



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

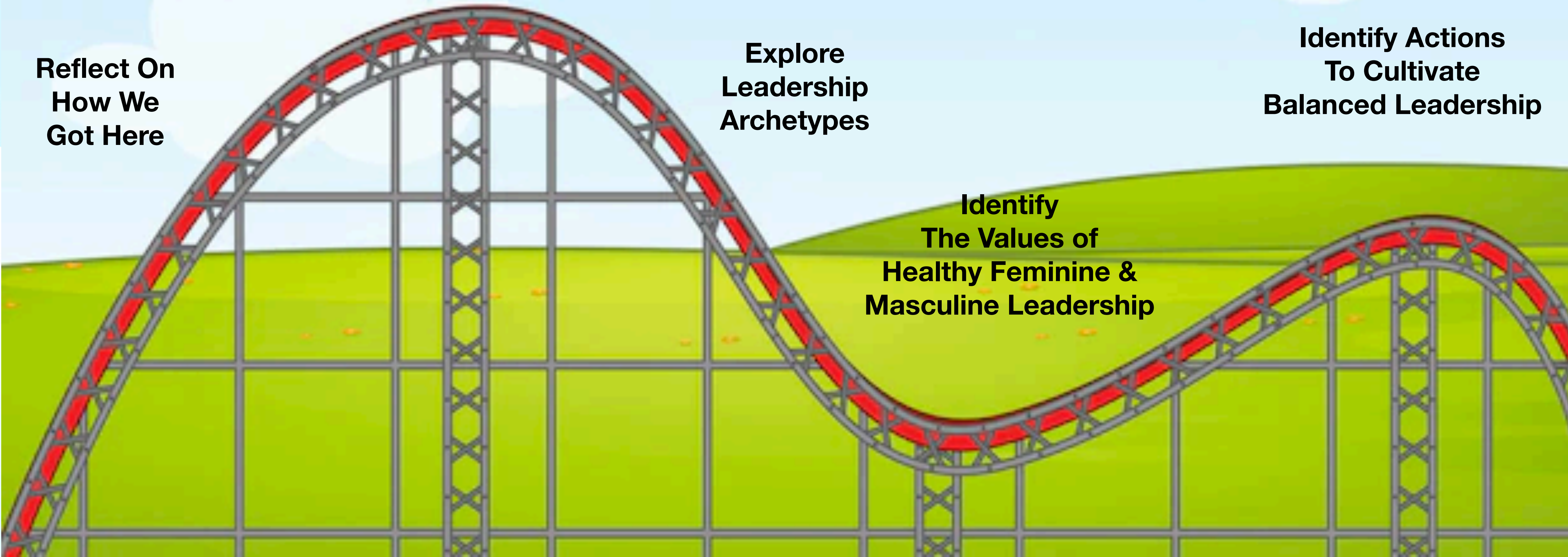
**How Much Is
Toxic Leadership Costing Us?**

**Reflect On
How We
Got Here**

**Explore
Leadership
Archetypes**

**Identify Actions
To Cultivate
Balanced Leadership**

**Identify
The Values of
Healthy Feminine &
Masculine 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



facebook



amazon



TESLA



THE WOLF OF WALL STREET



wework

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**



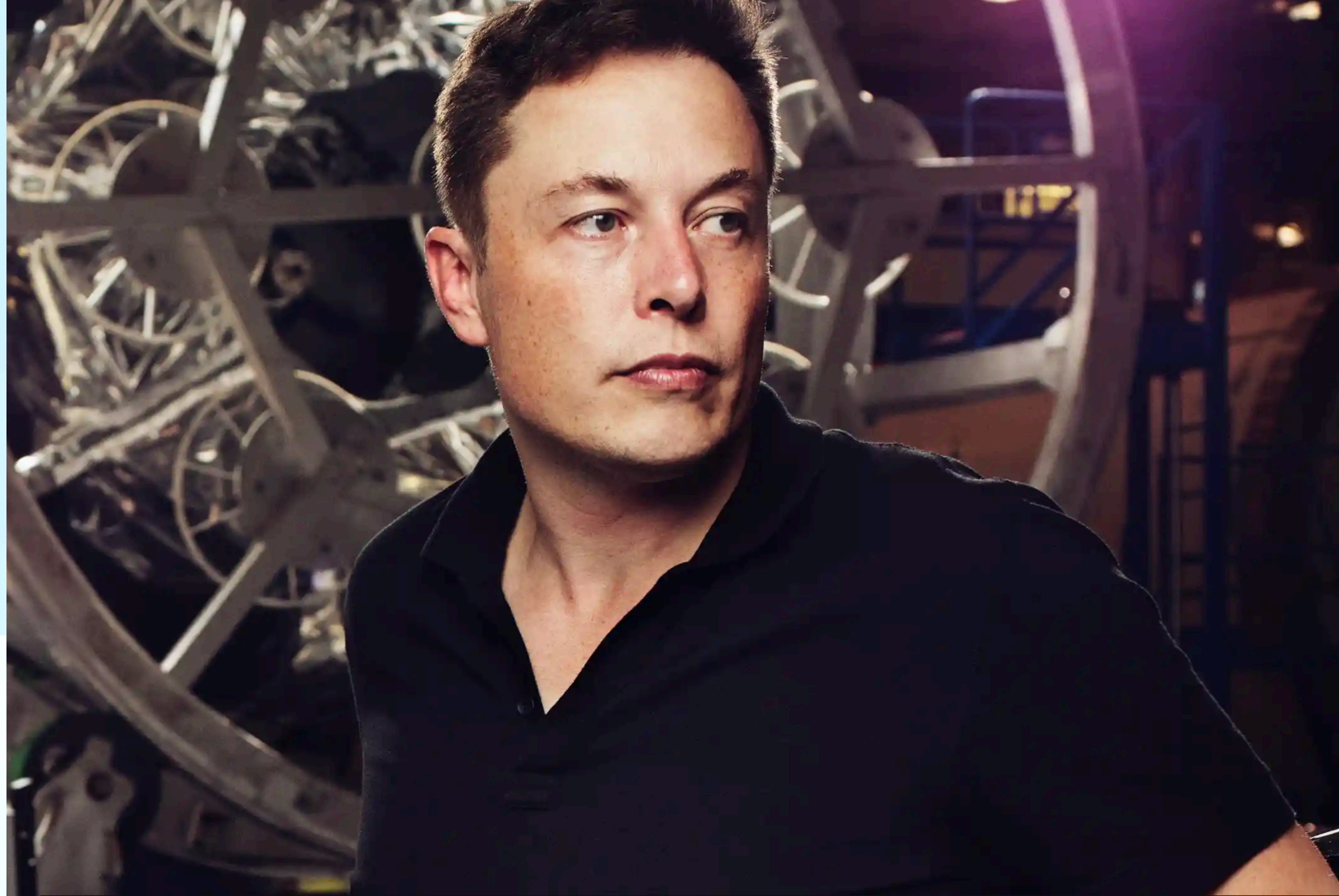
Toxic Masculine Leadership Caused Our Biggest Workplace Issues



Great Resignation

Quiet Quitting

Bare Minimum Mondays



‘The smartest person in any room anywhere’: in defence of Elon Musk, by Douglas Coupland





isa watson 

@isadwatson · [Follow](#)



The new guy at Twitter dissolved all ERGs. No more Twitter Women or Blackbirds. This is so unbelievably wild to watch.

6:30 AM · Nov 4, 2022



27.3K



Reply



Copy link

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'

Grace Kay and Kali Hays Nov 4, 2022, 12:45 PM



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

RETWEET

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/BEI/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



NEWS & BUZZ



A Florida toddler found in an alligator's mouth was put in the lake by...



Keanu Reeves offers rare comment about his relationship

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

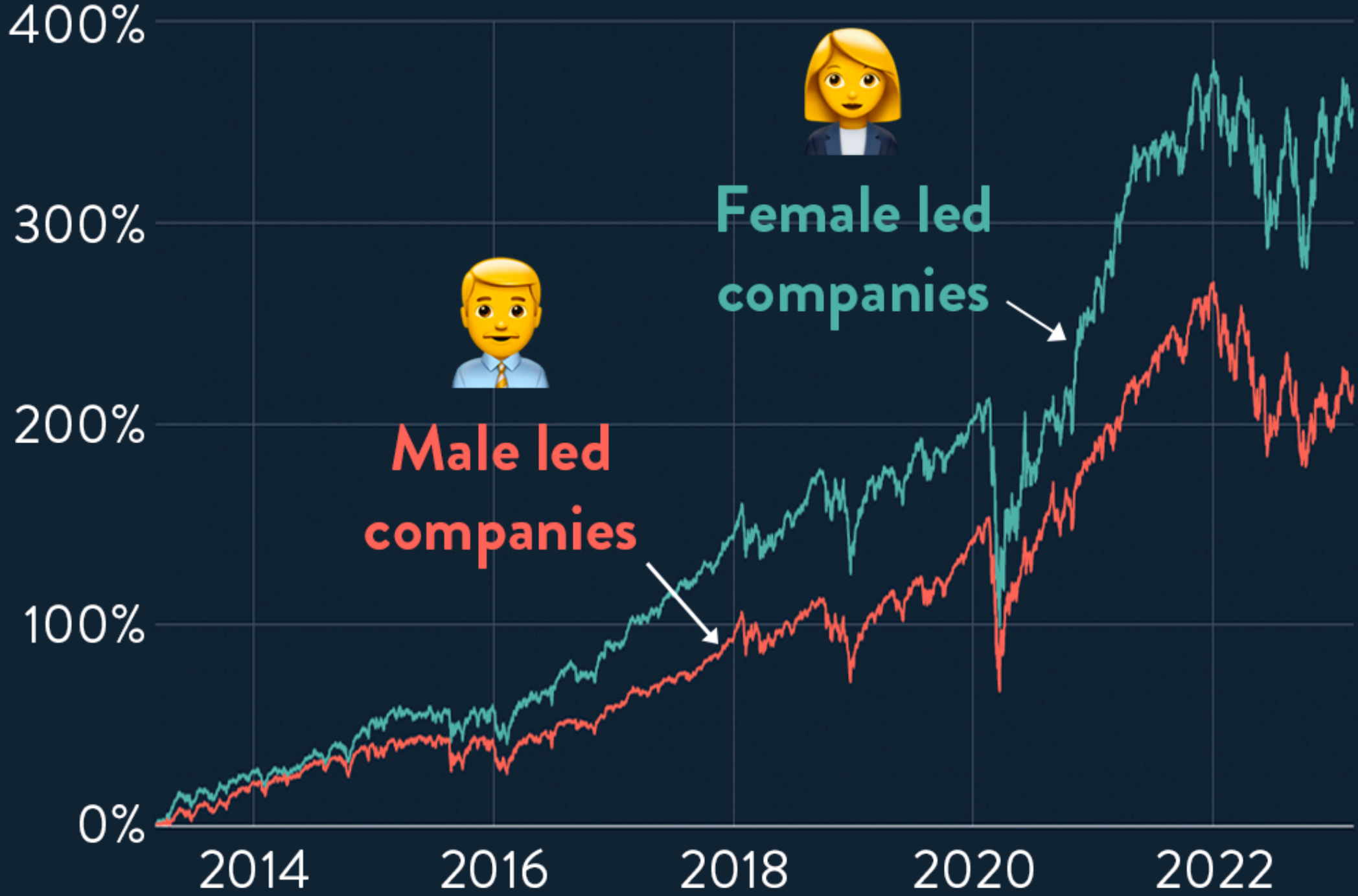


Assumption: Toxic Masculine Leadership Produces Higher Profits

Assumption: Toxic Masculine Leadership Produces Higher Profits

ARE WOMEN BETTER

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

Toxic Masculine Leadership Is Costing Billions

SHRM Reports Toxic Workplace Cultures Cost Billions

September 25, 2019

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.

Toxic Masculine Leadership Is Costing Billions

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?

The background of the slide features a series of overlapping, wavy, horizontal bands in various shades of light blue and white, creating a soft, abstract, and modern aesthetic.

How Much Is Toxic Leadership Costing You?

**Lost Revenue /Employee
In Productivity**

\$14,000*

*Michigan State University Study: How incivility spreads in the workplace

How Much Is Toxic Leadership Costing You?

**Lost Revenue /Employee
In Productivity**

\$14,000*

*Michigan State University Study: How incivility spreads in the workplace

**Cost To Recruit &
Train New Staff**

\$50,000 - \$75,000*

*SHRM Study Found It Cost 6 - 9 months of an employees salary to replace them

How Much Is Toxic Leadership Costing You?

**Lost Revenue /Employee
In Productivity**

\$14,000*

*Michigan State University Study: How incivility spreads in the workplace

**Cost To Recruit &
Train New Staff**

\$50,000 - \$75,000*

*SHRM Study Found It Cost 6 - 9 months of an employees salary to replace them

**Cost To Defend An Employee
Lawsuit**

\$75,000 - \$150,000*

*Litigation Cost Survey of Major Companies - USCourts.gov

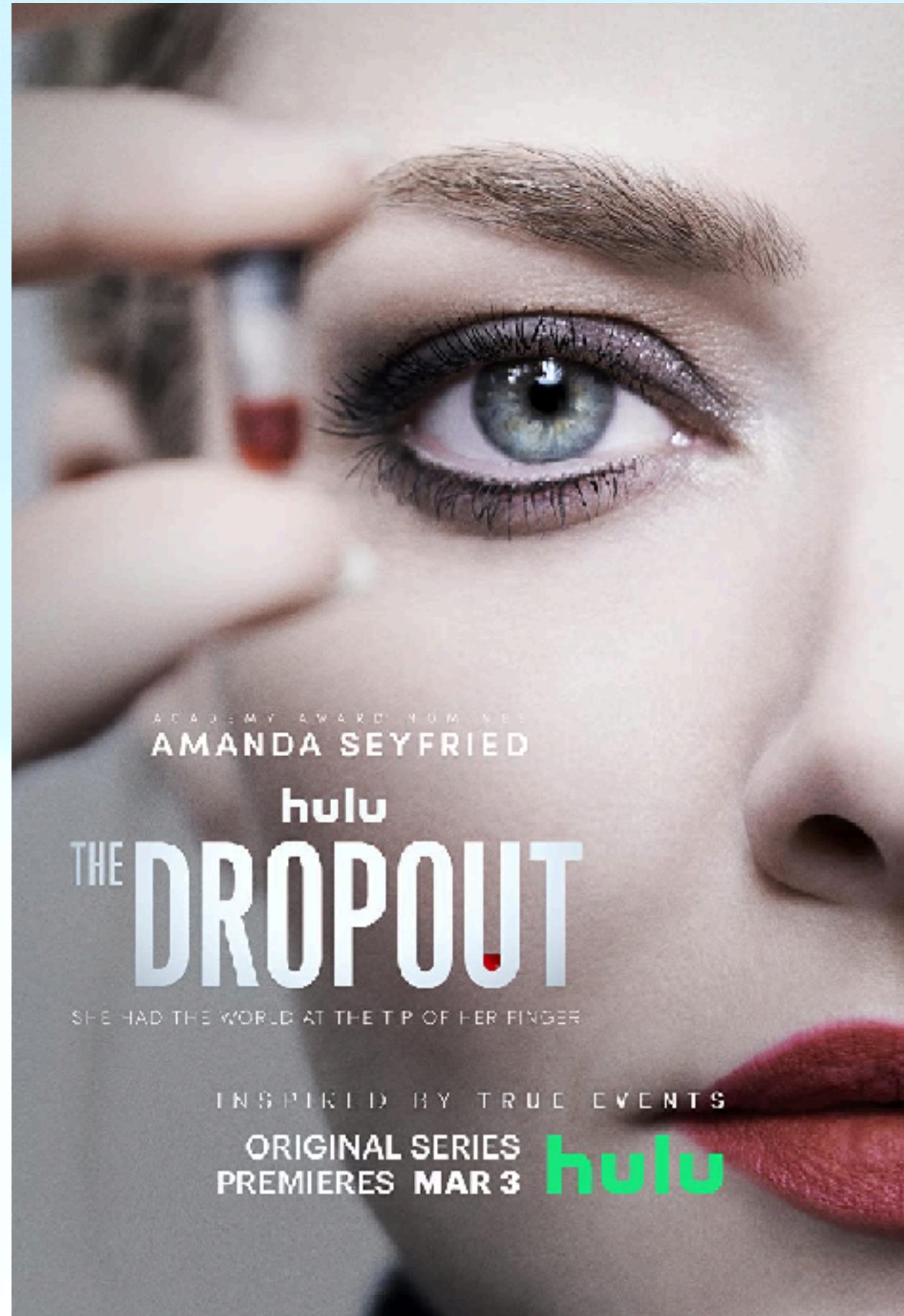
Diversity of Perspective



Diversity of Perspective



WE CELEBRATE TOXIC MASCULINE LEADERS



HEALTHY MASCULINE LEADERSHIP EXAMPLE



LEADERSHIP ARCHETYPES



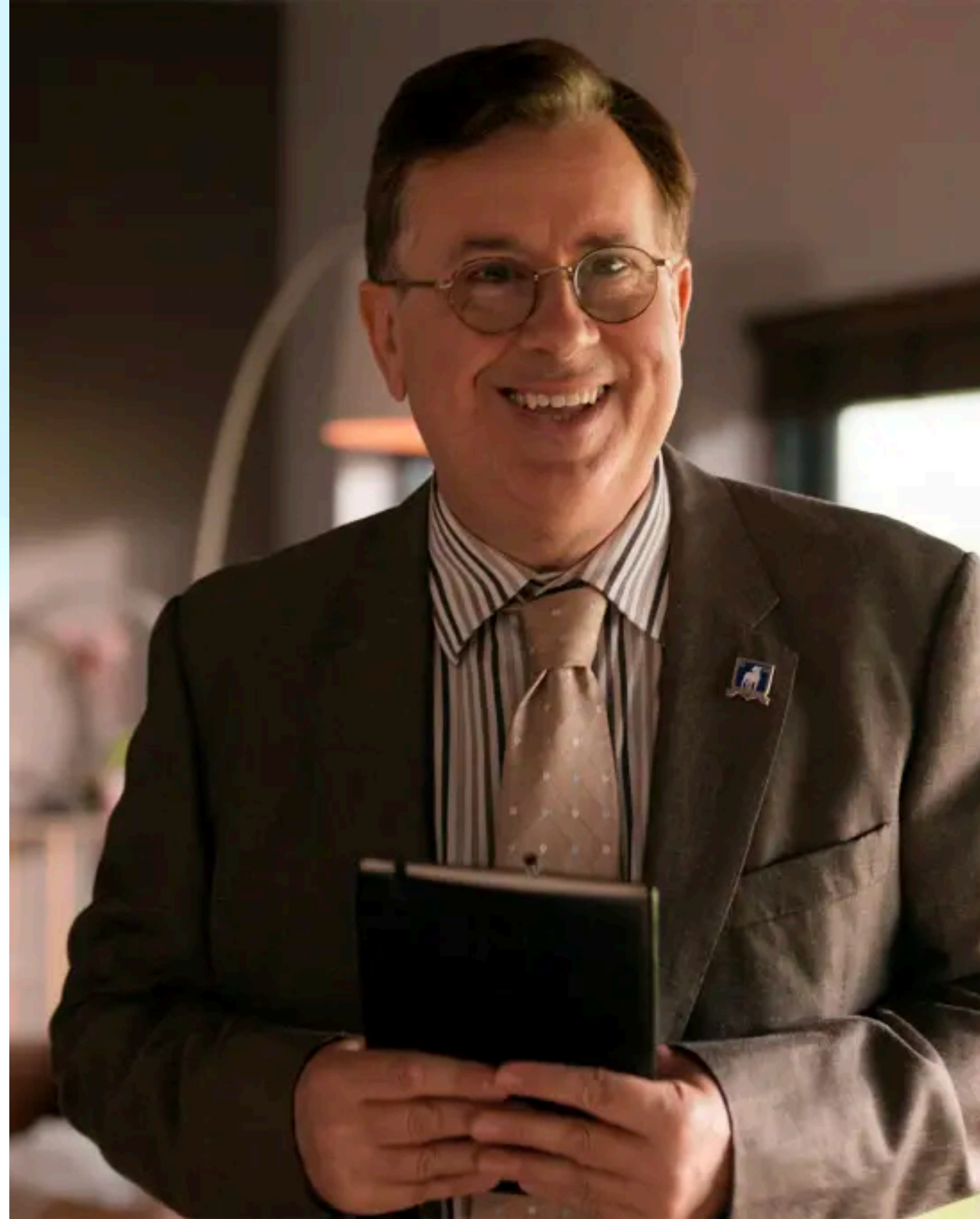
The "Boss" Archetype

- **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**



Front Of The Room

**The "Nurturer"
Archetype**

**The "Coordinator"
Archetype**

**The "Innovator"
Archetype**

**The "Boss"
Archetype**

Back Of The Room

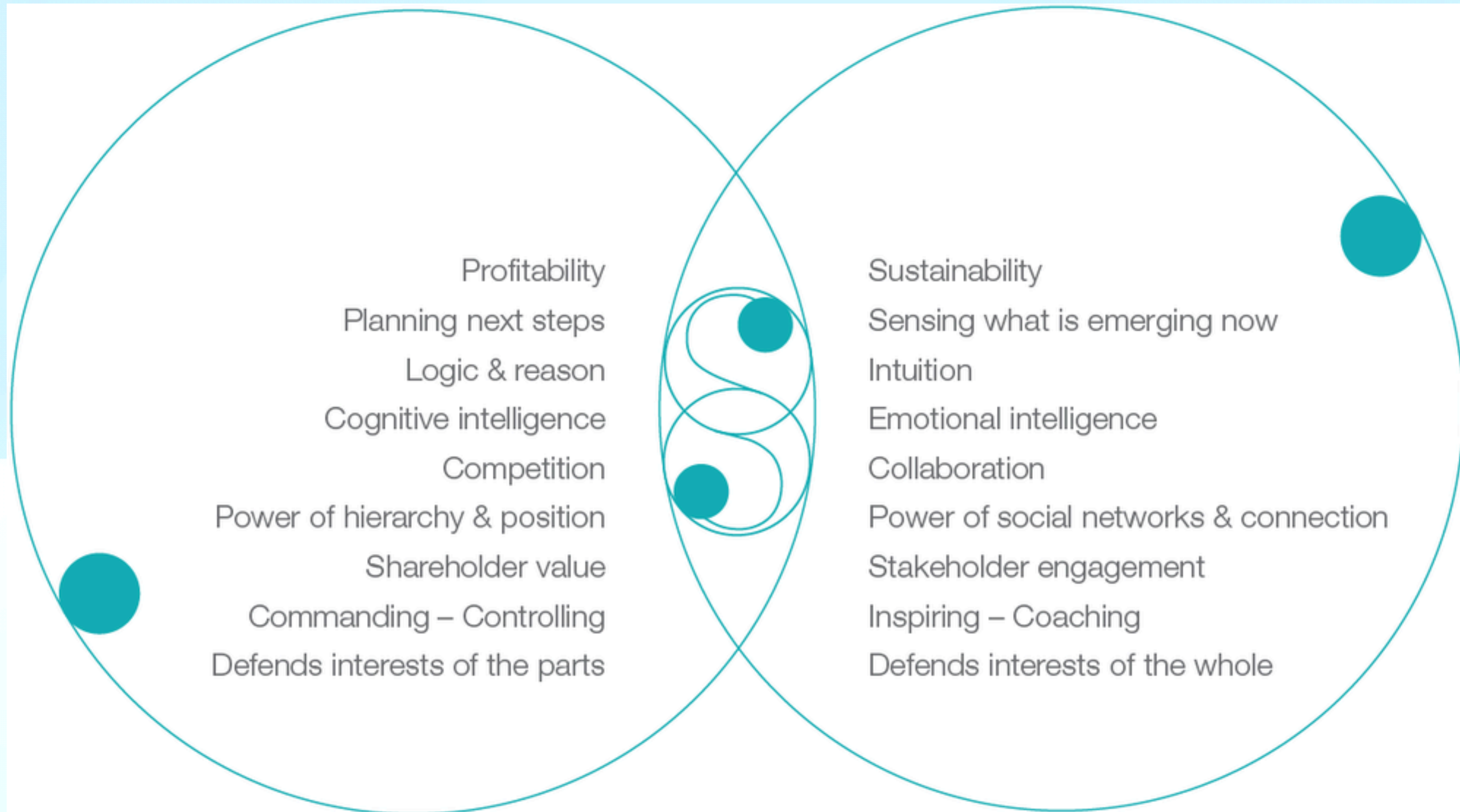
Learn About Each Other

**What Resonated With You
About This Archetype?**

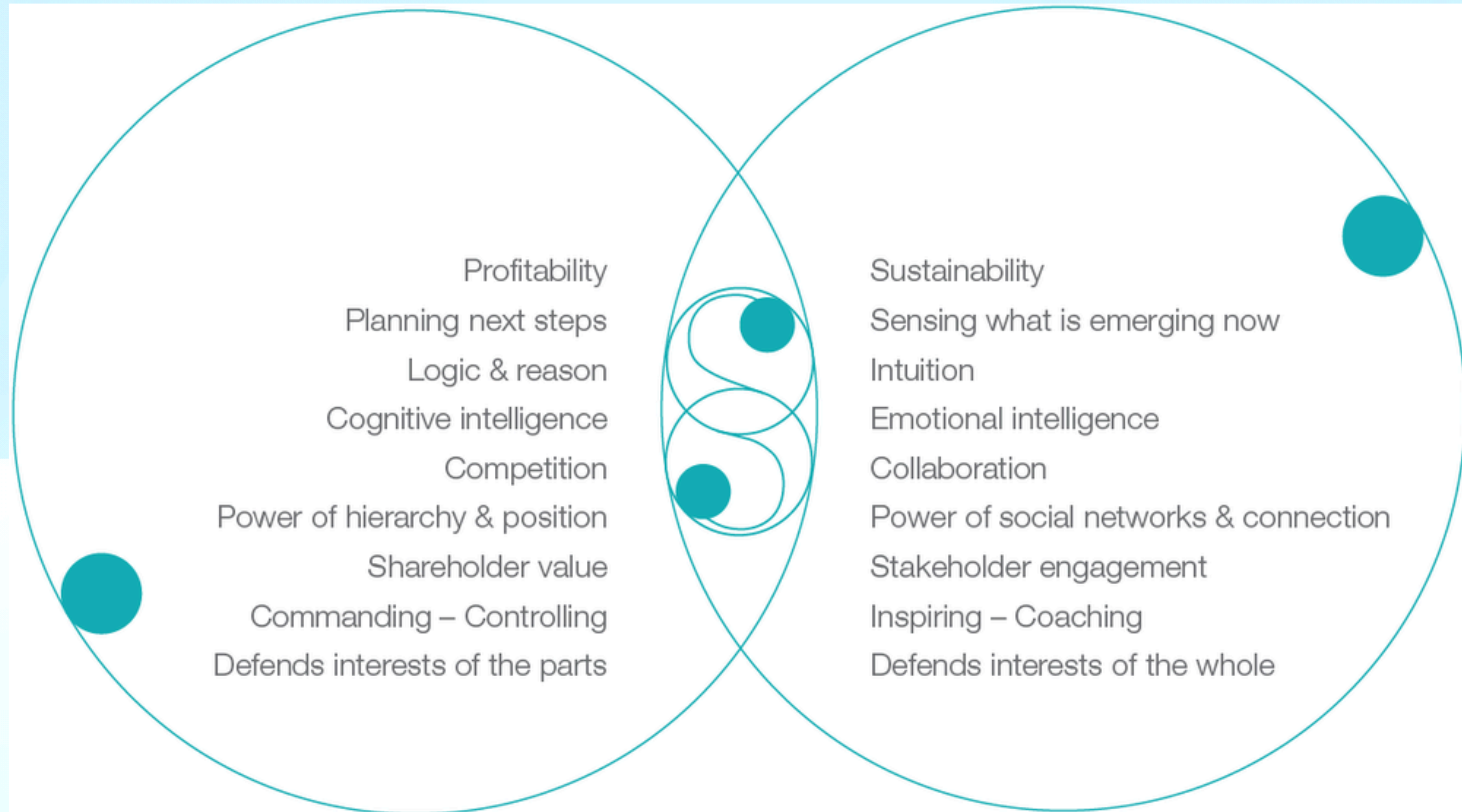
Learn About Each Other

**What Parts of You Are Not
Represented By This Archetype?**

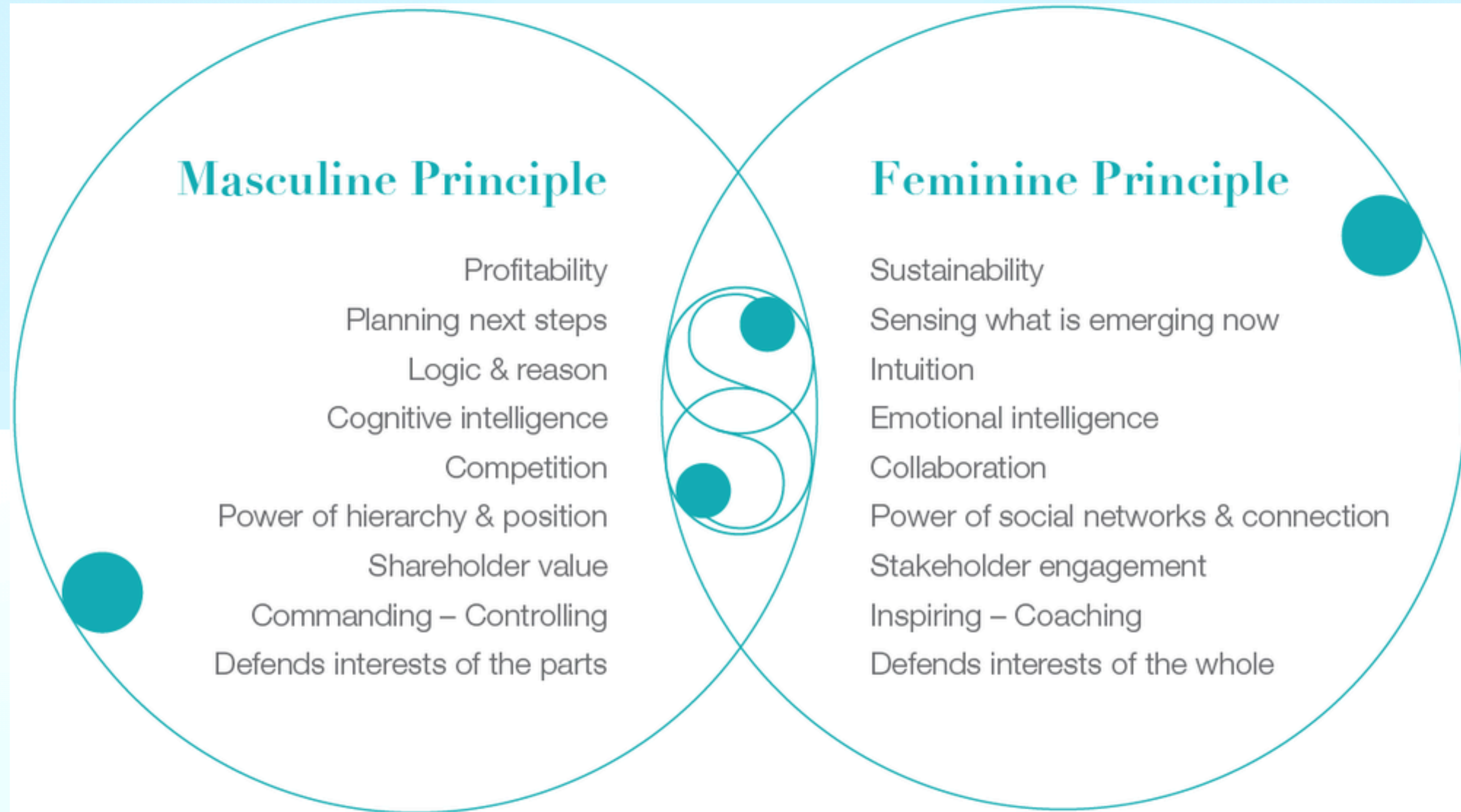
What Traits Does Your Team Currently Have?



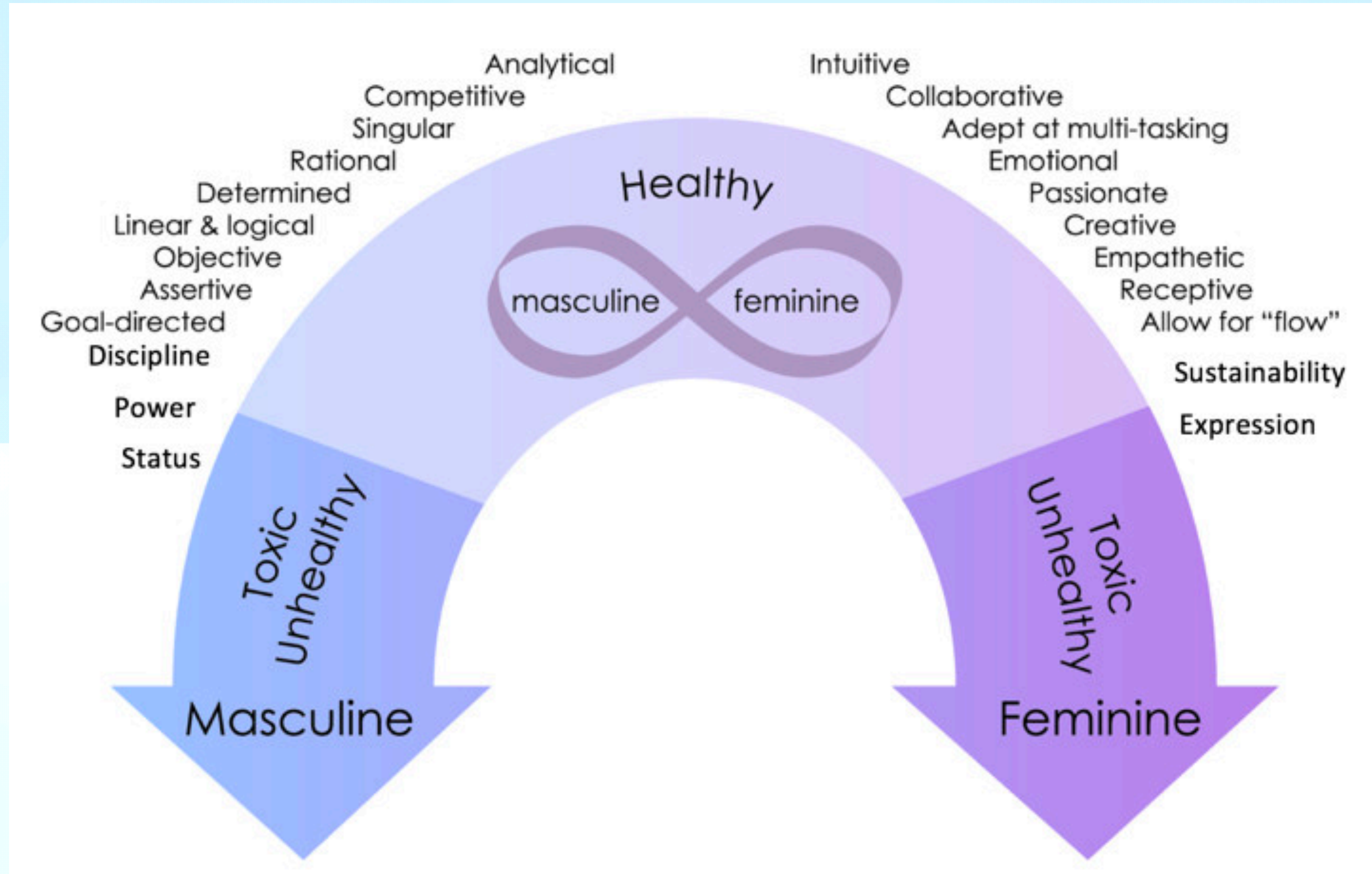
What Traits Are Missing From Your Team?



The Traits Teams Need For Success



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

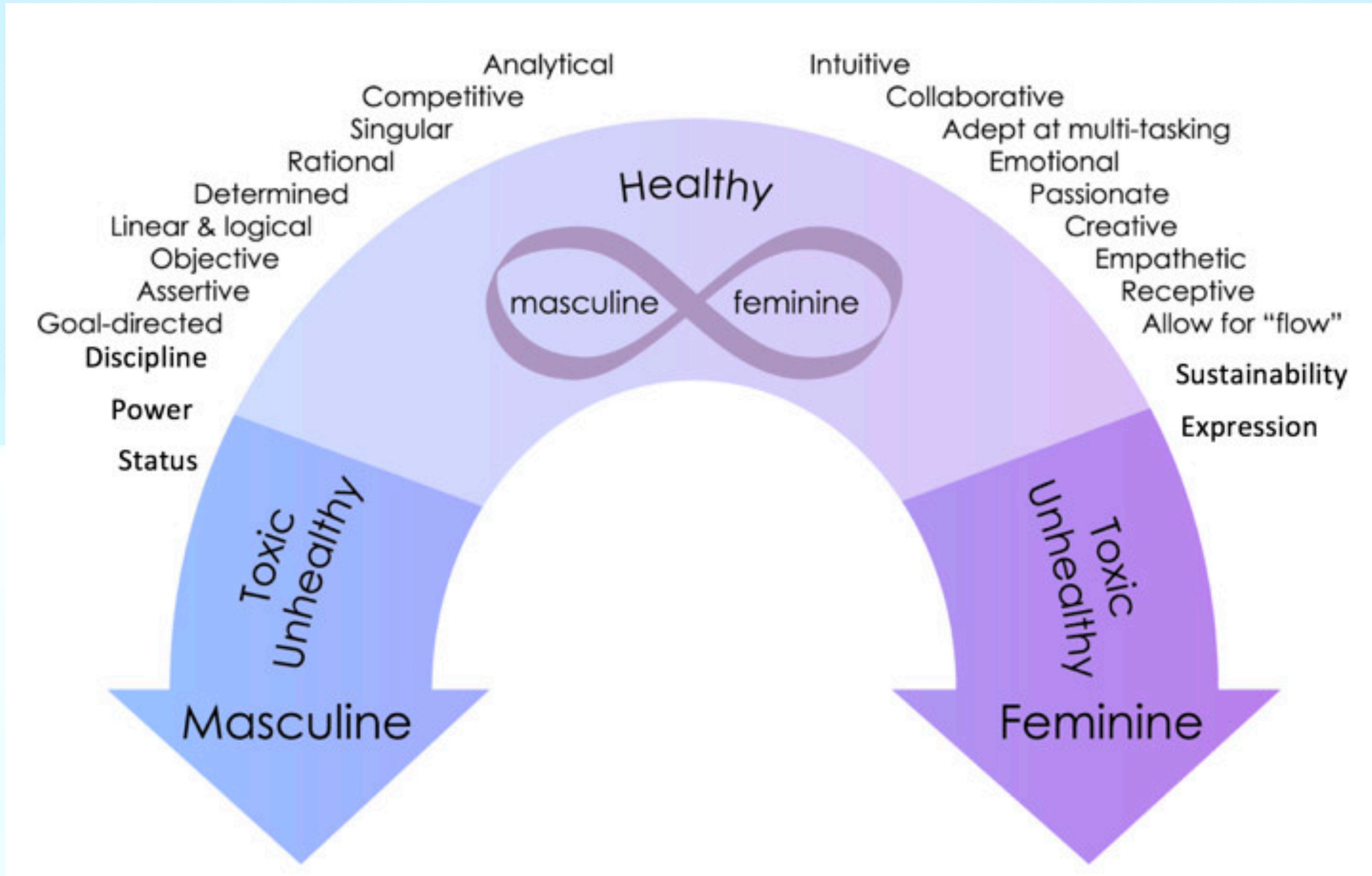


- Taking Initiative
- Inclusion
- Practicing Self Development
- Collaboration
- Systems Thinking
- Authenticity
- Vulnerability
- Resilience

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?**

- 2 Director's Offices
The Academy

- 1 Director's Lounge
The Arnold Hills
The Royal East
The Forge

- 0 Team Facilities
Managers' Offices
Away Team Facilities
Pitch Access



Who Will Decide The Future of Work?

Pre-Pandemic Leadership

Individualism

Competition

Control

Ego

Post-Pandemic Leadership

Shared Humanity

Collaboration

Inspiration

Intuition

Who Will Decide The Future of Work?

- 2 Director's Offices
The Academy
- 1 Director's Lounge
The Arnold Hills
The Royal East
The City
- 0 Team Facilities
Manager's Offices
Away Team Facilities
Pitch Access



Let's Build Healthy Workplaces Together



@jeffharryplays