

SAMPLE PAGES

Gender diversity in leadership teams of businesses is no longer seen as an option but a pre-requisite for innovation and competitiveness in the 21st century. This book provides information on the changes that have been brought about by rapid globalization and the digital and knowledge economy which have made the management models of the 20th century redundant. The author of this book argues that the achievement of 50% representation of women in the workforce in most developed countries has changed the power dynamics between men and women in the family, workplace and society. These changes have laid a strong foundation for the advancement of women to top leadership positions as the next logical step in women's economic empowerment. The megatrends that are shaping the global economic environment are making gender diversity in business leadership teams mandatory. Companies that want to benefit from the female talent have to make changes in their workplace policies so that they reflect the current reality of the 21st century. This book describes the workplace of the future that will be gender-sensitive and people-friendly. It predicts that gender-diverse leadership teams will be the norm in 2030.

The book is divided into the following parts:

Part I: Why gender-diverse leadership matters

Part I discusses factors that have made it necessary to adopt gender-diverse leadership in the business environment of the 21st century and presents arguments for inclusion of women in business leadership teams because they possess unique feminine leadership qualities that are recognised as being crucial for companies that want to succeed in a globalized economic environment. It also highlights the barriers that have hindered the advancement of women to senior corporate leadership positions. An understanding of the gender barriers will enable companies to take steps to remove these barriers in order to attract and retain talented women so that they could reap the economic benefits of having talented women in their leadership teams.

Part II: Business case for gender diversity in leadership teams

Part II builds a business case for gender diversity in business leadership teams. The business

case is supported by detailed information on the availability of highly educated female talent that remains under-utilised because of the failure of companies to recognise the potential contribution that gender-diverse leadership teams could make in helping them to remain competitive in a globalized economic environment. The female market is now the fastest growing and largest market for consumer goods and services in most developed countries and this female market has an important role to play in helping the western economies to turn around the global economic recession that is threatening to erode the economic power of these mature economies. Companies that embrace gender diversity in their leadership teams will stand to capture a huge share of the female market because they will have a better understanding of the needs of women and how best to meet the needs of the growing female market. Sectors that stand to gain from the female market are highlighted in this section.

Part III: Embracing gender-diverse leadership teams

Part III provides information on how national governments were taking steps to promote gender diversity in boards of companies because they recognised that women could be the source of fresh ideas and innovation required to promote economic growth and to assist countries in their efforts to recover from the global economic recession. Successful case studies of gender-diverse leadership programmes implemented by selected companies are provided and the lessons learned are highlighted. These lessons will serve as valuable resources for companies that are planning to implement gender diversity in their leadership teams. Examples of different approaches followed by companies in selected countries that are embracing gender diversity in leadership teams are also provided.

Part IV: Gender-diverse leadership teams will be the norm in 2030 workplace

Part IV paints a picture of the 2030 workplace where gender-diverse leadership teams will be the norm because the global trends will continue to be favourable for the advancement of women to senior leadership positions. Advances in ICT will continue to create a workplace environment that favours remote knowledge workers and flexible work arrangements which will enable men and women to balance work with family life. Telework will replace the nine-to-five office hours, and organisational hierarchies and centralised power will be a thing of the past by 2030. The Generation Y employees will be the dominant group of employees and they will expect a workplace that is gender-sensitive and people-friendly.

BRIEF PROFILE OF THE AUTHOR

Dr Nozi Mjoli is the founder and Managing Director of Hlathi Development Services, a research, consulting and coaching company which is based in Pretoria, South Africa. Her focus areas include water and sanitation services, water resources management, gender diversity in leadership and corporate coaching. Her working experience covers diverse areas, such as teaching, research, senior academic, research management and research directorship in public sector institutions in South Africa. She was a recipient of a Fulbright scholarship for her post-graduate studies in Microbiology in the United States of America. She has published several papers and research reports in Biotechnology, water and sanitation services and gender equality in the water sector. She has served on boards of parastatal organizations in South Africa. She has also served as a member of national and international advisory bodies on water and sanitation, such as South African National Water Advisory Council (chairperson), World Bank – Water and Sanitation Program, Global Water Partnership and UK-World Humanity Action Trust Water Commission.