

Women Power: Scaling New Heights of Success

Written by Moumita De Roy



Whether it's Pratibha Patil or Chanda Kochchar, the position and the role of women have undergone phenomenal changes in India. Several surveys have come up with the finding that the business houses and corporate are on a war footing to hire women, more so for the top posts of the organisations. Is this a step to infuse workforce diversity or recognition of the fact that women innately possess unique business strengths that can make distinct value addition to the business? Not including women in the decisive positions is equivalent to shutting a door to different type of thoughts and plans. The rush of the corporate in this direction can be gauged from the fact that they are offering premium consulting fees of 25% to 30% to the search firms to bring in the larger-than-life talented women to the business.

There is global endeavor to give a final burial to the gender issue which is a blot on the human existence. So workforce diversity is undoubtedly a measure to incorporate inclusive representation. Statistically, this is proved as the work force gender ratio has slid from 95:5 in 2008 to 80:20 in 2009.

A critical analysis of the manner in which women conduct business, approach business uncertainties, factors they consider while taking vital decisions and ability to sit out a crisis reflects that they have an edge over their male counterparts. As a case study, every home can be taken as a one-unit company. It is known to all that children prefer a mother-managed home to a father-managed one. A volley of factors that make women successful managers both at home and in office have been proved long back.

Recession studies have revealed that women are better crisis managers and have tackled recession in a less panicky and more discerned way. The 2E concept that is Emotional Elasticity of women is considerably high. They can withstand much more pain than the men. Barring exception, women have been striking balance among discordant relationships at home. This is also true in the office because of which they are called stereotype HR.

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Women are more process-driven plan oriented than result-driven ones. The reason behind this is that they eye for long-term goals and benefits. This was proved in a survey by Forum for Women in Leadership in partnership with KMCG.

Women can multi-task effortlessly and their ubiquitous presence at home and hearth have been a point of discussion. They hardly leave any room for complains and grudge when budgets are slashed. This shows their meticulous financial managerial prowess. Women have also shined as better scanners when understanding the mental landscape is the question. This is because for some time they are in the shoes of the person who faces the problem keeping aside her own perspective.

After the above account, the eventual thought that comes up is has a real revolutionary change invaded the corporate and entrepreneurial sectors snatching status-quo for women? The stage for a conclusive answer to such vital question is yet to be reached. This is more so as the gender biased bad boys team with feudal mindset still wants to subjugate the fair counterparts. Just the use of 'she' along side 'he' does not change ground reality. Even with a use of 'he', same respect can be shown to the 'she'. Symbolical attributions are titular. The need is to see and recognize that men and women are equal.