

Importance of Leadership



BY EVA YEVDAYEV

Women Leaders



- Mary Kay – business woman and founder of Mary Kay Cosmetics
- Oprah Winfrey – billionaire and talk show host
- Ivanka Trump – real estate developer and billionaire
- Martha Stewart – entrepreneur and billionaire lifestyle guide
- Angelina Jolie – famous actress and humanitarian
- Michelle Obama – motivational supporter of her husband
- Melinda Gates – wife of a billionaire and humanitarian

What Makes a Good Leader?



- Good Communication Skill
- Honesty
- Visionary Outlook
- Actions speak louder than words
- Ability to guide and motivate people around
- Consistency
- Ability to stand against critics

Gender Bias?



- 68% of Fortune 500 companies don't have women on the e-board (Apple, News Room)
- Only 11% of these companies have female executives
- 49% of successful women are childless as opposed to 19% of men
- Out 500 companies only 6 women are CEOs

Why There Should Be More Female Leaders?



- Women, on average, are terrific communicators and tend to be better at it than men.
- Women are natural networkers.
- Diverse viewpoints can result in better, more creative solutions to business issues. Both women and men are needed to address business issues effectively.
- Women instinctively care about building relationships which is why they tend to gravitate toward jobs where building relationships is a major component such as Marketing or HR.

Why there should be more female leaders?



- The talent pool of creative leaders is doubled when more women leaders are available.
- Women have extensive multitasking abilities as evidenced by women who manage business and families at the same time.
- Women in leadership roles can act as mentors to develop other potential women leaders just as executive men have done for years.

A Change Takes Place



Although men are still dominating in majority of the business professions, the number of women in certain areas increases continuously

- Women nowadays have an access to higher education
- they are not burdened nor judged by certain social norms
- they have necessary skills to compete with men for the same occupational positions

Business Fields That Are Favorable for Women



The following fields of business have seen a substantial increase in women, and female leaders:

- **Entrepreneurship:** many more women than ever are starting their own businesses. It gives them independence and a total control over their income
- **Accounting:** Since the demand for accountants grew significantly over the last decade, women concentrated their efforts to get accustomed to the new profession
- **Banking Services:** Since it's a service field, women are naturally attracted to this field
- **Advertising and Marketing:** Creativity of the field attracts high number of women every year
- **Fashion and Retail Management:** Women are selling for women and to women

How about all the other areas, excluding business?



While the following professions were male only before, now we can see women succeeding in these professions as well:

- Medical Professions (doctors, dentists)
- Law and Law Enforcement
- Educational and Scientific Professions

Is Personal Leadership Important?



- Yes, our personal perception on leadership skills and our ways to act it out are of a great importance
- There is no evidence that men are better leaders than women
- Yet, the ways to express leadership for both genders are very different
- This difference comes from biological and instinctual differences between the genders

Does Personal Growth Affect Leadership Skills?



- Leadership skills are the direct result of our personal growth potential
- Personal growth is a direct outcome of the experiences we undertake
- Some of the experiences make us change and act out in an unknown way to us
- Yet, it helps us to discover various traits about ourselves and acquire additional skills
- Some of the skills deal directly with leadership

What Impact Do Leadership Actions Have on Others?



Different styles of leadership have various impacts on others:

- Certain leaders encourage participation and contributions from group members and help group members feel more relevant and committed to the decision-making process without even knowing that they are the leaders of the group.
- Some people are appointed to act up a role of leader whether or not they possess the qualities and skills.
- Some leaders make subconscious connections and relationships between people, making them leaders and followers.

Do Leadership Skills Have an Impact on Achieving the Business Goals?



- Yes, it has been proven that people regardless on gender who posses any type of leadership skill tend to do better in business
- They achieve business goals quickly
- They advance to the managerial positions
- Those who ignore their leadership qualities tend to follow the already established leaders