

FLIP script

the
women

Words reflect workplace culture and can reinforce negative gender stereotypes.

Stop using these common words, which harm women's advancement opportunities, and focus on performance and outcomes instead.

IMPACT ON WOMEN IN THE WORKPLACE

Can put women in a stressful double-bind where they are either too soft or too hard and never just right.

ABRASIVE
"She comes across as abrasive."

RESEARCH SAYS

To be perceived as competent leaders women are expected to be both assertive and warm.¹

WHAT TO DO INSTEAD

Shift attention away from style and focus on her work performance.

IMPACT ON WOMEN IN THE WORKPLACE

Diminishes women's contributions, relegating them to "supporting" rather than "central/leading" roles.

HELPFUL
"She's so helpful."

RESEARCH SAYS

When women are praised for their supportiveness, they are less likely to be thought of as leaders.²

WHAT TO DO INSTEAD

Describe her contributions to the project or team.

IMPACT ON WOMEN IN THE WORKPLACE

Puts unfair pressure on women to monitor and manage their emotional expressions.

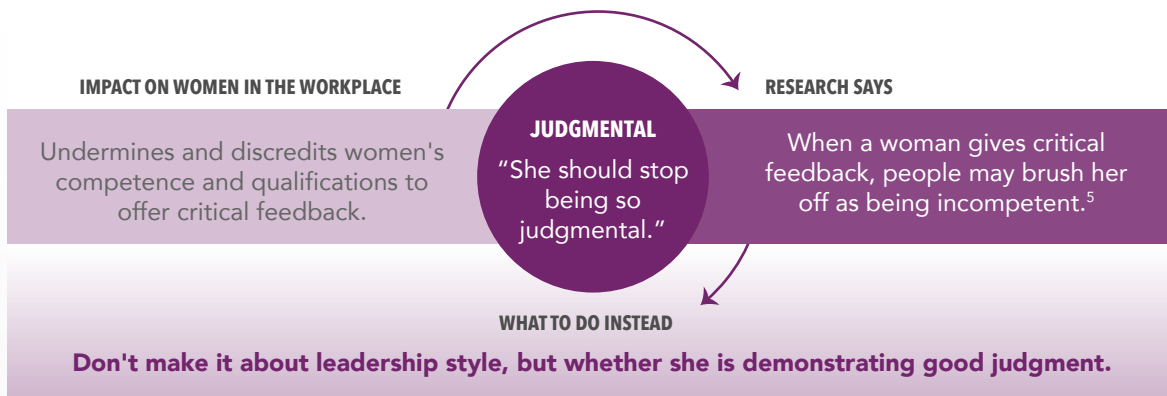
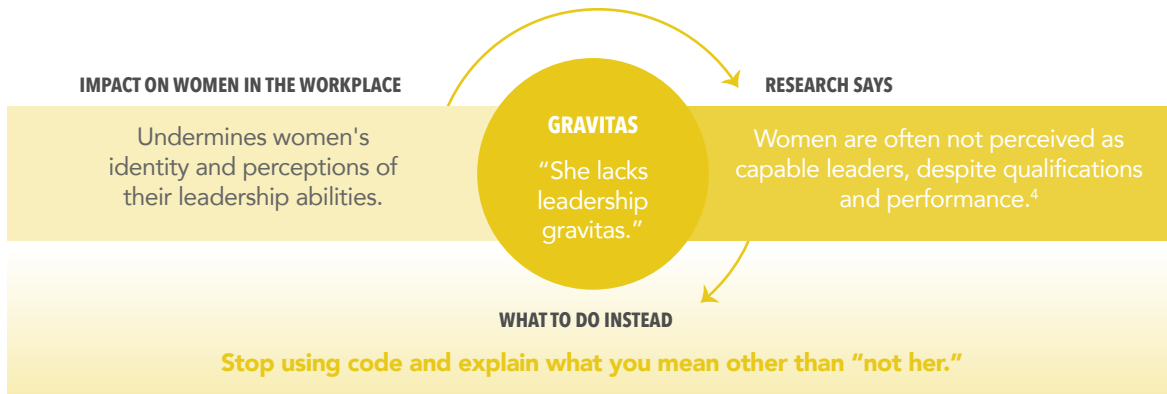
EMOTIONAL
"She gets overly emotional."

RESEARCH SAYS

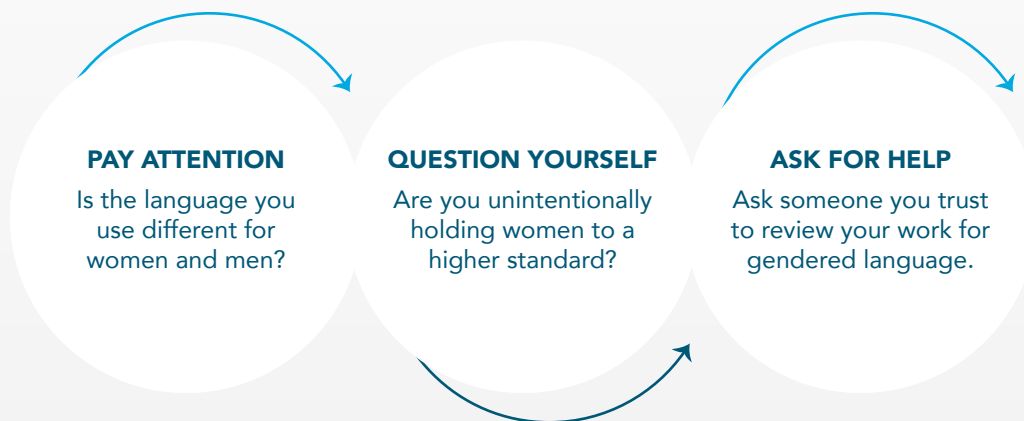
Women are seen as less competent and less deserving of high status positions when they display anger.³

WHAT TO DO INSTEAD

Describe the consequences of her behavior without using labels.



HOW TO FLIP THE SCRIPT



Sources:

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2. Catalyst, *The Double-Bind Dilemma for Women in Leadership: Damned if You Do, Doomed if You Don't* (2007).
3. Lisa Feldman Barrett and Eliza Bliss-Moreau, "She's Emotional. He's Having a Bad Day: Attributional Explanations for Emotional Stereotypes," *Emotion*, vol. 9, no. 5 (2009): p. 648-658; Victoria L. Brescoll and Eric Luis Uhlmann, "Can an Angry Woman Get Ahead? Status Conferral, Gender, and Expression of Emotion in the Workplace," *Psychological Science*, vol. 19, no. 3 (2008): p. 268-275.
4. Sabine Sczesny, "A Closer Look beneath the Surface: Various Facets of the Think-Manager-Think-Male Stereotype," *Sex Roles*, vol. 49, no. 7/8 (October 2003): p. 353-363; Virginia E. Schein, "A Global Look at Psychological Barriers to Women's Progress in Management," *Journal of Social Issues*, vol. 27, no. 4 (Winter 2001): p. 4-13.
5. Lisa Sinclair and Ziva Kunda, "Motivated Stereotyping of Women: She's Fine if She Praised Me But Incompetent if She Criticized Me," *Personality and Social Psychology Bulletin*, vol. 26, no. 11 (2000): p. 1329-1342.