Why Feminine & Masculine Leadership Matters

Jeff Harry
Positive Psychology Play Speaker
Visualize A Toxic Leader At Work
Visualize A Leader You Admire At Work
Topics We Are Covering

- Reflect On How We Got Here
- How Much Is Toxic Leadership Costing Us?
- Explore Leadership Archetypes
- Identify The Values of Healthy Feminine & Masculine Leadership
- Identify Actions To Cultivate Balanced Leadership
Who Am I?
• Play (No Business Plan)
• Intuition (Picked Fun People)
• Prioritized relationships over short-term profits
• Focused On Inspiring Staff
• Avoided Hiring Toxic People
Toxic Masculine Leadership Caused Our Biggest Workplace Issues
What Words Describe Toxic Masculinity?
Toxic Masculinity Is Not Anti-Men
Anyone Can Exhibit Toxic Masculine Leadership
Definition of Toxic Masculinity

Toxic masculinity is a narrow and repressive description of manhood, designating “being a man” as defined by dominance, aggression, individualism & lack of emotion.
Toxic Masculine Leadership Traits

- Bullying
- Avoid losing at all costs
- Restraining one’s emotions
- During conflict, showing strength through aggression
- Exhibiting dominance masking insecurity
Toxic Masculine Leadership Caused Our Biggest Workplace Issues

Great Resignation  Quiet Quitting  Bare Minimum Mondays
‘The smartest person in any room anywhere’: in defence of Elon Musk, by Douglas Coupland
The new guy at Twitter dissolved all ERGs. No more Twitter Women or Blackbirds. This is so unbelievably wild to watch.
Twitter begins layoffs, cuts to affect 50% of staff

Tesla CEO Elon Musk closed the deal to acquire Twitter in October.

By Victor Ordonez and Melissa Gaffney
November 4, 2022, 7:53 AM
Twitter employees around the world received blunt termination notices that differed on details, leaving workers 'in limbo'
Twitter begins layoffs, cuts to affect 50% of staff

Tesla CEO Elon Musk closed the deal to acquire Twitter in October.

By Victor Ordonez and Melissa Gaffney
November 4, 2022, 7:53 AM
Twitter founder Jack Dorsey apologizes after Elon Musk lays off staff
Twitter's mass layoffs are already misfiring

Some of the 3,700 employees who were laid off are required for crucial tasks
Elon Musk backpedals after mocking disabled Twitter worker in tweet ‘storm’

Haraldur Thorleifsson was locked out of his computer, but after nine days of no answer from the company, decided to tweet the CEO.

Elon Musk got into a Twitter feud with employee Haraldur Thorleifsson over the latter’s employment status at the company. Photograph: Stephen Lovekin/BLE/Rex/Shutterstock
More than half of Twitter's top 1,000 advertisers stopped spending on platform, data show

Story by Clare Duffy, CNN
Graphics by Christopher Hickey, CNN
Updated 2:48 PM ET, Mon February 13, 2023
Twitter revenue, earnings reportedly fell 40% shortly after Musk buyout

Twitter doesn’t report earnings publicly anymore but told investors of decline.

JON BRODKIN - 3/6/2023, 1:02 PM
Assumption: Toxic Masculine Leadership Produces Higher Profits
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Of the S&P 500 companies, there are 459 male CEOs and 41 female CEOs. Women led companies have significantly outperformed.

Source: S&P 500 Male vs Female CEO 10-Year Returns
NEW YORK — One in five Americans have left a job in the past five years due to bad company culture. **The cost of that turnover is an estimated $223 billion**, according to a new SHRM report on workplace culture.
Gallup estimates that active disengagement from a toxic boss costs the U.S. $450 billion to $550 billion per year.
How Much Is Toxic Leadership Costing You?
# How Much Is Toxic Leadership Costing You?

| Lost Revenue /Employee In Productivity | $14,000* |

*Michigan State University Study: How incivility spreads in the workplace*
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*SHRM Study Found It Cost 6 - 9 months of an employees salary to replace them

*Litigation Cost Survey of Major Companies - USCourts.gov
Diversity of Perspective
Diversity of Perspective
WE CELEBRATE TOXIC MASCULINE LEADERS
HEALTHY MASCULINE LEADERSHIP EXAMPLE
The "Boss" Archetype

- Logical Reasoning
- Delegates Authority Well
- Gifted at Problem Solving
- Decisive
The "Coordinator" Archetype

- Sequences Things & Organizes
- Gifted at Accurately Performing Detailed Procedures
- Dependable, Practical, Predictable
The "Innovator" Archetype

• Visionary & Able To See Potential
• Energized by Exploring & Creative Problem Solving
• Sees the Big Picture, Not the Minute Details
• Entrepreneurial
The "Nurturer" Archetype

• Specializes in Connection & Harmony
• Sensitive, Sentimental About Things & People
• Memory Is Based on Emotions/Feelings, Not Facts
The "Nurturer" Archetype

The "Innovator" Archetype

The "Coordinator" Archetype

The "Boss" Archetype

Front Of The Room

Back Of The Room
Learn About Each Other

What Resonated With You About This Archetype?
Learn About Each Other

What Parts of You Are Not Represented By This Archetype?
What Traits Does Your Team Currently Have?

- Profitability
  - Planning next steps
  - Logic & reason
  - Cognitive intelligence
  - Competition
  - Power of hierarchy & position
  - Shareholder value
  - Commanding – Controlling
  - Defends interests of the parts

- Sustainability
  - Sensing what is emerging now
  - Intuition
  - Emotional intelligence
  - Collaboration
  - Power of social networks & connection
  - Stakeholder engagement
  - Inspiring – Coaching
  - Defends interests of the whole
What Traits Are Missing From Your Team?

Left Circle:
- Profitability
- Planning next steps
- Logic & reason
- Cognitive intelligence
- Competition
- Power of hierarchy & position
- Shareholder value
- Commanding – Controlling
- Defends interests of the parts

Right Circle:
- Sustainability
- Sensing what is emerging now
- Intuition
- Emotional intelligence
- Collaboration
- Power of social networks & connection
- Stakeholder engagement
- Inspiring – Coaching
- Defends interests of the whole
The Traits Teams Need For Success

**Masculine Principle**
- Profitability
- Planning next steps
- Logic & reason
- Cognitive intelligence
- Competition
- Power of hierarchy & position
- Shareholder value
- Commanding – Controlling
- Defends interests of the parts

**Feminine Principle**
- Sustainability
- Sensing what is emerging now
- Intuition
- Emotional intelligence
- Collaboration
- Power of social networks & connection
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We Are All On A Gender Spectrum
Healthy Masculine Leadership

Healthy Masculinity replaces harmful, risky and violent masculine attitudes and behaviors with empathetic behaviors and attitudes that benefit men’s mental, emotional, and physical well-being and increase their ability to role-model nonviolence.
Traits of Healthy Masculine Leadership

• Asking for help when needed
• Comfortable displaying vulnerability
• Expressing a wide range of emotions
• Developing healthy relationship skills
• Feeling comfortable in emotionally nurturing roles
• Calling out/in other men who engage in disrespectful or aggressive behaviors
Healthy Feminine Leadership

Healthy Feminine Leadership values empathy, collaboration, communication, and emotional intelligence. It emphasizes relationship building, inclusiveness, a focus on personal growth and well-being, and a more holistic approach to decision-making.
Traits of Healthy Feminine Leadership

- Taking Initiative
- Inclusion
- Practicing Self Development
- Collaboration
- Systems Thinking
- Authenticity
- Vulnerability
- Resilience
Spanx CEO gifts employees $10K and plane tickets to celebrate $1.2B valuation
How Will You Cultivate More Balanced Leadership?
How Will You Foster More Balanced Leadership?

• What Leadership Traits Do You Want To Cultivate?

• Who Currently Exemplifies Balanced Leadership?

• Whose Buy-In Do You Need To Build This New Crop of Balanced Leaders?

• What Is the First Action You Will Take?
Who Will Decide The Future of Work?
Who Will Decide The Future of Work?