

I AM NOT INTIMIDATING *they're* INTIMIDATED

Overcoming Gender Stereotypes in the Workplace

Data

Action

Recognize the Cause & Impact

Despite women comprising approximately 77% of the global events industry workforce, they hold less than 16% of leadership positions, highlighting a significant gender disparity in senior roles.

Be mindful of projections from individuals who haven't addressed their own challenges. Avoid internalizing their biased beliefs and attitudes.

Quote

"From a young age, women are socialized to shrink themselves, to be less demanding, less ambitious, and less visible—behaviors that later translate into systemic workplace disadvantages in pay, promotion, and power."

— Chimamanda Ngozi Adichie

@chimamanda_adichie

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Reframe the Narrative

Women face the largest barriers at the first step up "rung" to manager, with only 87 women promoted for every 100 men.

(McKinsey & Company)

When your assertiveness is perceived as aggressiveness say "Thank You! I learned how to advocate for myself clearly & firmly even when it makes people uncomfortable."

@raquelmartinphd

Quote

"Well after the years of hard-work I owe it to myself to always pay homage to my cultural influences. I will always remain authentically me in all spaces regardless of my title. I move with intention and I want all who look like me to know that you can achieve great things regardless of your zip code."

— Dr. Cyndee Clark

@dr.cydneeclarke

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Be an Advocate & Ally for Change

Reducing gender inequality in the workforce, including closing the pay gap, could add as much as \$12 trillion to global GDP by 2025.

(McKinsey Global Institute)

Value diversity in practice not just expression. Challenge your misconceptions & biases. Be willing to open doors for those behind you.

Quote

"Whenever one woman stands up for herself, without knowing it possibly, without claiming it, she stands up for all women."

— Gloria Steinem

@gloriasteinem

go — beyond — your — orbit



Zoe Moore
@growwithzomo



DeShawn Wynn
@wynning_touch

