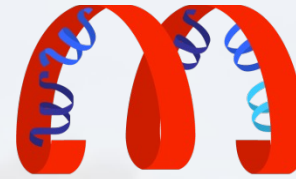


**UWE
Bristol**

University
of the
West of
England



Dr. Mona Haug
Coaching - Training - Mentoring

Female Empowerment

Japan Discussion Forum, Tokyo 2023

Dare to soar

Mounting Change: Women as Catalysts for Innovation IF NOT NOW, WHEN?



Female Empowerment

“Embedded Gender Images“



- The concept of embedded gender images, rooted in a historical, cultural, and societal context
- Example: Howard/Heidi Study

Female Empowerment

Key elements of power, part I



- University degree (Alumni Network)
- Professional experience in a leadership position
- Professional network => Integration selection pool
- Information control through networks
- Strategic argumentation

Female Empowerment

Key elements of power, part II



- Identifying power dynamics => Hierarchical, Reward, Punishment, Social, Legitimate, Expert, and Information power
- Financial independence
- Resilience
- Proactively generating visibility
- Participation at Congresses and Dinners

Female Empowerment

Power aspects, part I

- **Hierarchical Power** - Power based on one's position or rank in an organization's hierarchy ("who-listens-to-who" ladder: managers to CEO; teachers to principal).
- **Legitimate Power** - Power derived from a person's legitimate authority or position in an certain context (manager – team, CEO – managers; teacher – classroom; principal - school).
- **Expert Power** - Influence exerted due to a person's knowledge, expertise, or skills in a particular area.
- **Information Power** - Influence gained through controlling and providing valuable information or knowledge.

Female Empowerment

Power aspects, part II

- **Reward Power** - The ability to influence others by providing them with rewards or positive incentives.
- **Coercive Power** - The ability to influence others through the threat of punishment or negative consequences.
- **Social Power** - Influence gained through one's social connections, relationships, or networks.

GAME CHANGER:

- Strategic thinking and acting - Leveraging resources and skills to create outcomes beneficial for all involved.

Female Empowerment

Strategies and Support Systems



- They were pioneers with a fighting spirit.
- Ensured financial independence (power).
- Many had mentors and coaches.
- Women with children: nanny, cleaning helper, and supportive partner.

Female Empowerment

Financial empowerment for women: (Lucy Dinard)

- Be in control of your finances!
Know your worth.
- Recognize your upbringing's financial impact and shape your own views.
- Review 3-5 proposals, then select one and BEGIN!
- In relationships, ensure independent financial growth and manage your wealth.
- Save 20% of your monthly net income.
- Evaluate investments by comparing expected returns to inflation.
- During salary talks, emphasize your worth and ask, "Considering my contributions, what's my value to you?"
- Start even if it means incurring initial costs.

Female Empowerment

Power Posing: your body speaks for you

- Dr. Amy Cuddy, social psychologist



Female Empowerment

Reflective coaching questions, part I



- What inspires you to step into the arena of power?
- What legacy do you intend to leave behind?
- To what do you attribute your success? What's your superpower?

Female Empowerment

Reflective coaching questions, part II



- Your strategies for success, health, and balance?
- How do you set boundaries for peace of mind?
- What principles or values are guiding you?
- Whom do you permit to challenge you?

Female Empowerment

Strategic approach, part I

Harvard Negotiation Concept utilized (Fisher and Ury, 2018)



- Clarifying relationships and collaboration – think longterm.
- Addressing issues objectively, separating them from the individuals involved.
- Focusing on shared interests within the project and beyond.
- Practicing active listening by summarizing contents to ensure mutual understanding.

Female Empowerment

Strategic approach, part II

Harvard Negotiation Concept utilized (Fisher and Ury, 2018)



- Collaboratively developing win-win situations short-term and long-term.
- Firm on the objective and kind to the person.
- Jointly established objective criteria.
- Fair and binding actions between leaders and staff

Female Empowerment

Mental strength, part I

- **Awareness:** Recognize stressors, understand emotions, and identify patterns of thought.
- **Mindset:** Cultivate a positive mindset, embracing change and maintaining an optimistic outlook.
- **Support Network:** Build strong relationships and social connections to provide emotional support and encouragement.
- **Self-Care:** Prioritize physical well-being through healthy eating, exercise, and sufficient sleep.

Female Empowerment

Mental strength, part II

- **Problem-Solving Skills:** Strengthen the ability to plan and take effective action to overcome obstacles.
- **Coping Strategies:** Learn healthy techniques for managing stress, such as mindfulness and relaxation exercises.
- **Purpose:** Set goals and find a sense of purpose in life to promote a feeling of control and a future-oriented focus.

Female Empowerment

Recommendations, part I:

- Coach as sparring partner
- Strength and competence profile
- Increase visibility within the company
- Apply Stakeholder analysis/management
- Generate win-win situations
- Seek mentors/sponsors
- Build powerful male and female networks
- Conduct a reality check
- Take a clear stance => Say it loudly, clearly, and distinctly
- Reminder: You are entering a power arena!

Female Empowerment

Recommendations, part II:

- Embrace AI and emerging technologies.
- Work on your strategic skills.
- Show courage and embrace new challenges.
- Clearly state your position in discussions.
- Create alliances and powerful networks.
- **IF NOT NOW, WHEN?**

Female Empowerment

Vision work



- How have you managed to emerge better and stronger from the current situation?
- Which measures that you implemented today have been the most effective?
- How were you able to create a win-win situation for stakeholders?
- How were you able to convince colleagues?

Female Empowerment

References

- **Dissertation:** Haug, M. (2020). *Exploring the relationship between tokenism and gender quotas through the concept of embedded gender images* (Doctoral dissertation). [<https://uwe-repository.worktribe.com/output/1490911>].
- **Download case studies:** Dr. Marukawa: <https://www.monahaug.de/wp-content/uploads/2023/09/Case-Study-K.M.-VW-Wolfsburg.pdf> and Joachim Baczewski: <https://www.monahaug.de/wp-content/uploads/2023/09/Case-Study-J.B.-VW-Wolfsburg.pdf>
- **Link Amy Cuddy:** https://www.ted.com/talks/amy_cuddy_your_body_language_may_shape_who_you_are?language=de
- Photo Mount Fuji by Jessica Haug.

Thank you
ありがとうございます



Dr. Mona Haug, Executive Coach

E-Mail: kontakt@monahaug.de

Website: www.monahaug.de

YouTube: Mona Haug