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Athens  
14-15 September 2023

# Women in Management

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# Thank you!

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- ▶ 35 years in Market Research
- ▶ In love with people & humanity
- ▶ Obsessed with progress & novelty
- ▶ My vision : happy, healthy, responsible & creative people in society and business



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# I am going to share...

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- ▶ A historical Review
- ▶ Women in Leading Positions
- ▶ Women's Management Style



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# My Sources

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- ▶ Multiple Studies / National Surveys
- ▶ Quantitative, Qualitative, B2C, B2B
- ▶ Designed, conducted & presented at various conferences on women leadership



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# A Historical Review



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# Greek Women acquired voting rights in 1957

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# Lina Tsaldari (1887-1981)



- ▶ Was the first Woman Minister
- ▶ Heading the Ministry of Social Welfare

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# Kalliroi Parren (1861-1940)



- ▶ Was the first Woman Publisher
- ▶ Started publishing the weekly “Newspaper for Ladies” in 1887

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# Johanna Stefanopoli (1875-1961)

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- ▶ Was the first woman University Student
- ▶ A journalist



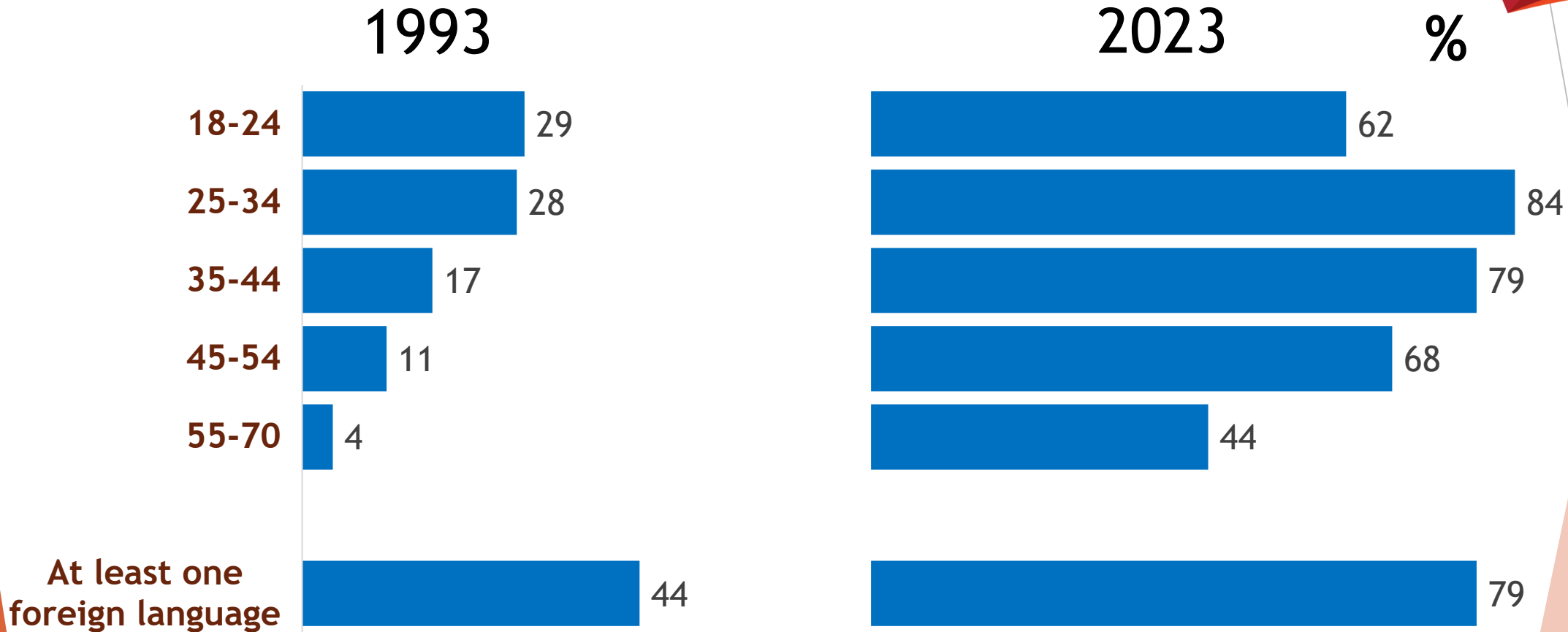
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# Within the last 30 years, Greek women have acquired higher education

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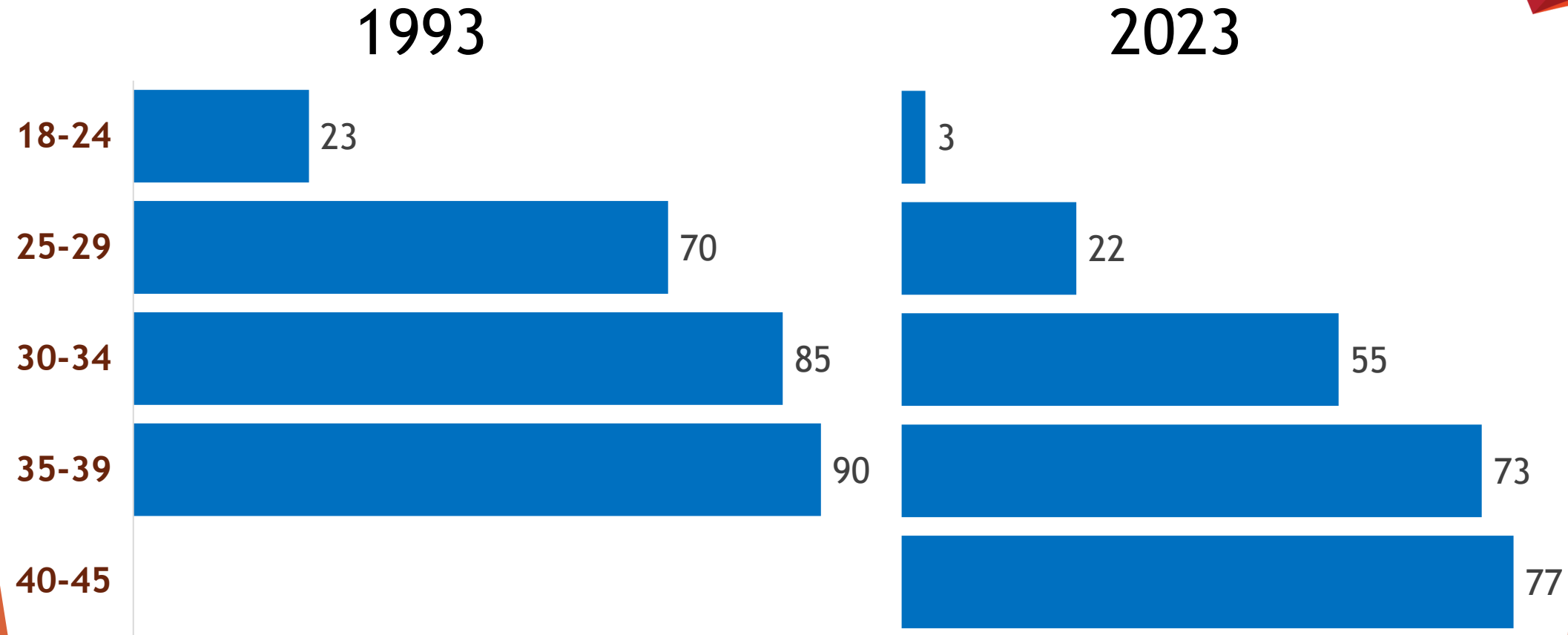
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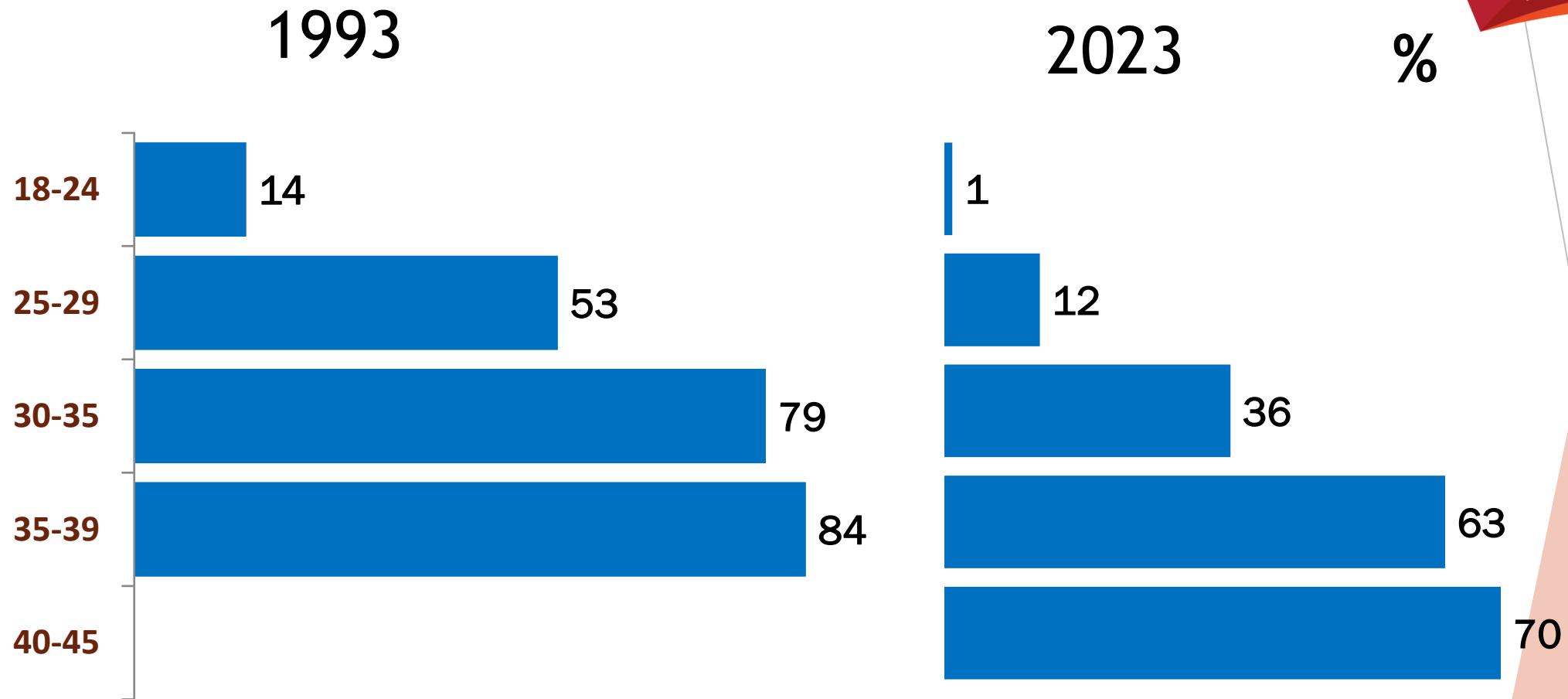
# As years go by, Greek women get married at an older age (% of married women by age)



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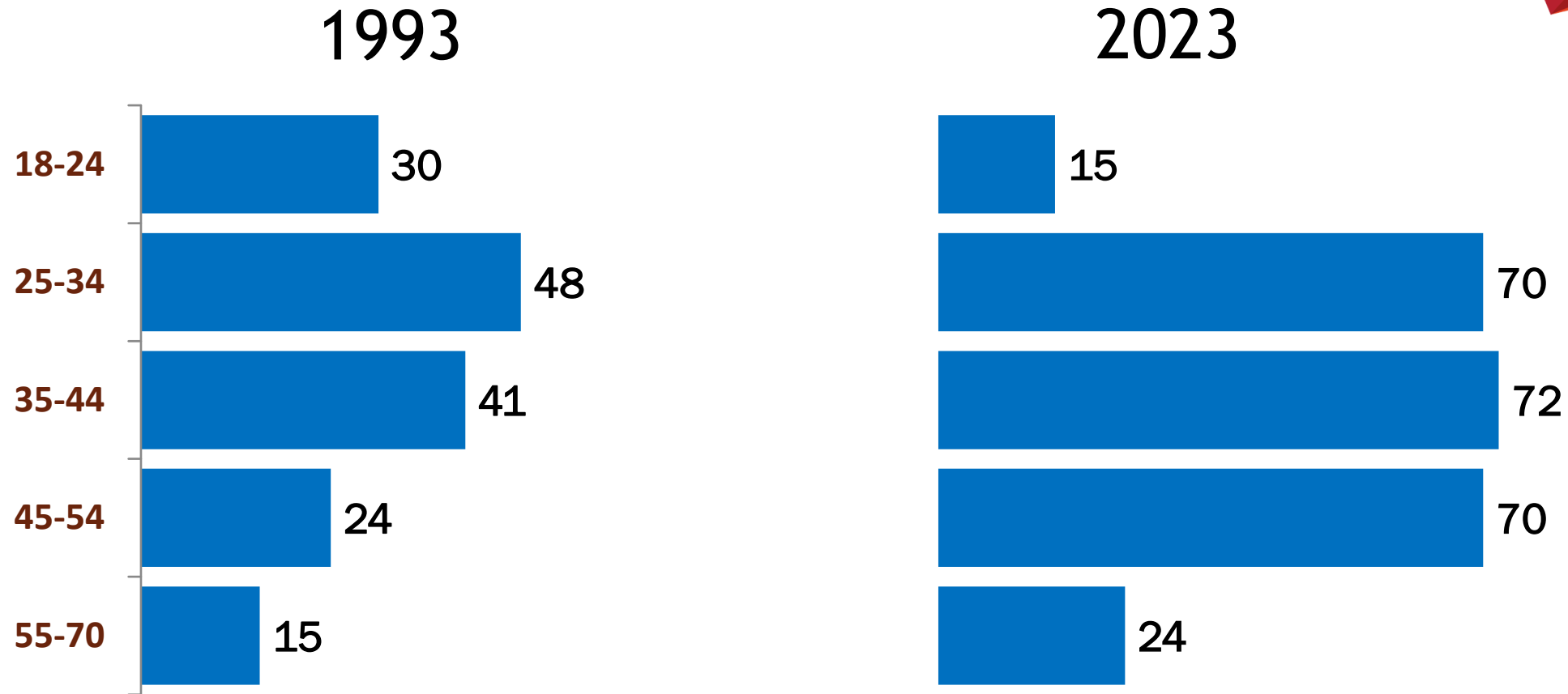
# They delay having children (% of mothers by age)



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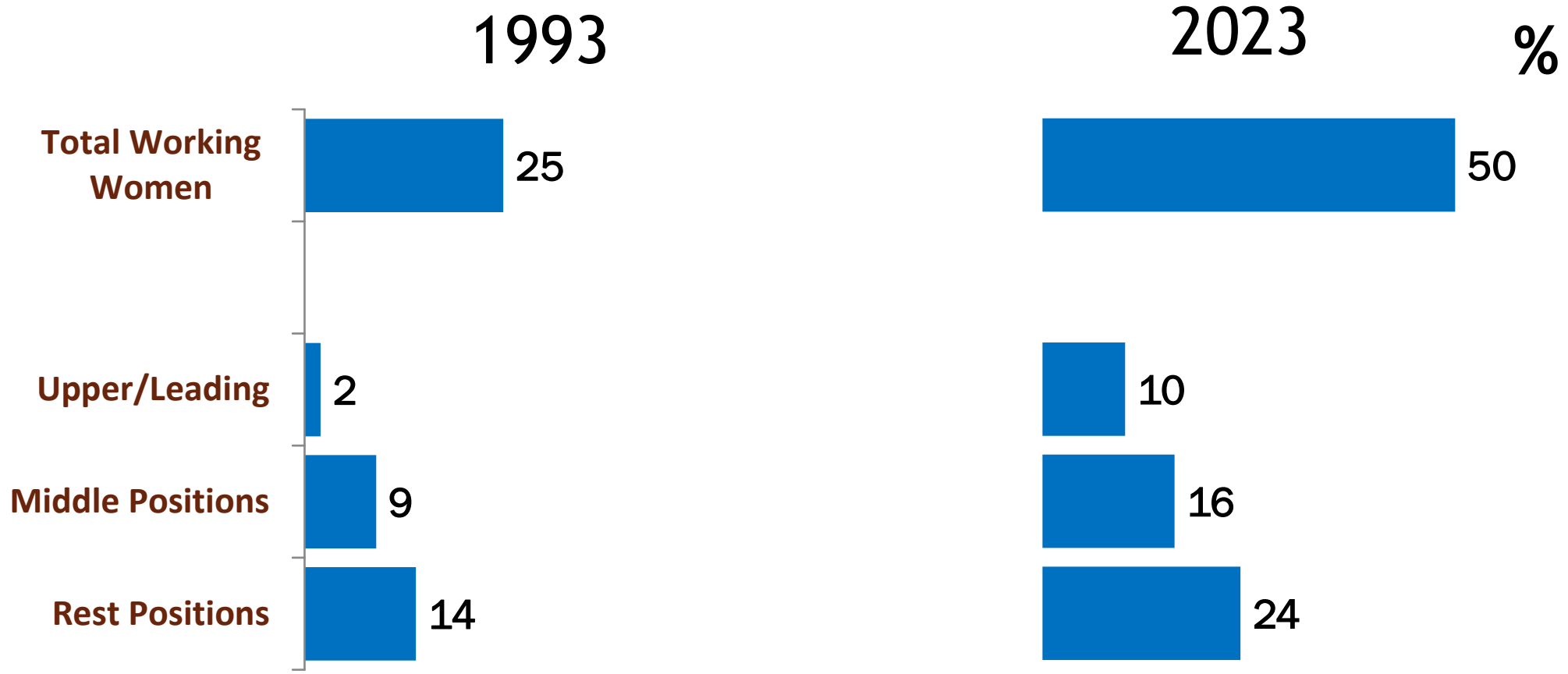
# One in two Greek women are currently employed in a full-time job



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# However, the proportion of women in leading positions remains relatively low



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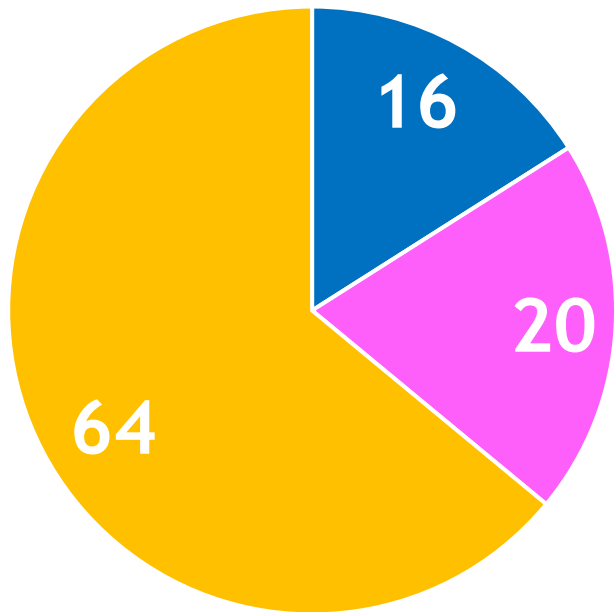


# Despite their progress, women are still perceived as the main children caretakers



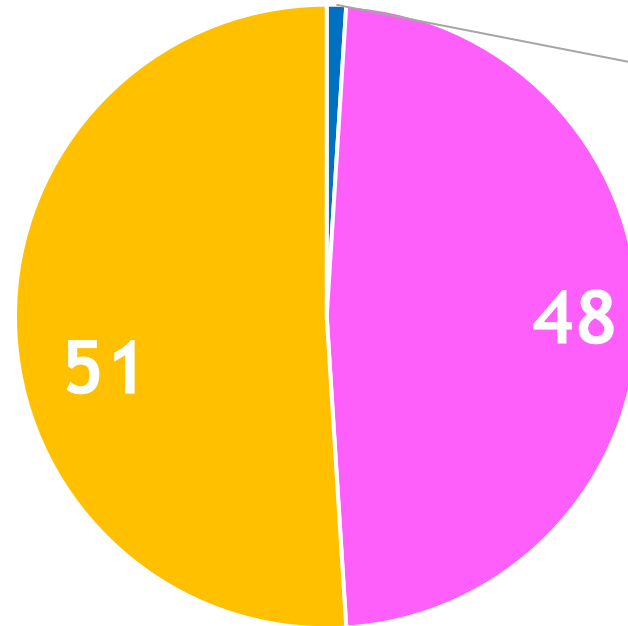
## Responsibility in the family for:

### Financial Matters



■ The man

### Children Upbringing



■ The woman

■ Both equally

%

1



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# #1 Key Learning

Greek women have come a long way and have made a spectacular progress as citizens, professionals and members of society. However, there still seems a lot to cover until we reach “full gender equality”



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# Women in Leading Positions



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# Cliches, Theory, and Practice

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# Despite the progress, there are still some “stereotypes”

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**Car industry**

**Heavy industry**

**Construction business**

**Cosmetics/beauty**

**Secretariat/office**

**Fashion/clothes**

**Army/Navy/Police**

**Technology/IT**

**Taxi/drivers, etc.**

**Schoolteachers**

**Nurses**

**Psychologists**

**Finance**

**Sales**

**Developers**

**Marketing**

**Comms / PR**

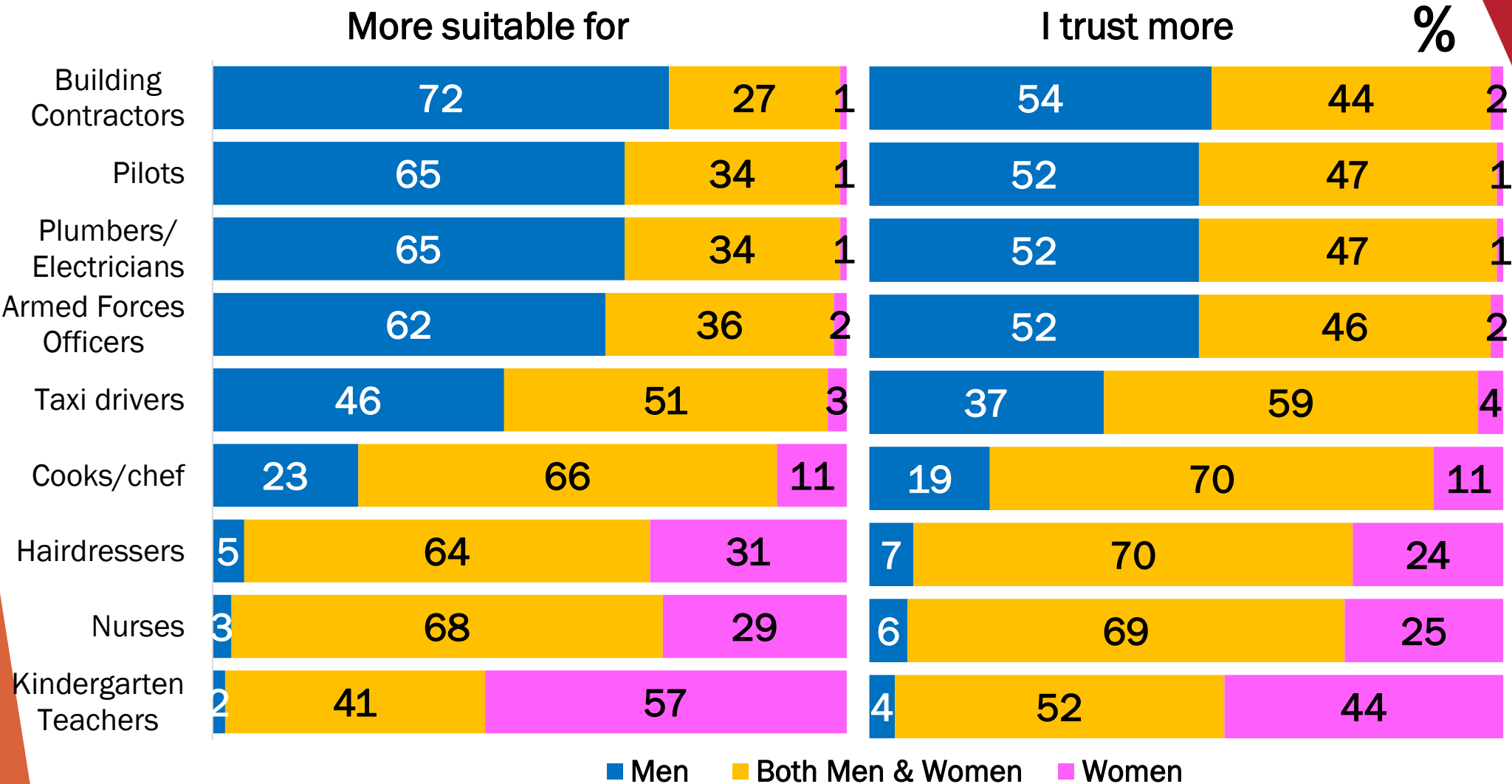
**HR**



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# Stereotypes : professions attributed to...



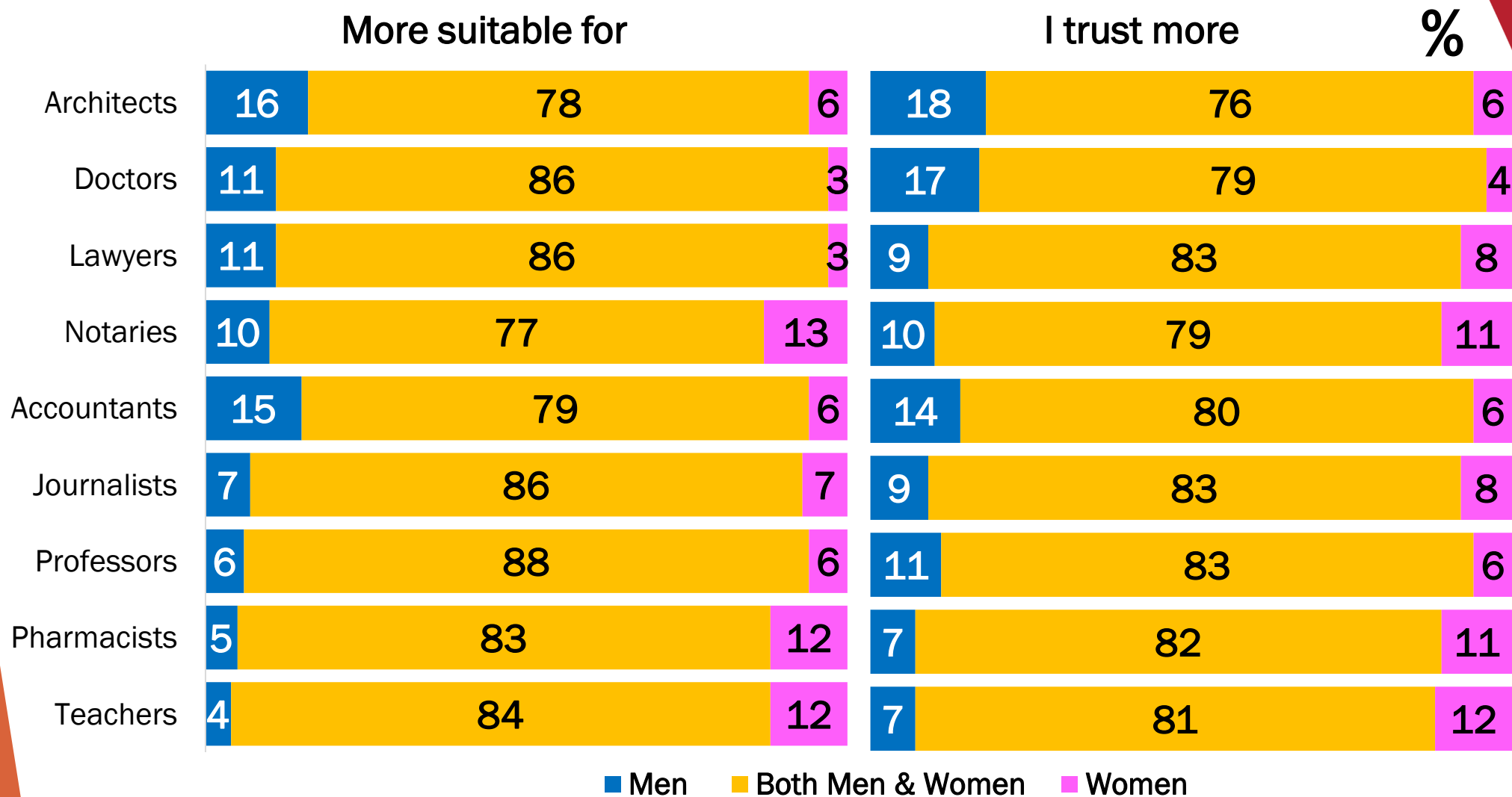
■ Men ■ Both Men & Women ■ Women



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# Professions attributed to both genders



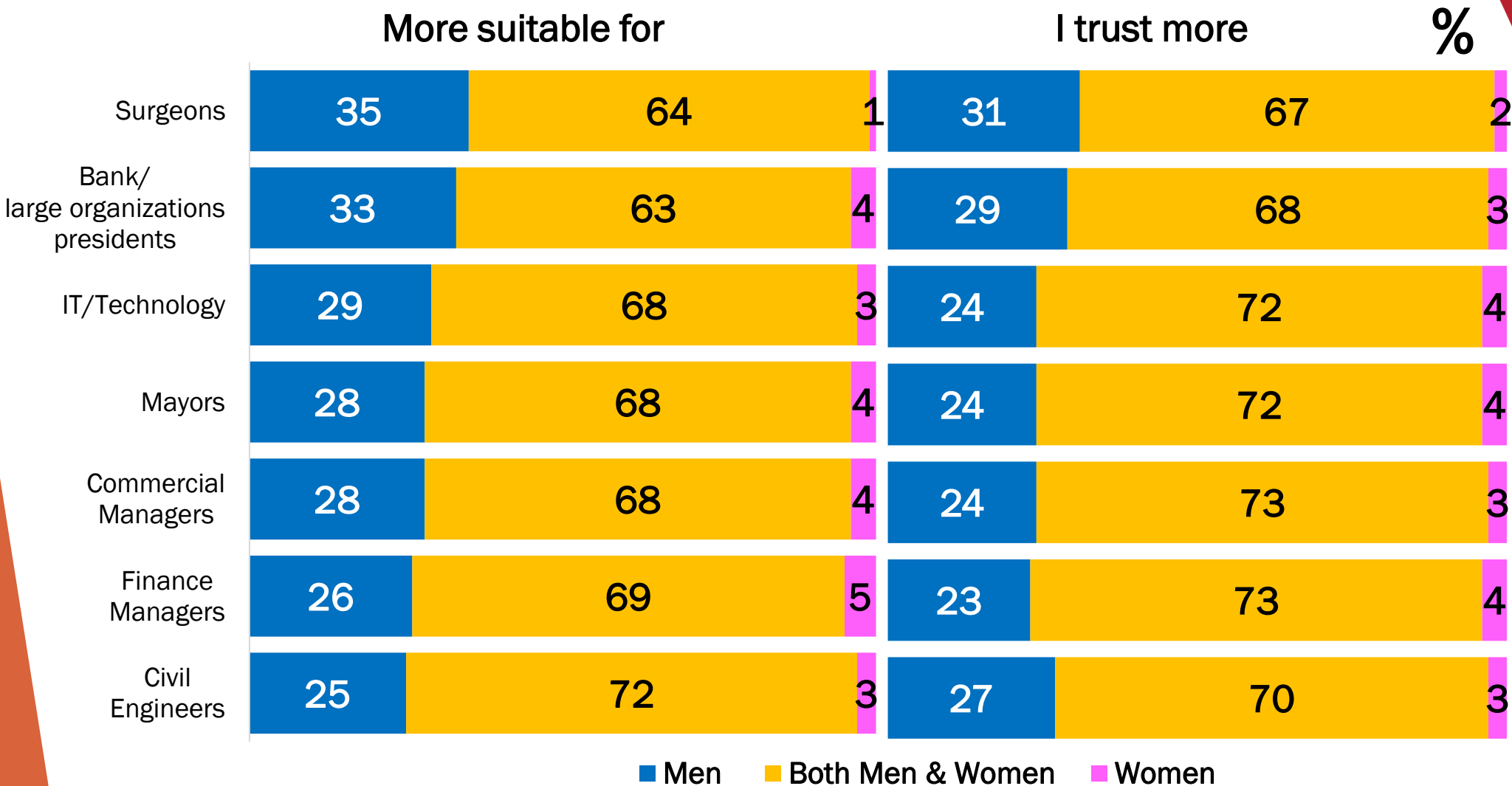
■ Men ■ Both Men & Women ■ Women



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# What about some of the “top positions”?



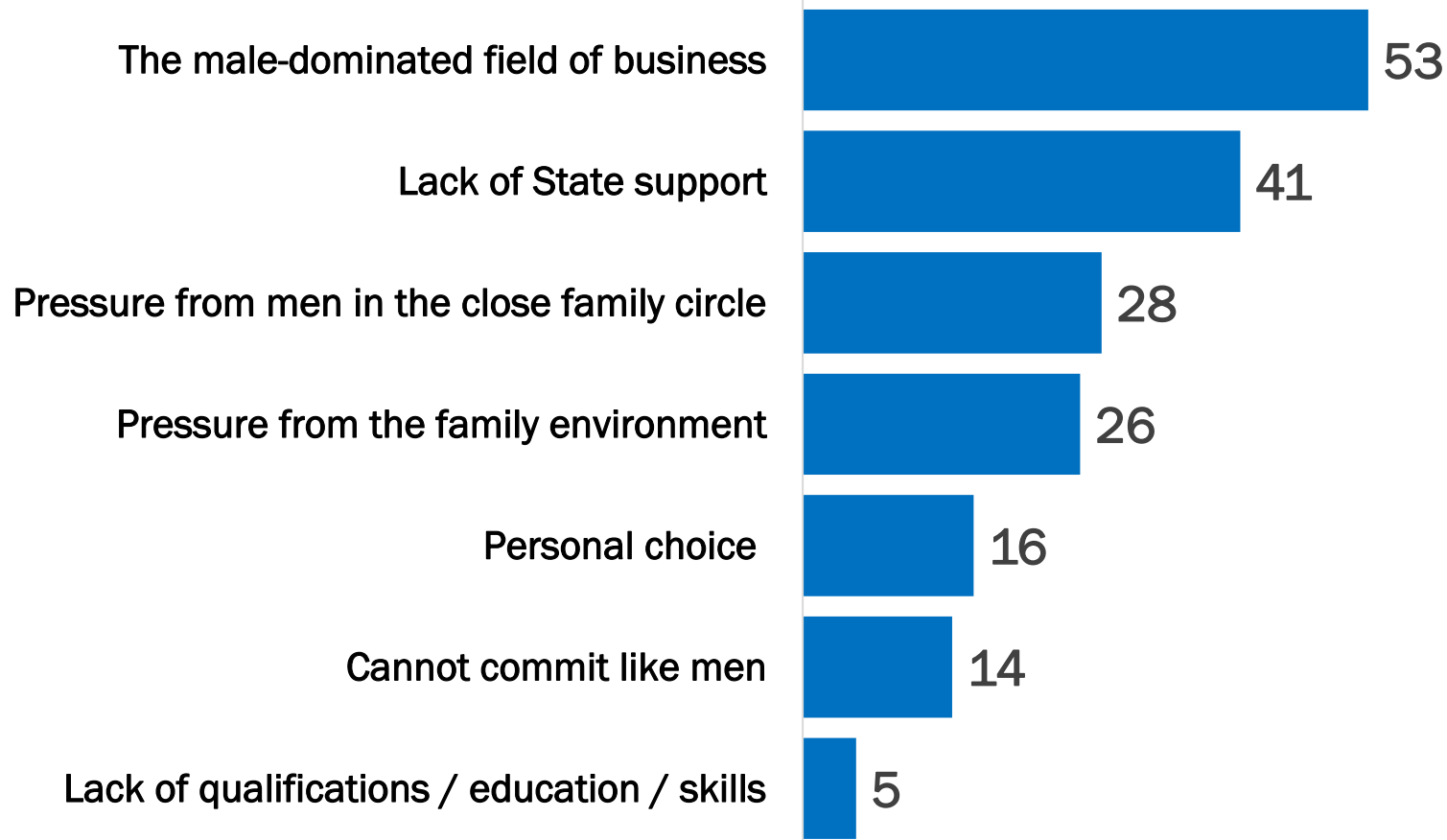
■ Men ■ Both Men & Women ■ Women



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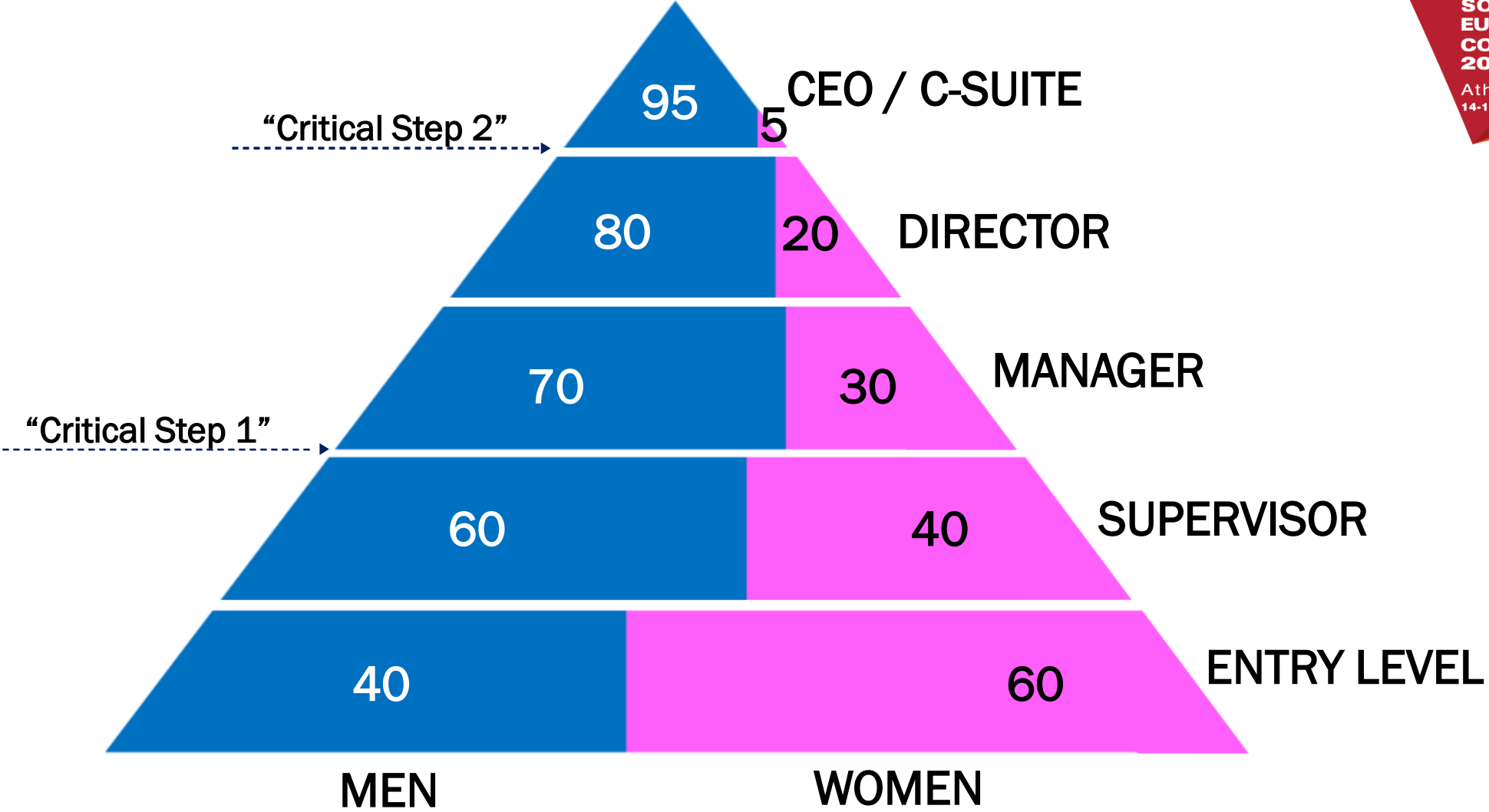
# 85% of Greeks agree that currently there are more women in top positions vs. the past, yet there is still a large number of obstacles in womens' career progress



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# Considering a “career pyramid”...



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# #2 Key Learning

- Despite the “theoretical” perceptions that women are equally accepted for any profession by the majority of society, there are still “cliches” and “stereotypes” both in the family and the business environment
- And although head hunters and organisations do not express negatively for women at top level positions, there are still barriers—both “own” and “external”—for further womens’ advancement to high business/organizational positions

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# Women's Management Style



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# What is a “Leading/Top Position?”

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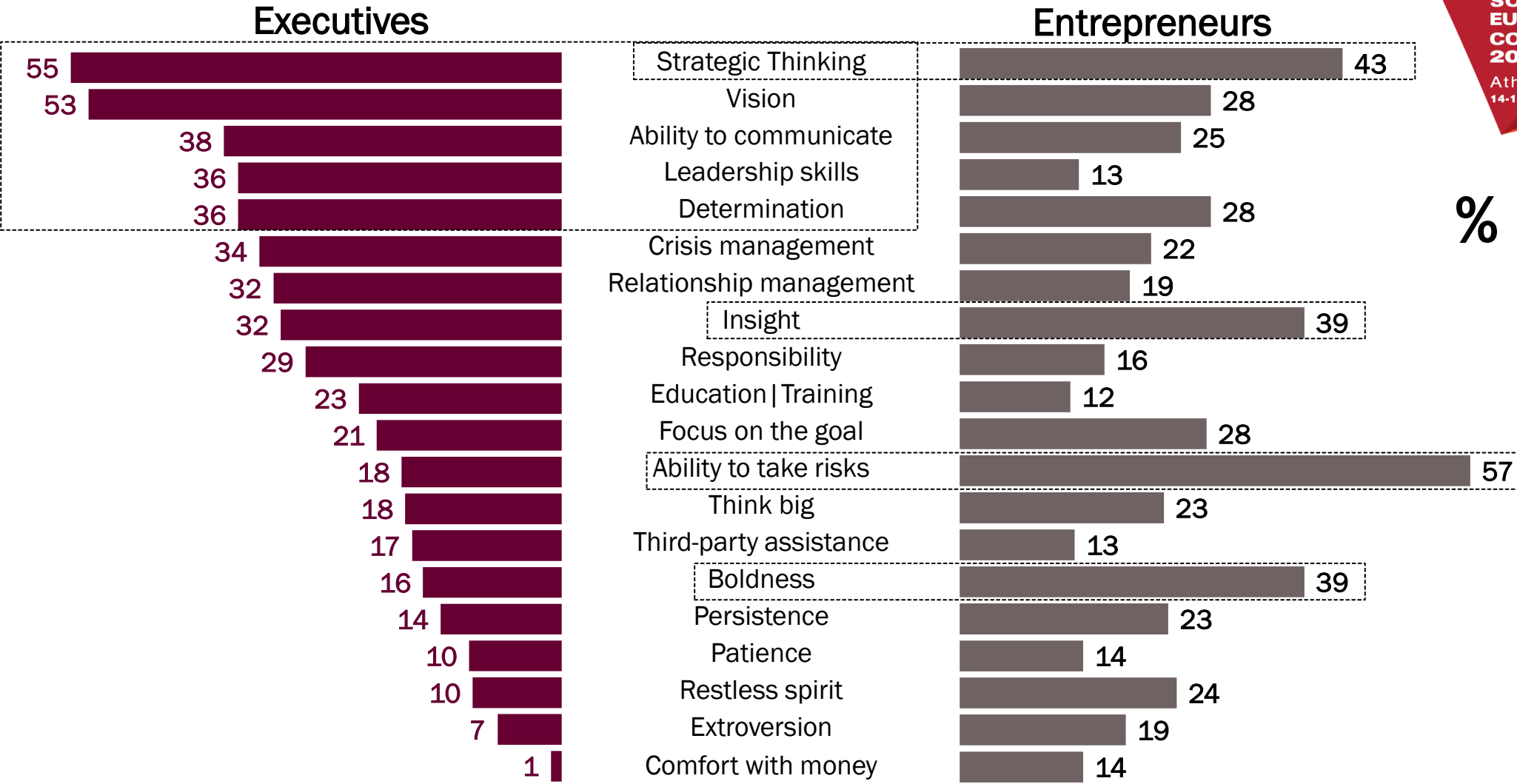
- ▶ 63% believe that a C-Suite Professional can be a successful entrepreneur, but also...
- ▶ 58% believe that there are big differences between a CEO and an entrepreneur



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# Based on 20 personality traits, there are clear differences between executives and entrepreneurs



%

# Comparing men and women in terms of leadership/management style...

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- Biology shows great differences between the male and the female brain
- Different energy
- Differences in the five senses
- Different emotions
- Different expression



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# The Male Energy



- A hunter
- Power seeking
- Competitive
- Risk taking / bold
- Ambitious
- Focused
- Left brain / logic

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# The Female Energy

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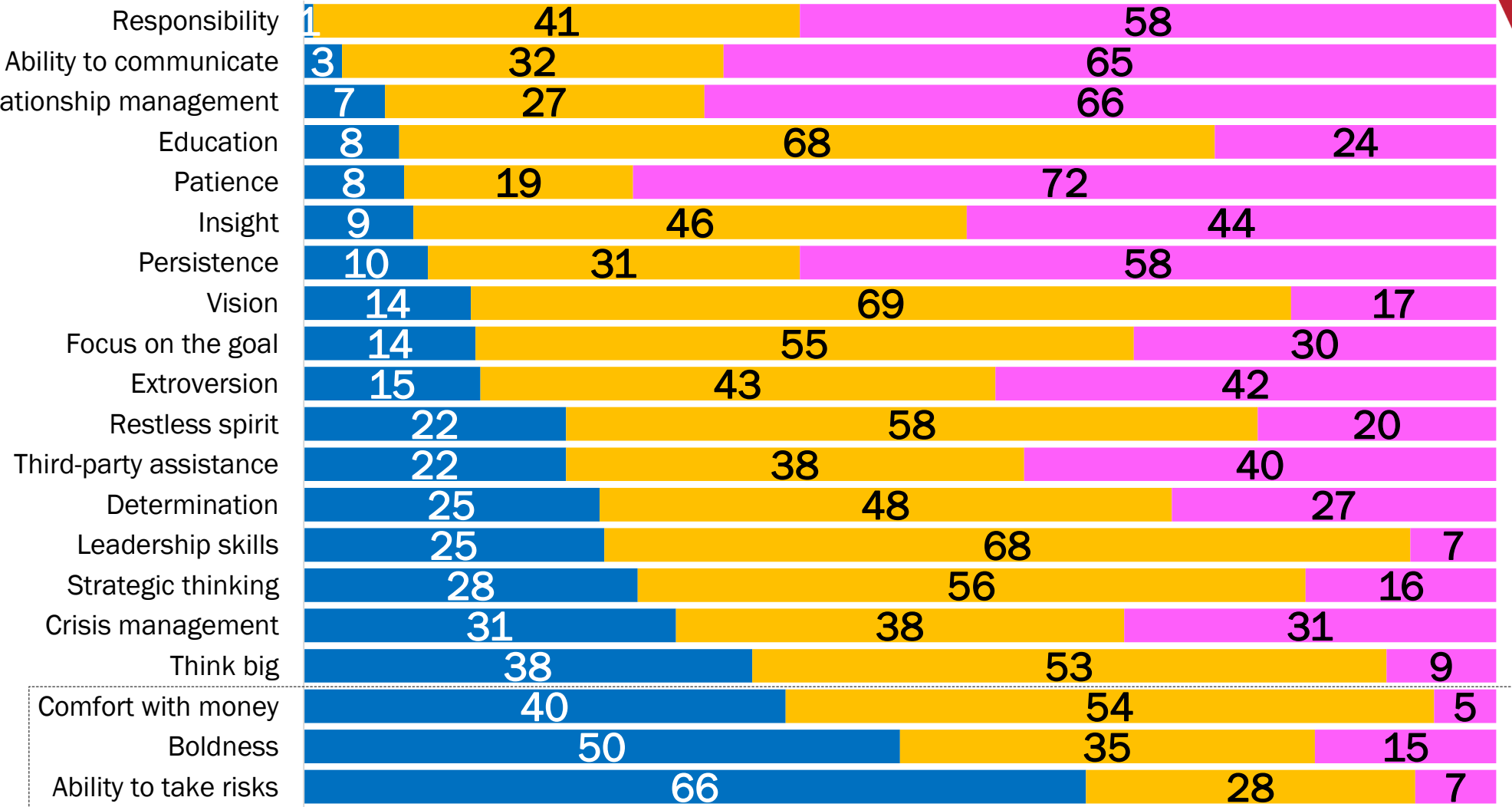
- Caretaking
- Collaboration
- Teamwork / collectively
- Empathy
- Resilience
- Flexibility
- Right brain / sentiment



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# Comparing genders on the same 20 personality traits...



■ Men ■ Both Men & Women ■ Women

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# Picturing Management Styles between the two genders...

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Established, basic and “traditional” leadership traits, related to business growth  
Linked to ‘manhood’ and tending to become “old style”

Persistence &  
endurance

Ambition:  
aiming high

Risk taking:  
seizing the day

Management  
through  
hierarchy

Self-confidence  
& assertiveness

Patience:  
stable progress

Creativity /  
agility

Control & full  
responsibility

Cooperation:  
leading by  
example

Empathy &  
smooth  
relations

Valuable leadership traits related to business administration and people management  
Linked to ‘womanhood’ and sought after nowadays

# Ideally, a top management team with balanced presence of both genders!

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Combining  
complementary  
traits, skills,  
energy,  
experience and  
value offered by  
both genders



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## #3 Key Learning

In our turbulent, very demanding times, where four completely different generations have to communicate and cooperate smoothly in the same working environment, management teams need to develop much more of the “female energy” traits, such as empathy, resilience, flexibility in order to adapt and grow, dealing with constant change successfully.



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*Thank you!*

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