

The trust crisis facing women leader

Number of women leaders is rising, but trust in women in high-ranking positions has slumped significantly.

Fall in trust to female leaders

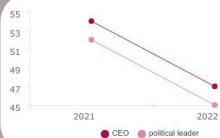
A survey conducted across 67 nations shows:

- 10% of respondents are explicitly not comfortable having a female CEO



- number of employees who are "very comfortable" with having a female leader is falling

Share of respondents who are very comfortable with having a female leader (%)



Reasons for fall in trust to female leaders

Tradition



traditional assumptions of women role at work an in the home



glass-ceiling effect still exists

Business cycle



trust levels in female leaders track the trajectory of major global stock market indices



Politics

acts of powerful political leaders are implicit endorsements of certain behaviour

Online content



number of online references to violent misogyny is soaring



misogynistic online content ends of a culture of sexism

Culture



women leadership (exception to the norm) can be perceived with distrust

Glass Cliff



a phenomenon which explains that women leaders fail due to being picked as CEO when a company is in turmoil

COVID pandemic repeats history



Covid pandemic

Women leaving paid labour market and picking up the bulk of childcare



Hardening of old traditional assumptions about women's role



Humans tend to demonstrate a preference for the familiar



Pandemic and recession ignited fear

Mere-exposure effect

An effect that explains that in a period of fear and uncertainty humans tend to search for familiar and well known

Consequences of diminishing trust in female leaders

1)

Absence of trust in women leadership spreads misinformation on women's ability

2)

Negative attitudes towards female leaders are passed on to next generations



3)

Feminism is perceived as bad thing



half of young men thinks feminism had "gone to far"

4)

Gender equality isn't fully supported



30% American males believes that more gender equality is achieved at expense of men

5)

News stories are much more likely to hold accountable female CEO as reason for company's failure than if male is CEO

6)

Women have bigger trust gap to surpass

Conclusion

- gendered bias should be stamped out by consistent rise in female representation
- the trajectory of trust will be determined by evolution of the political landscape, the economy and social factors
- only solution to minimizing trust gap is changing deep-seated norms within our society
- women should be given same opportunity as men