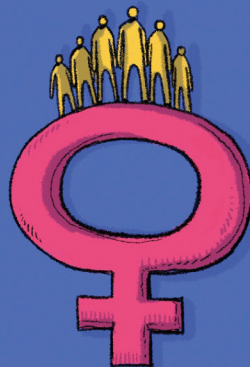


NUMBER 14:

Without the feminine gaze the future will only be imperfect



Female leadership has proven to be very effective in managing the pandemic. We only have to look at the results in the countries managed and led by women. Maybe it's not time to make comparisons yet, but it may prove useful to find which mechanisms allow this situation to stop from just a media hype in order to obtain the category of normal.

Analyzing the aspects of female leadership that have been differential and positive during the management of the pandemic crisis should allow us to get lessons that may help organizations understand that gender balance will help us all during recovery and in the future to build a better world.

- “Overcoming the identification of leadership as something preferably masculine is necessary to advance in an essential redistribution of political power. The success of the women prime ministers is an evidence of that” (Maria Solanas, Elcano Royal Institute)
- One of the clear elements in crisis management, especially in times of initial confusion, has been clarity in explaining the situation to employees. The interviews we have conducted with female managers lead us to conclude that clarity is a differential fact in their way of leading.
- Empathy towards the people who intervene in the organization, the stakeholders, basing decisions not only on internal needs but on the entire organization is another differential learning result.
- Managing in a generous and compassionate way thinking not only in the short term but also in the continuity of the company and in how to alleviate the pain of clients, suppliers and collaborators, is the basis for a guaranteed success.
- Orientation to change and an optimistic outlook are two other factors that are repeated in our conversations with women managers. Talking and talking about what to do and not to actually start doing it, is a useless activity; women are used to doing it because they have had no choice but to give answers in any area of their life.
- Moments like those we have been through do not need protagonists but people who do the work. Women are used to leading from the shadows and therefore we know how to distinguish what is important from what is only ego.

Links:

Leading the Fight Against the Pandemic: Does Gender 'Really' Matter?

Interview with the study authors

BizBarcelona 2020 | Female leadership for uncertain times

Feminist foreign policy

