



GENDER DYNAMICS IN THE WORKPLACE

Positive Outcomes

F. M. Williams



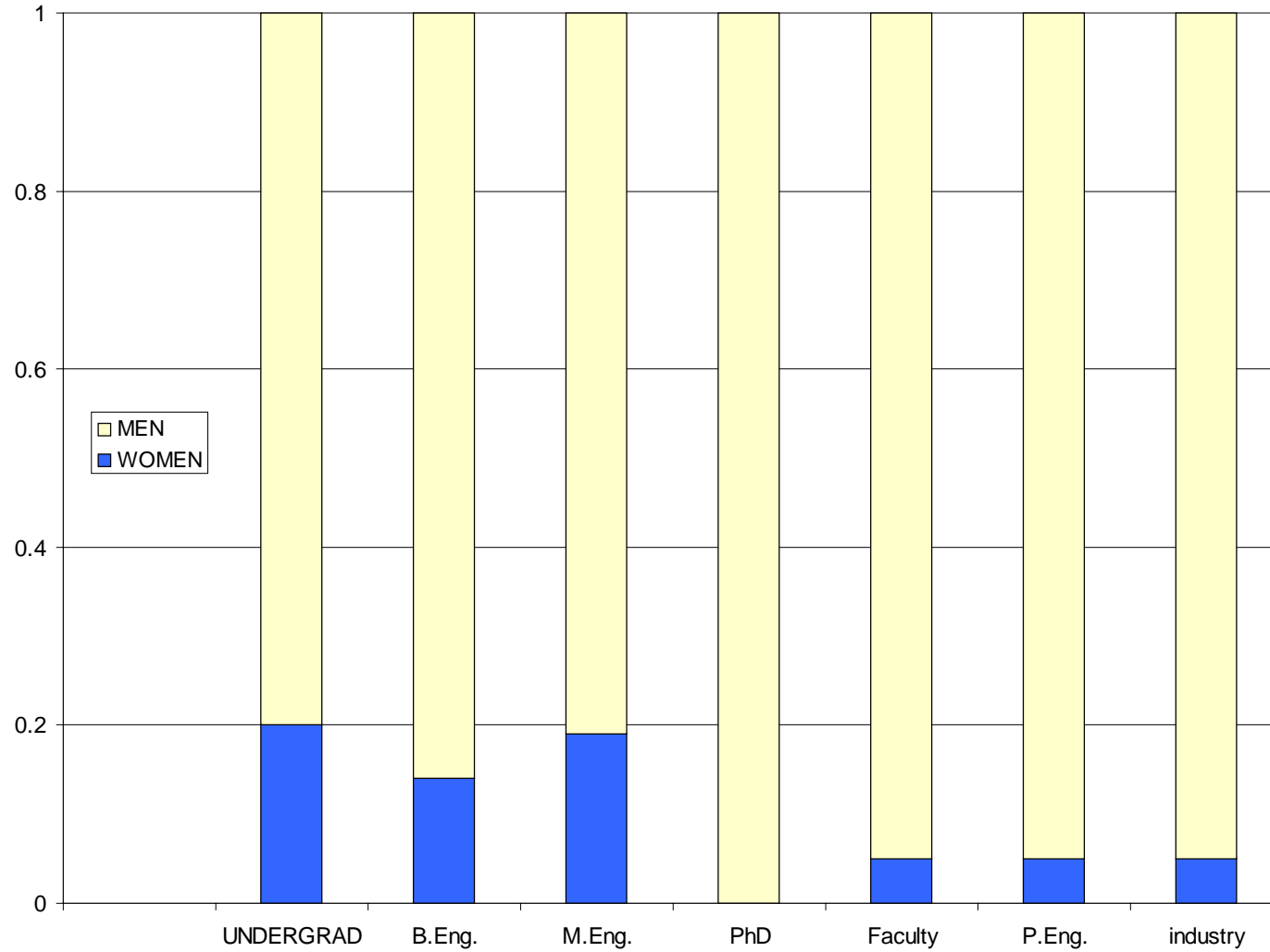
Memorial University of Newfoundland
NSERC/PETRO-CANADA CHAIR
Women In Science and Engineering



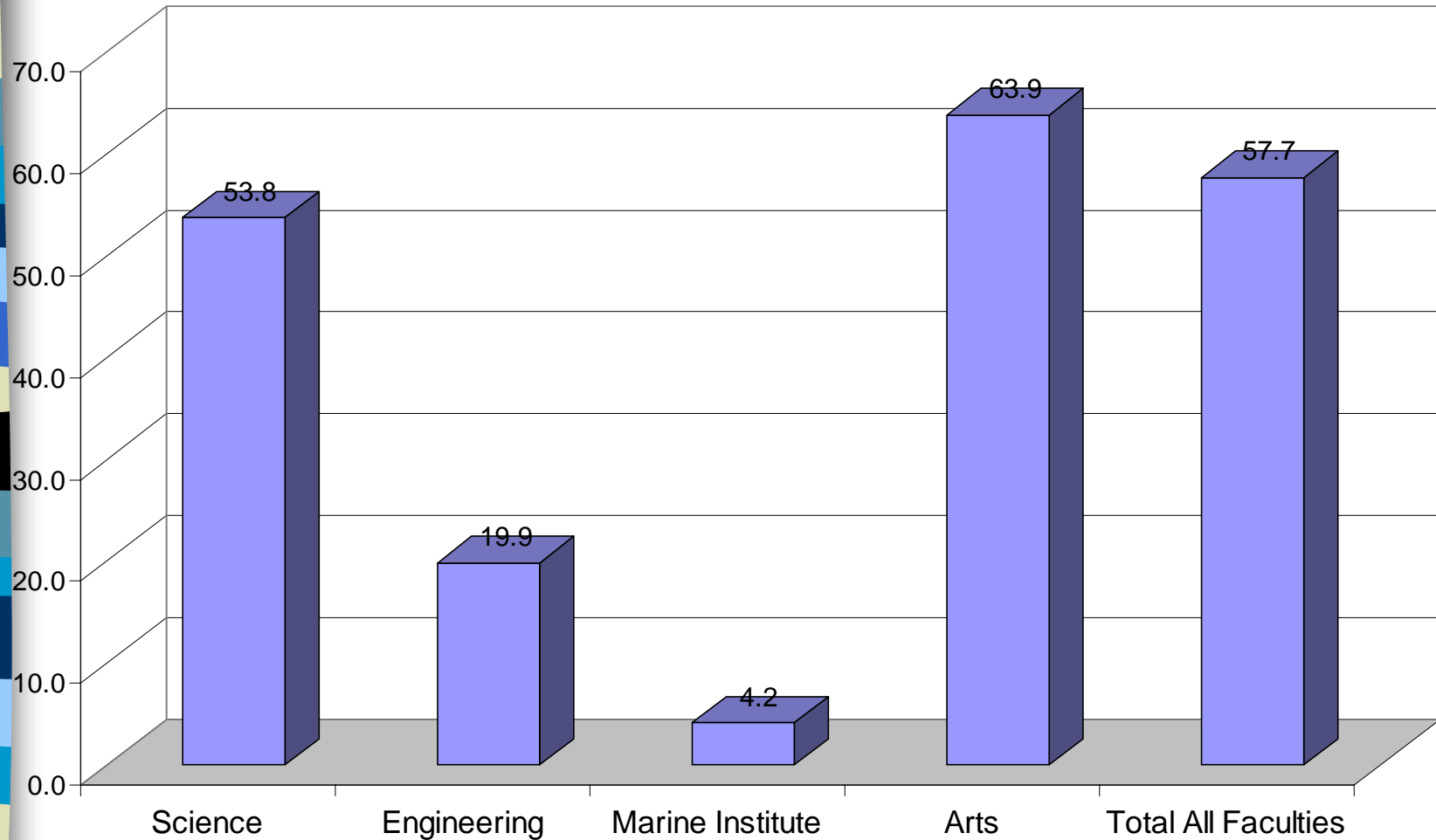
OUTLINE

- Negative outcomes
- Work styles
- Positive outcomes
- 3 keys
- The next level

Gender ratios in engineering, Newfoundland 1997



% Female Undergraduate FT Enrollment Fall, 1997



Memorial Participation 1997

20% → Engineering enrollment

14% → B.Eng.

54% → Science enrollment

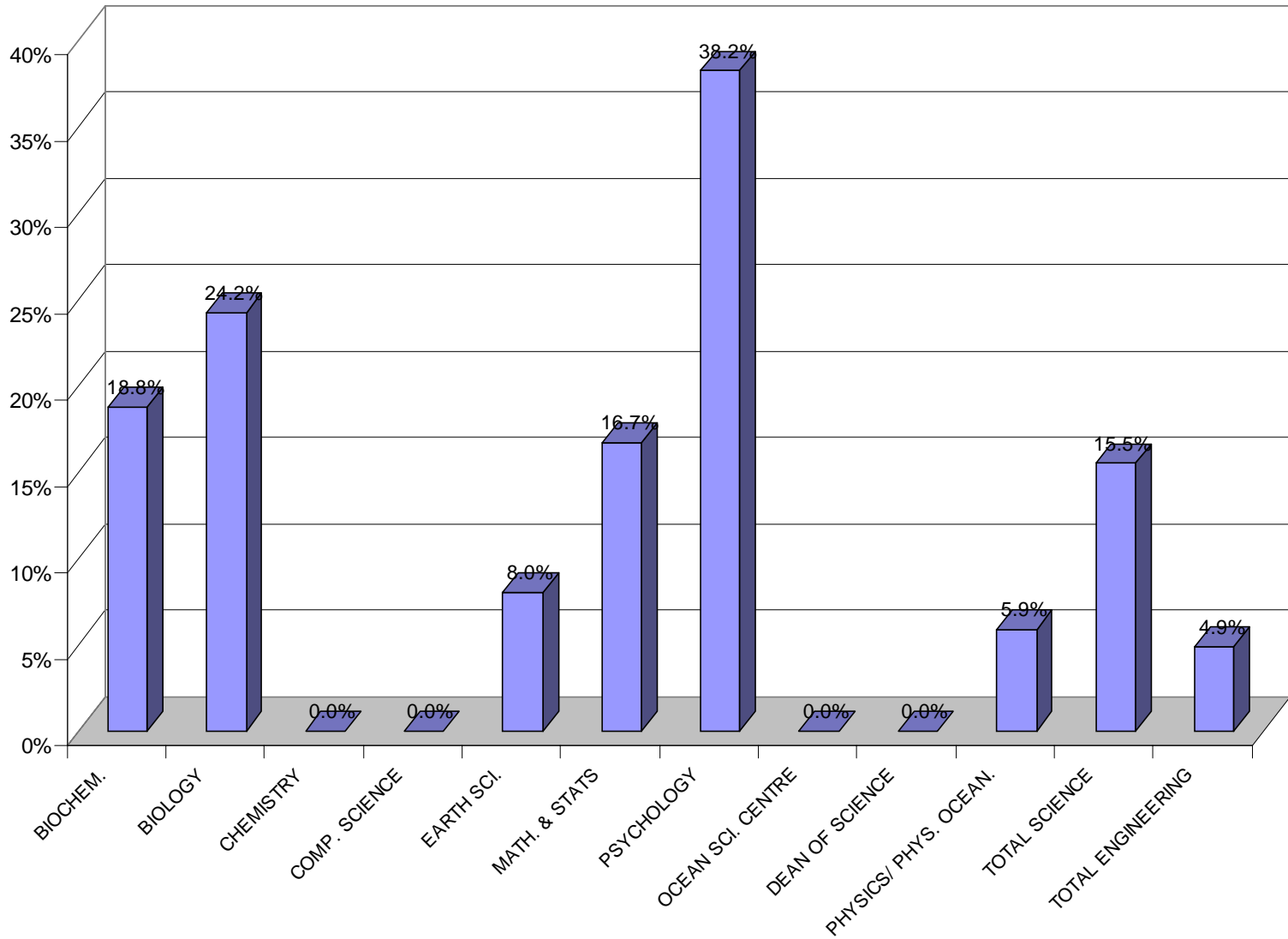
48% → B.Sc.

55% Biology

13.6% Computer Sci.

13.6% Physics

% Female Faculty in Science & Engineering





BRAINPOWER

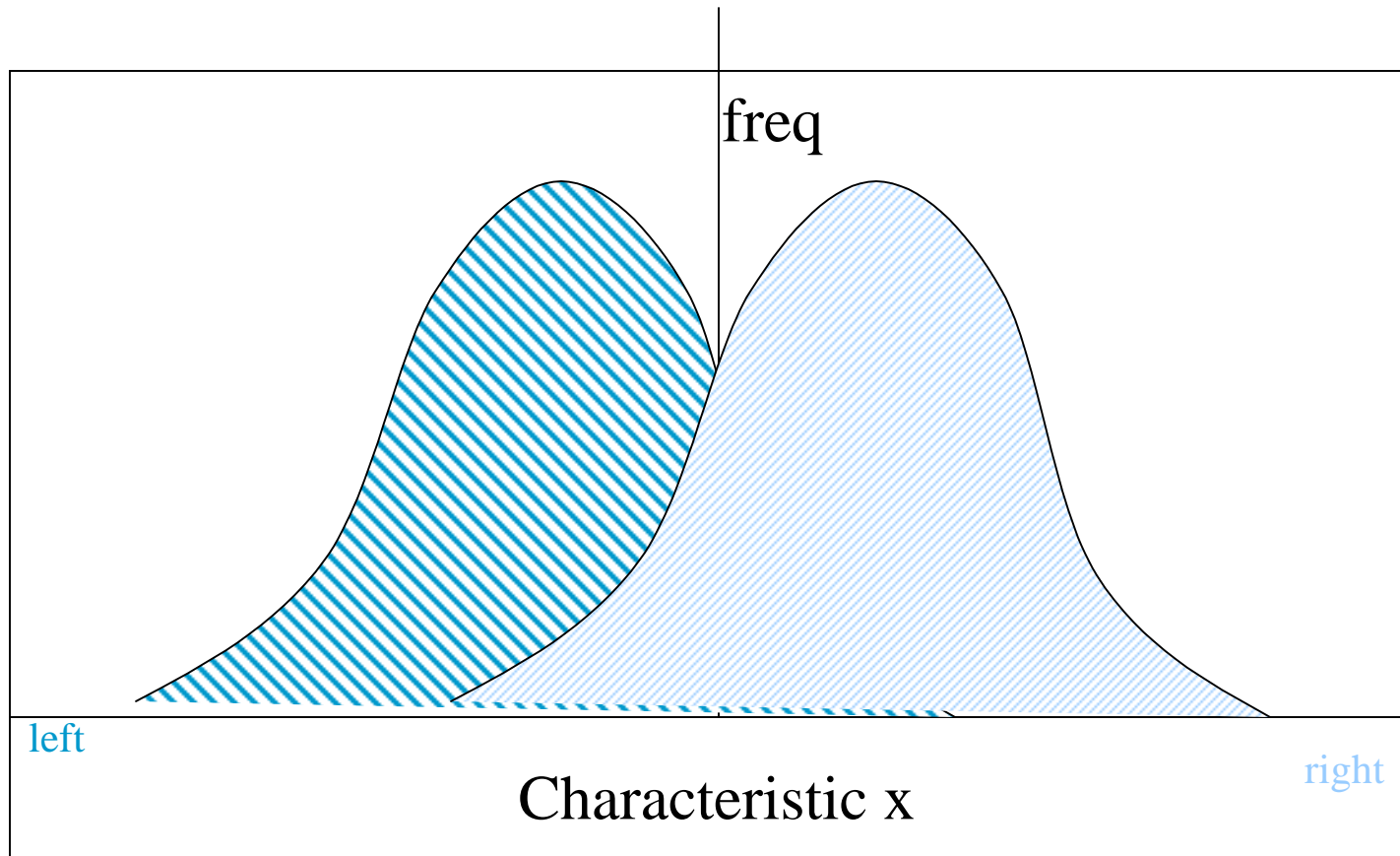
LEFT BRAIN

- linear
- focused
- logical
- analytical

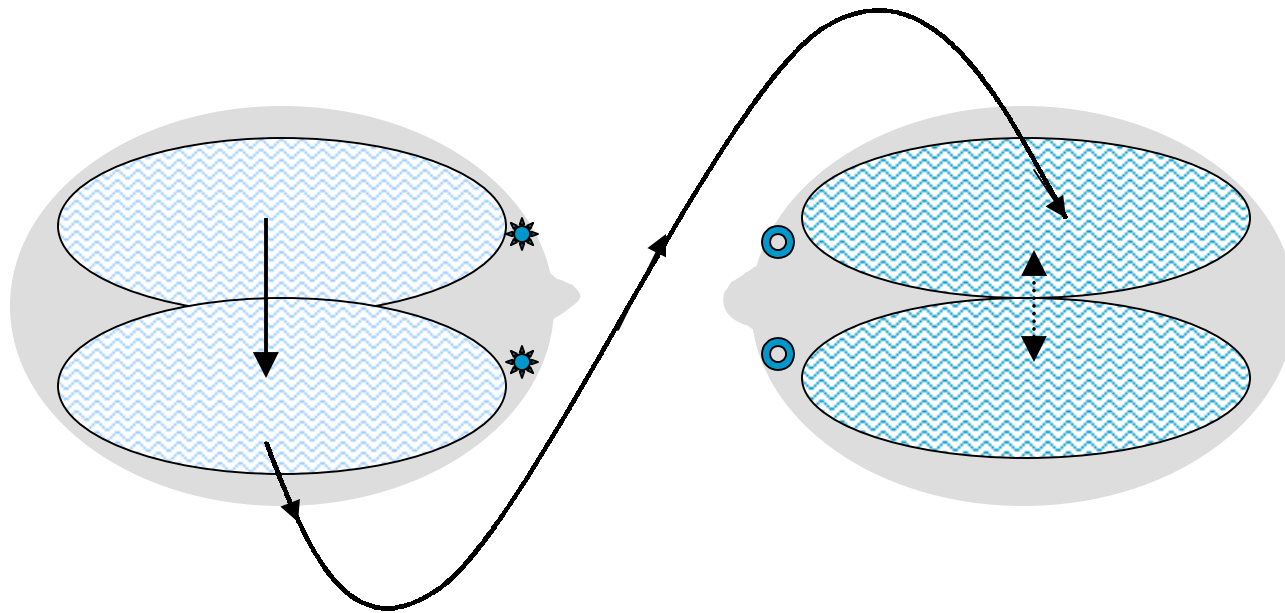
RIGHT BRAIN

- * networked
- * big picture
- * intuitive
- * creative

INTELLECTUAL CHARACTERISTICS



LEFT BRAIN \Leftrightarrow RIGHT BRAIN



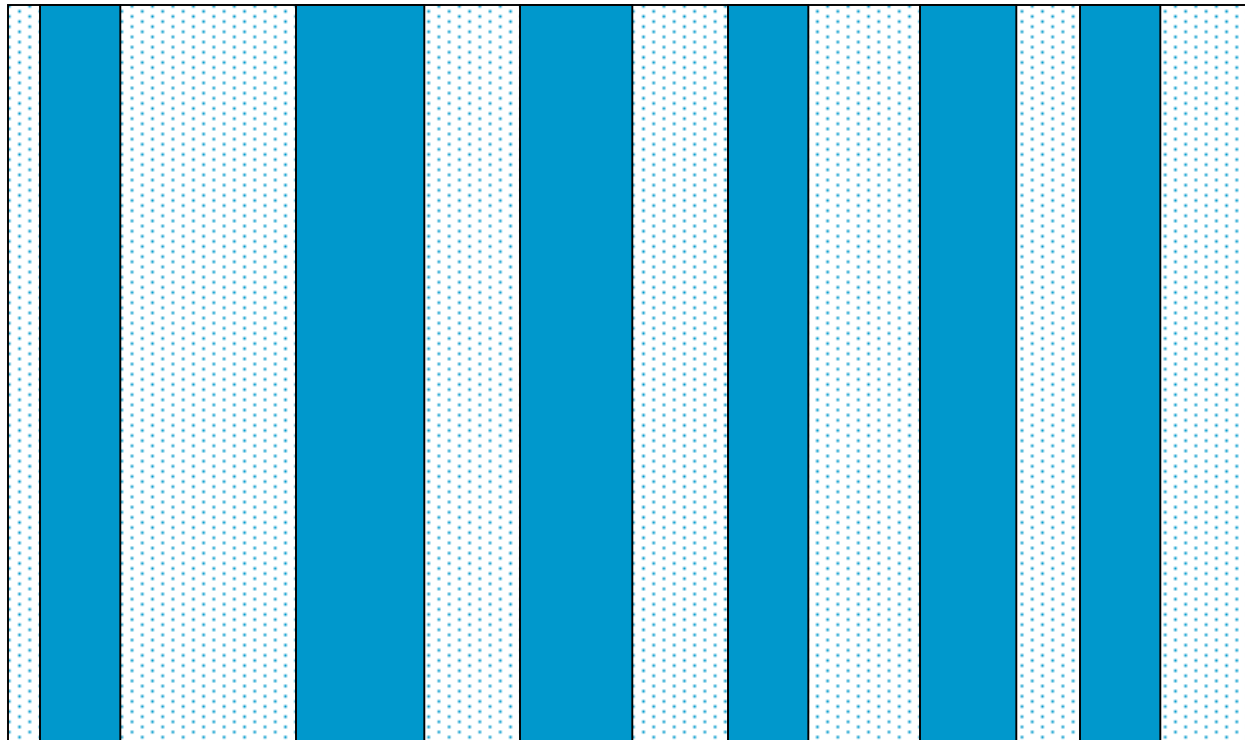
communication \Leftrightarrow intelligence?



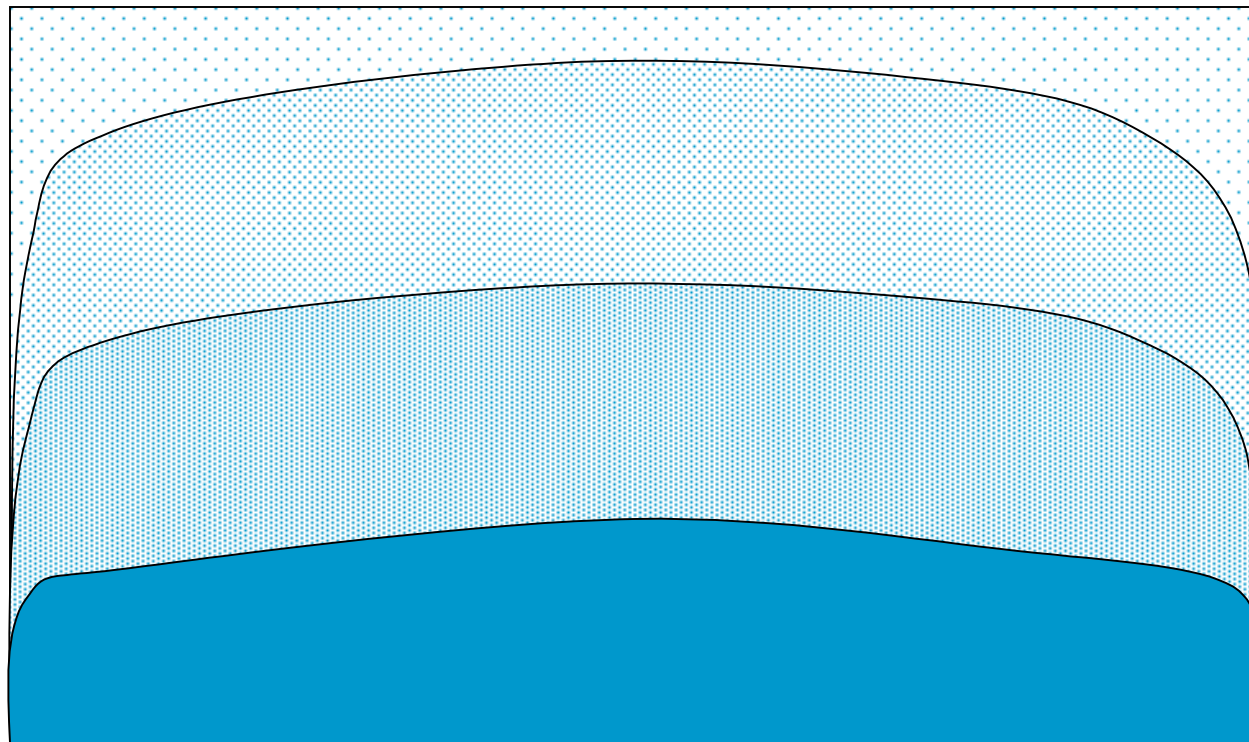
WORK STYLES

- Problem solving
- Communication
- Negotiating
- Learning
- Teaching

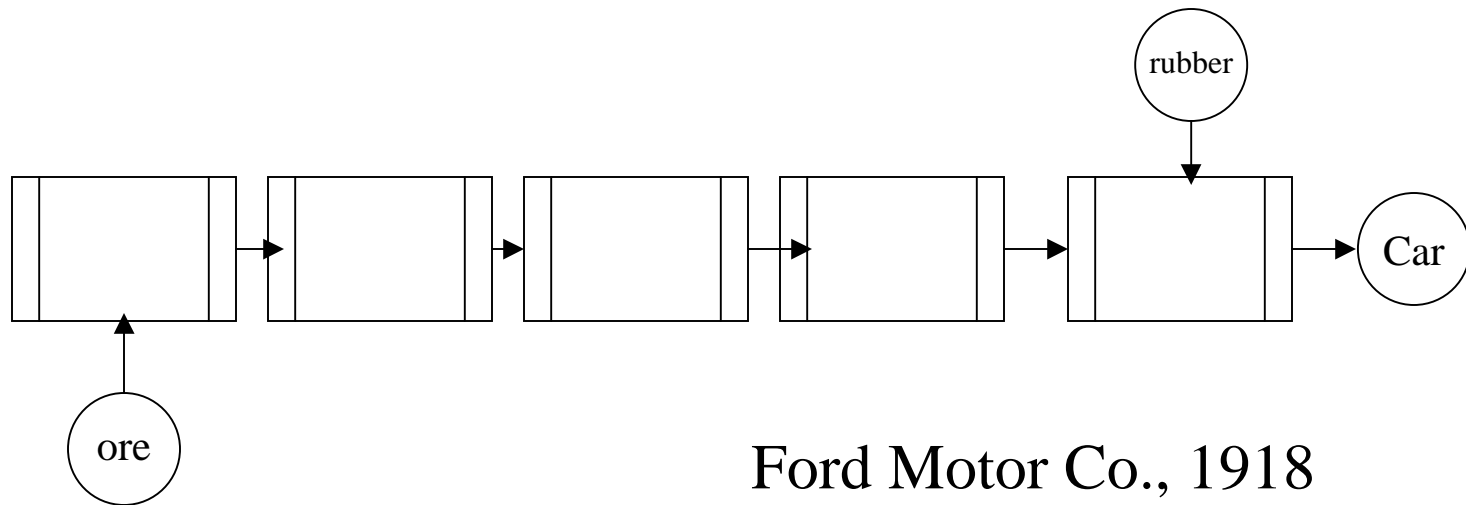
FOCUSED LEARNING



INTEGRATED LEARNING



PRODUCTION LINE PROCESS



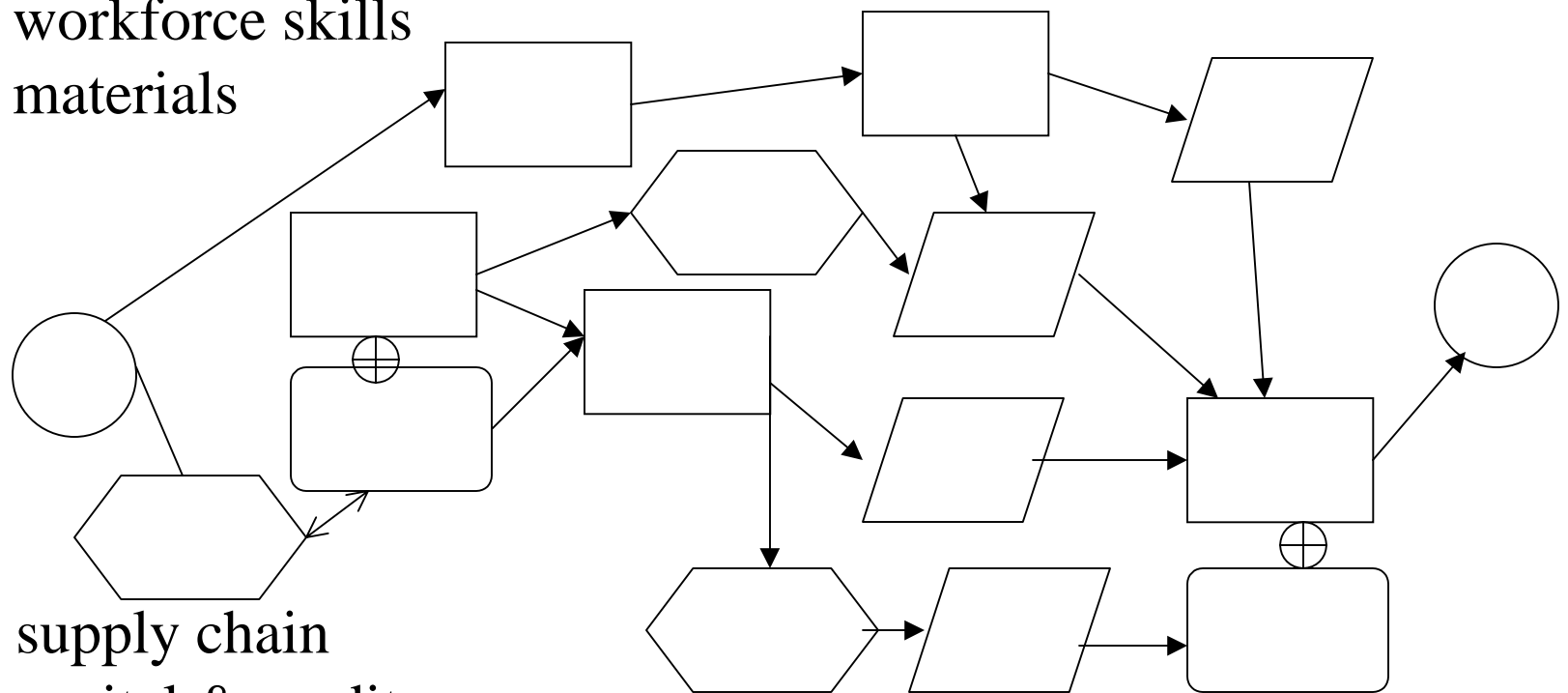
Ford Motor Co., 1918
Rouge Plant, Dearborne

INTEGRATED PROCESS

concept

workforce skills

materials



supply chain

capital & credit

market



CHANGING CORPORATE STYLES

- production line
- shift boss
- business unit
- market dominance
- resource based
- conquer wilderness
- * integrated process
- * production team
- * core competency
- * market development
- * technology based
- * impact assessment



DIVERSITY ISSUES

- style exclusion - implicit discrimination
 - effectiveness
 - limit potential contribution
- tradition and resistance to change
- evaluation and promotion
- communication - becomes THE issue



ISSUES 1

- Perceptions of Science (reach)
 - science is difficult/boring/nerdy
 - not a career which helps people
- Discrimination – does it exist?
 - implicit - the diversity factor
 - explicit - the respect factor



ISSUES 2

- The leaky pipeline (retention)
 - demographics
 - diversion
 - discouragement
- Significance
 - role models (+ and -)
 - symptoms ← cause



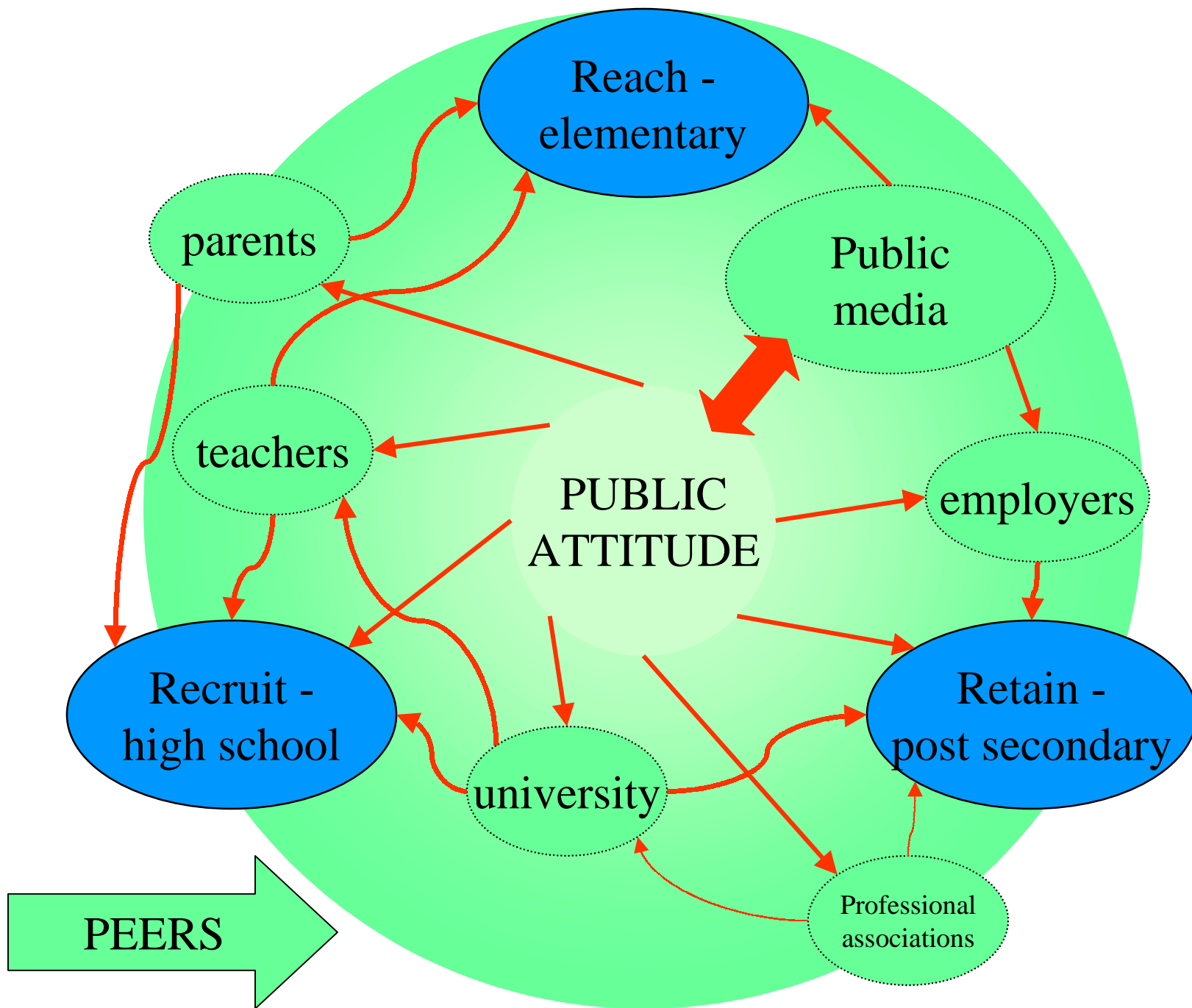
DIVERSITY BENEFITS

- smooth ride on the information sea
- corporate performance
 - financial
 - social
- technology accessibility



WORKPLACE OBJECTIVES

- professional competence and workplace effectiveness
- recognition for accomplishments and contributions
- contribution to society





3 KEYS

 awareness

 respect

 results

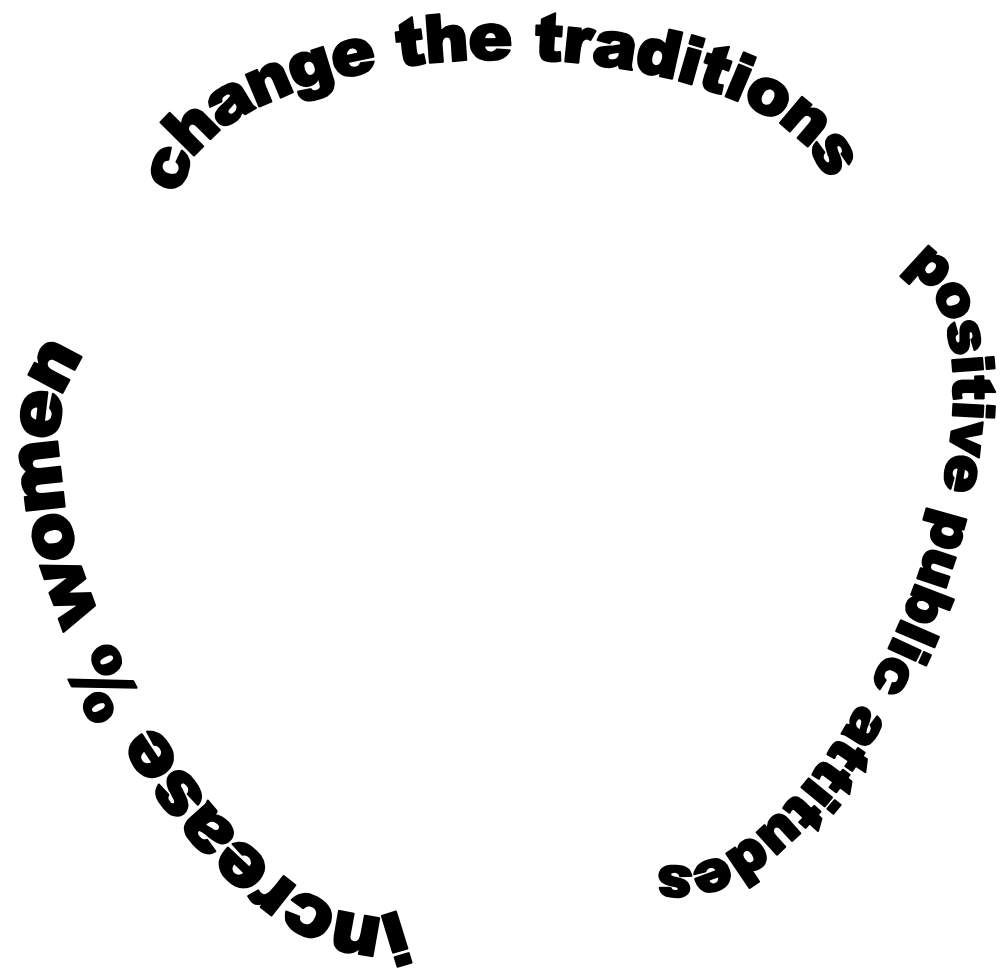


STRETCH OBJECTIVE:

BETTER FIT IN THE WORKPLACE
FOR ALL WORKERS



CHANGING THE FIT





CHANGE STARTS HERE

Workplace traditions

- Be confident
- Take initiative

Public attitudes

- Be a role model
- Take the spotlight

Institutions

- Be an inspiration
- Take leadership



SUMMARY

■ Gender Dynamics

- awareness
- respect
- results

■ Women Are Leaders

- this means you



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