shine and have an impact and does not feel at home. That's a question. You might have to think about that.

It's because it's such a male-dominated world and that's why women have to stand there ground for being noticed at all. For men it is a bit easier at this point.

Male Allies

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Gender Equality as helping women

*It is something a little deeper. (...) And I think we can actually really do something about it. (...) just before I came here to this meeting, the women in my group always spend a lot more time just coming in my office asking questions, and usually they know the answer. **They just need a little more assurance. And a lot of them once they got that self-confidence, they became fantastic leaders and a lot of them really developed that. (...)** I agree, I think we can really do something to help them here.*

Gender equality as important for women and men

*I think the extra mile, for example, is still present for me, I think it's already a huge obstacle. (...) **You scare me when you tell me "hey you always have to go the extra mile". A woman? Bring this one that says "yes uh, no, sure not!" I just find something wrong with the attitude. So if I-so for example I never tell anybody he has to go the extra mile now if anybody was a division manager or in a squad function.***

The Tightrope

Male Allies

- are aware of problems women are facing **as women in a male dominated environment;**
- are appreciative of women as (sometimes) **different or with different needs;**
- are aware that the problems women are facing are very often **critical issues for men, too.**
- They are not protecting women or perceiving them in **stereotypical** ways.



Promoting Women as Sisters

Male allies

- are **aware** of the male dominance in culture and the problems arising for women;
- stand up and acknowledge themselves as **responsible** for change;
- are good **listeners**. They open their eyes and ears for different needs and challenges experienced by women;
- are **appreciative** of different needs compared to their own;
- develop **new practices** of showing **respect** and encouragement.





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