

# FLIP *the* script

## WOMEN IN THE WORKPLACE

Words reflect workplace culture and can reinforce negative gender stereotypes.

Stop using these common words and phrases, which harm women's advancement opportunities, and focus on performance and outcomes instead.

IMPACT		RESEARCH SAYS
Can put women in a stressful double-bind where they are either too soft or too hard and never just right.	<b>"SHE COMES ACROSS AS ABRASIVE."</b>	To be perceived as competent leaders women are expected to be both assertive and warm. <sup>1</sup>

### WHAT TO DO INSTEAD

Shift attention away from style and focus on her work performance.

IMPACT		RESEARCH SAYS
Diminishes women's contributions, relegating them to "supporting" rather than "central/leading" roles.	<b>"SHE'S SO HELPFUL."</b>	When women are praised for their supportiveness, they are less likely to be thought of as leaders. <sup>2</sup>

### WHAT TO DO INSTEAD

Describe her contributions to the project or team.

IMPACT		RESEARCH SAYS
Puts unfair pressure on women to monitor and manage their emotional expressions.	<b>"SHE GETS OVERLY EMOTIONAL."</b>	Women are seen as less competent and less deserving of high status positions when they display anger. <sup>3</sup>

### WHAT TO DO INSTEAD

Describe the consequences of her behavior without using labels.

**IMPACT**

Undermines women's identity and perceptions of their leadership abilities.

**RESEARCH SAYS**

Women are often not perceived as capable leaders, despite qualifications and performance.<sup>4</sup>

**"SHE LACKS LEADERSHIP GRAVITAS."**

**WHAT TO DO INSTEAD**

Stop using code and explain what you mean other than "not her."

**IMPACT**

Undermines and discredits women's competence and qualifications to offer critical feedback.

**RESEARCH SAYS**

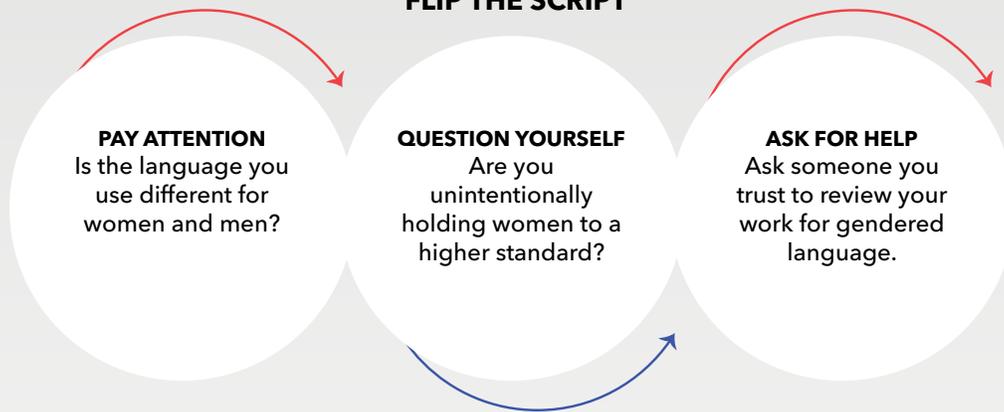
When a woman gives critical feedback, people may brush her off as being incompetent.<sup>5</sup>

**"SHE SHOULD STOP BEING SO JUDGMENTAL."**

**WHAT TO DO INSTEAD**

Don't make it about leadership style, but whether she is demonstrating good judgment.

**FLIP THE SCRIPT**



**SOURCES**

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2. Catalyst, *The Double-Bind Dilemma for Women in Leadership: Damned if You Do, Doomed if You Don't* (2007).
3. Lisa Feldman Barrett and Eliza Bliss-Moreau, "She's Emotional. He's Having a Bad Day: Attributional Explanations for Emotional Stereotypes," *Emotion*, vol. 9, no. 5 (2009): p. 648-658; Victoria L. Brescoll and Eric Luis Uhlmann, "Can an Angry Woman Get Ahead? Status Conferral, Gender, and Expression of Emotion in the Workplace," *Psychological Science*, vol. 19, no. 3 (2008): p. 268-275.
4. Sabine Sczesny, "A Closer Look Beneath the Surface: Various Facets of the Think-Manager-Think-Male Stereotype," *Sex Roles*, vol. 49, no. 7/8 (October 2003): p. 353-363; Virginia E. Schein, "A Global Look at Psychological Barriers to Women's Progress in Management," *Journal of Social Issues*, vol. 27, no. 4 (Winter 2001): p. 4-13.
5. Lisa Sinclair and Ziva Kunda, "Motivated Stereotyping of Women: She's Fine if She Praised Me But Incompetent if She Criticized Me," *Personality and Social Psychology Bulletin*, vol. 26, no. 11 (2000): p. 1329-1342.

